

Lehigh Valley Easy Pages & PA Daily Deals

The Greater Lehigh Valley Chamber of Commerce and Lehigh Valley Easy Pages present PA Daily Deals.

PA Daily Deals features deals on the best things to do, eat and buy in the Lehigh Valley, many offered by Chamber members. The PA Daily Deals website combines the old fashioned gift certificates and coupons with the power of social media. Each day the site offers a special deal at discounts of 50% or more to subscribers who can purchase the Daily Deal and forward the deal to their friends by e-mail, Facebook, or Twitter.

Cynthia Zelenty is a local representative for PA Daily Deals and she also serves on the Greater Northern Lehigh Chamber of Commerce Board of Directors.

“Businesses are constantly looking for creative, fresh and timely marketing ideas; consumers are always looking for the best deals that they can find,” said Frank Facchiano, Executive VP with the Chamber. “This partnership allows Chamber members to market to thousands of customers with no cash and a very low cost upon redemption.”

“We have been helping local businesses grow for over five years. We are in the business of getting our advertisers message out to the local community,” said John Norton of Lehigh Valley Easy Pages.

PA Daily Deals is built around the same model of group buying that has been seen in sites like Groupon and LivingSocial. However, there are substantial differences. PA Daily Deals takes up to 50% less than its competitors, is locally owned and operated and does not charge anyone, business or customer unless enough people purchase the Deal.

To sign up to receive PA Daily Deals visit: www.padailydeals.com/lehigh-valley/page/company, www.facebook.com/LehighValleyDailyDeals On Facebook or <http://twitter.com/PADailyDeals> on Twitter.