

CO-OP CONNECTIONS

mobile app



Considering Co-op Connections? We're here to help!

At Tri-County Electric Cooperative, we not only care about our members, we also care about our community and supporting local businesses. We are reaching out to businesses that continue to make positive impacts in our community to consider partnering with our cooperative's Co-op Connections program. This opportunity allows you, the business, to offer specialized discounts to customers who show their app or have their account pulled up on their phone. This opportunity allows your business to prosper, and Tri-County Electric Co-op will do all the heavy lifting. We will advertise your business, for free, on our social media platforms and webpage, which reaches nearly **30,000 people**; feature your business in our magazines, which are distributed to all **103,000** of our members; give your business full discretion on what discount(s) to offer, when it/they is/are offered, and until when it/they can be redeemed.

Benefits of Offering Discounts:

- Increased customer traffic
- Potential customer loyalty
- Leg up on competitors

Some Facts:

- Consumers are 4x –5x more likely to make a purchase if you offer free shipping
- 75% of consumers report that they look in their inbox for discounts to businesses
- Bonus packs or bundles can increase sales by up to 73%
- 68% of consumers are more likely to visit your business if they have a coupon
- 50% of consumers will return to the business where they initially used a coupon
- Nearly 70% of consumers report that having discounts generates loyalty
- 74% of consumers follow social media accounts of businesses that offer discounts