

Out-of-the-box Marketing to Increase Revenue & Help Locals



CBS Atlanta — With the holidays around the corner, many people will be spending a large portion of their hard-earned money on gifts while attempting to save the rest for bills. Our Town America, a national **marketing franchise**, wants your local business to know you can lend a hand during these trying times while simultaneously increasing your revenue.

Our Town America connects people who have recently moved with established local businesses looking to increase their foot traffic. We provide one-time housewarming gift certificates from partnered local businesses enabling new residents to try various businesses at lower cost (or cost-free!) upon move-in to their new home.

Our Town America of Atlanta owner, Chris Beer, has been helping local businesses gain new customers for 23 years and says the concept has never worked better. “As we talk about inflation, stress and needing direction — our package really helps, because right at the new movers fingertips is a reason to visit a pizza restaurant, get a car wash, and hopefully develop a real positive relationship with these local businesses,” says Beer.

Beer sat down with CBS Atlanta to divulge just how this unique marketing strategy

works.

Press Play for full CBS interview.



Our Town America supports small businesses across the nation 365 days per year. If your North Georgia business is looking to gain new customers, contact Chris Beer at **1-800-887-9364** or complete a **Contact Form**. If your business is located outside North Georgia, please contact the Our Town America corporate office at **1-800-497-8360** to be connected with your local

representative.