

New Online Going Out Guide Drives Local Business

A new online going out guide, designed to maximise business for local venues launches next month. mondaynightout.co.uk (MNO), designed and run by local businessmen John Mackenzie and Dave Holmes, will help businesses attract customers on what is traditionally the quietest night of the week.

MNO will communicate offers, special events, promotions and services in a way that's never been done before. MNO puts venues and promoters directly in touch with their customers and potential clientele via regular email newsletters, direct customer feedback links, real-time offer updates on the website and updates as per their personal profile.

Businesses will pay a nominal monthly fee to profile their establishment, with Premier Packages available for those who wish to promote their venue for hire, advertise job vacancies, upload vouchers or show events happening across the week.

Extensive advertising will support the launch of the site, which is already attracting great interest from the local community with registrations growing rapidly. Alison A. from Hove said "I regularly go out and am very excited about being able to find something a bit different from the usual. I really like the idea of being kept up to date with all the latest promotions and special offers." Paul E. from Brighton commented "This is great, all the current going out sites on the internet are full of information that's way out of date. In the past I've gone out to a club only to find out that the night I was looking for was 6 weeks ago!"

"Monday's are habitually dismissed by so many businesses that assume trade will be slow" explained MNO partners John Mackenzie and Dave Holmes. "However, our research has shown that many local people of all ages are open to going out on any night of the week, especially if there is a special offer or event available. Aside from those who actively avoid the weekend crowds, so many people work at the weekends these days that for many, especially those in the leisure & retail industries, Monday is the new Friday.

"There is already a lot happening locally on a Monday but little time or money is spent on promotion and, to date, there has been no-where for businesses to engage directly with people who have specifically asked to receive the type of offers they have available. MNO will change all that".

Whilst the bespoke website is being finalised and tested, MNO is engaging with local businesses who are keen to get involved. The company is also accepting customer registrations via the website www.mondaynightout.co.uk

Ends

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