



Contact: Allison Jacobi
203-256-5825
ajacobi@optonline.net

For Immediate Release

New Website Gives Local Small Businesses an Edge in Today's Tough Economy

FAIRFIELD COUNTY CENTRAL OPEN FOR BUSINESS

Fairfield, CT, May 22, 2009 . . . Fairfield County small business owners have a new resource for their advertising and marketing strategies. Fairfield County Central (www.fairfieldcountycentral.com) is a locally-based website that connects consumers and area businesses through a community of centrally hosted microsites.

Fairfield County Central offers small business owners a fully editable, ad-free microsite (one-page website) with complete 24/7 access to edit the microsite as often as needed, cross promotion with other local businesses, and the use of effective online and email marketing.

On the consumer end, Fairfield County Central 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.

"I developed the concept for Fairfield County Central after finding it nearly impossible to get information online about local businesses," said company founder Todd Jones. "Most local businesses don't have a website, and those that do often find it difficult and costly to maintain. Fairfield County Central is a site where local business owners can set up a one-page website that is easy to update, without relying on a third party," he added.

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.

"I have a website for my business, but it is difficult and time consuming to update," said Jen Calabrese, owner of Tutor-2-Go in Fairfield. "With Fairfield County Central, I can quickly and easily update my microsite to reflect changes in the programs I offer and link back to my main site. I also like the additional exposure that Fairfield County Central's electronic newsletter provides" she continued.

- more -

Email marketing is a critical component of an effective small business marketing strategy. According to a May 2009 survey by Internet Retailer, most retailers' e-mail marketing programs are holding their own during the economic recession, with many performing even better than they were a year ago. In addition, a majority of retailers plan to increase their use of e-mail marketing during the recession.

Fairfield County Central is currently offering businesses a sixty day free trial. After the free trial, the cost is \$37.50 per month. Subscriptions to Fairfield County Central's email newsletter of local sales, specials and events are free. To create an account or for more information, go to www.fairfieldcountycentral.com .

#