

FOR IMMEDIATE RELEASE

Contact: Randall Harmon
 randallh@Seeingit.com
 Internet Terms of Use, Inc.
 866-631-0411 ext. 111

New Website Provides Self-Serve Marketing Tools for Business Owners

BOULDER-(CO) May 9, 2011 – Internet Terms of Use, Inc., today announced completion of enhancements making their Seeingit.com website a powerful utility that business owners can use to publish their latest promotions, saving time and money, while increasing consumer accessibility.

Integrated media is a new form of media content creation that combines multiple sources such as video, print, audio, social, live webcasts and events, etc., and Seeingit.com is a platform businesses can use for the creation, display, and consumer access to this new form of media.

To make this happen, Seeingit.com incorporates self-serve online forms. Businesses login to their ad forms and make changes to pictures, textual descriptions, type a redeemable coupon or promotion, upload menus, brochures or product inventories in Adobe PDF file format, and video from camcorders or Smartphones. The resulting product is ad listings with icons that are clicked to open each feature and a map-it function that provides directions and distance calculations.

The application helps business owners by utilizing many media elements and publishes their latest promotions to a 100-mile radius, in a community website format. Businesses can promote products or featured items, set expiration timeframes and track coupons for loyalty rewards plans.

“I, for instance, am an impulsive consumer. We have no group buy-ins or set minimum purchase amounts,” said Randall Harmon, CEO and President. “With Seeingit.com, the consumer is dealing with the merchant and the offer they are presenting – at that moment in time.”

“Advances in technology, the use of Smartphones, social media marketing trends, the explosive demand of online video by consumers, and time-to-market constraints of traditional media options have been our inspiration since inception in 2006,” Mr. Harmon followed. “Yet with reduced consumer spending, we had to provide a product a business could utilize to the fullest that simplifies efforts, at a cost that met adjusted budgets, all the while having the potential to elicit the highest degree in consumer response.”

Indeed video consumption is up. A Forrester Research report concluded that 71% of the online audience already watches Internet video, and the number of streams consumed should more than double by 2013.

“Video is compelling and truthful. It sells products, shows the ambiance of a restaurant, or the genre of a band at a nightclub. It can instill confidence in consumers to whom the person or business they are dealing with,” said Randall Harmon. “We provide live streaming video for free with every listing. For a small charge, recorded video, even from Smartphones, can be uploaded anytime to feature latest product promotions or daily lunch and dinner specials from a restaurant. We call the upgrade with video and all the media elements we offer, the Media Bundle.”

When it comes to peoples’ perception of the value of Social Media marketing, Seeingit.com has conceived a clever twist on that angle - consolidation. “Businesses may have Twitter and Facebook accounts and if they downsized, they’ll have fewer employees and less time to contribute to this marketing effort. So, on our online ad form, when the Submit listing button is clicked, the text of their coupon and promotion statement is sent to Twitter and Facebook simultaneously, and our database inputs their state, city, business name, and phone number in the message automatically. We maximize exposure through consolidative means by submitting all promotions to our www.Twitter.com/BuyLocalNow, www.Facebook.com/BuyLocalNow and www.Facebook.com/BuyItLocal accounts. It behooves each business to invite their Social Media contacts to also follow our Social sites since the coupons and promotion statements are seen by the friends and followers of all of our listed businesses nationally,” stated Mr. Harmon.

Each business has three unique URL’s given to a Search Engine Optimization (SEO) page, a recorded video player window, and a live streaming video window. These URL’s can be used for myriad marketing purposes. The length of these URL’s can be shortened with an application such as www.tinyurl.com or <http://is.gd> and pasted into the ad form coupon or promotion statement that is sent to Twitter and Facebook as a link to show promotions or video, and draw consumers to ad listings and their websites. “It’s simple to update latest promotions and video on Seeingit.com. Being so, the QR code system (the square checkerboard codes that you scan with a Smartphone) is especially useful,” said Randall Harmon.

“Businesses and restaurants can paste their URL’s into a QR code generator to create their code and place it on a door or window to be scanned for coupons, promotions or product information. Picture this, he exclaimed, “how about a QR code on a for sale sign or front door of a home for sale. Scan it and it launches our video player of a walkthrough tour. How cool is that? How many times are we confronted with a business not open yet or having to peer into windows?” Seeingit.com – it’s what to see and do.



Businesses can find a free Post Listing link on Seeingit.com. The media bundle upgrade costs about \$1 a day. Use coupon code INTRO60 for 60 seconds of video time for the 30 second price. Contact 866-631-0411 ext. 112. Internet Business-Methods Patent Pending.