

Entrepreneur®

money

Mob frugality

Social deal sites are focusing on group buying power for the B2B set

You signed up for Groupon and LivingSocial, but offers for 50 percent off Botox injections or romantic getaways don't do much for your business. Now a new(ish) crop of group-powered deal sites is focused on chopping your B2B expenses.

Similar to the consumer variety, a deal is offered, and once a certain number are purchased, it's on. All are free, but most are limited in reach or scope, likely because this is a relatively new niche. Stay tuned to these emerging sites:

1 MARKETSHARING (MARKETSHARING.COM)

Recent Deals: Half off taxi cab advertising; half off a Dunkin' Donuts order for your office; \$100 in UPS services for \$50.

Fine Print: Refer other members and get a \$25 credit after that person's first order. Since the site only launched recently, city-specific deals are scarce. In New York, with plans to launch in six more cities by the end of the year.

2 BIZYDEAL (BIZYDEAL.COM)

Recent Deals: Half-price FeeFighters credit-card-fee audit; \$30 in Constant Contact event-marketing services for \$15.

Fine Print: Refer other members and get a \$5 credit after that person's first order. Deal volume is limited.

3 MARKETBLITZ (MARKETBLITZDEALS.COM)

Recent Deals: 40 percent off news-release services; 50 percent off lead-generation services.

Fine Print: Mostly features businesses in the Denver metro area.

4 OFFICEARROW (OFFICEARROW.COM)

Recent Deals: 78 percent off Demand Metric's Project Management Tool Kit.

Fine Print: Only one deal listed at a time under the "Daily Deal" feature, but the site is packed with info about running a business, as well as other types of promotional offers of interest to businesses.

5 GROUPRICE (GROUPRICE.COM)

Recent Deals: \$29 annual web hosting; \$40 off VeriSign's website Trust Seal.

Fine Print: Users accrue Profit Points for purchases and Biz Bucks for referring others. —G.M.

