



Fairfield County Central
www.fairfieldcountycentral.com

Company Backgrounder

Fairfield County Central was created by Todd Jones in September 2008 to help local small business owners capture the power and reach of the internet for use in their marketing and advertising strategies.

Jones founded Fairfield County Central (FCC) with the vision of providing core web services to local small business owners and becoming the first place consumers go to for information about those businesses.

FCC is a simple, free marketing resource. FCC provides the tools and hosting for businesses to quickly and easily create and update their own website as part of the FCC community of microsites.

FCC provides small business owners with a fully editable, ad-free microsite (one-page website), a friendly web address that is easy to remember, complete 24/7 access to edit the microsite as often as needed, cross-promotion with other local businesses and access to cost effective online and email marketing.

At the heart of each microsite is a message board. The message board can be updated instantly to allow for up-to-the-minute information such as daily menu specials, sales or promotions, and links to sites of interest. In addition, Fairfield County Central sends regular emails to its subscribers with information about local sales, specials and events.

Three of the FCC microsites are featured on the FCC home page through random rotation each time someone visits the website, offering business owners an additional marketing opportunity.

On the consumer end, FCC offers an up-to-date and user-friendly guide to local businesses, local search results that can be filtered for fine-grained control, the ability to bookmark or share a microsite on many popular social networking sites, and an electronic newsletter about local sales, specials and events.

Fairfield County Central can be found online at www.fairfieldcountycentral.com