

[**www.safactoryshops.co.za**](http://www.safactoryshops.co.za/)

**Where Every Day's a Black Friday**

**The biggest online factory shopping community in Southern Africa.**

**Giving your business the BEST of Facebook, Google and the Internet.**

**WE GIVE YOU EXCLUSIVE ACCESS TO THE HEARTS, MINDS AND WALLETS OF**

**MILLIONS OF SHOPPERS ACROSS SOUTHERN AFRICA.**

Dear factory shop / factory outlet / wholesale operator,

[www.safactoryshops.co.za](http://www.safactoryshops.co.za) is about to enter its 17th year of delivering the largest online factory shopping marketplace in Southern Africa. Our massive positioning at Google, our leading presence on [Facebook](https://www.facebook.com/groups/factoryshops/) and other factors have resulted in us delivering the response advertisers want and the products the public are seeking.

Would you like to massively increase the presence of your factory shop online, using the **VERY** best of Facebook, Google, YouTube and the Internet in general? Do you need to make the most of a limited advertising budget?

**If you answered YES to the above questions, then please allow us to become a powerful member of your sales team! We give you the very best of the Internet, Facebook and Google. We will make a massive, positive difference to your business by massively increasing your online presence. We are the best in what we do and the best is that we will work for you and give you access to the best of the World Wide Web, Facebook, Google and YouTube for only R2 000 plus VAT per month or R20 000 plus VAT per annum.**

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| **Basic synopsis - over 500 000 visits expected by the public to this portal in 2024 and over 388 000 members in our Factory Shopping Facebook group, tens of thousands of No. 1 Google rankings, most effective industry specific targeted advertising available, most affordable advertising rates in South Africa.** |

In a nutshell, this is how it works:

We create a comprehensive directory advert for your business at [www.safactoryshops.co.za](http://www.safactoryshops.co.za). This is a “mini website” and contains all info a prospective customer would need to know about your business. Google will “pick up” this advert very quickly.

You can submit copy and images 24/7/365 for publication on the site. We do all the work and publishing. If in the Cape Town area, we will come to you and do all the work.

All material sent to us will also be published in our Facebook group, with over 388 000 members.

The Facebook adverts will direct people to your directory advert with all your info and they can contact you via the directory advert.

We charge a once off setup fee to put everything together and a nominal monthly fee.

**COSTS OF ADVERTISING YOUR FACTORY SHOP/OUTLET/WHOLESALE BUSINESS VIA A DIRECTORY ADVERT:**

We charge a once off setup fee to produce the initial advertising, a nominal monthly fee and an optional nominal "pay per view" fee.

**Advertising Setup Fee**

* Once off setup / production fee: R1 500 plus VAT (this includes producing the directory advert / website, taking pics and prices and descriptions of the stock in the shop, publishing all to the portal and to Facebook and other related work).

 **Monthly / Annual Advertising Rates** (this includes having a presence on the portal 24/7, unlimited submission of adverts, specials, etc and publication of such to the portal and Facebook as well, plus much more):

**We highly recommend that all new advertisers trying this medium for the first time use** **OPTION 2 for a 3 month period, after which a suitable package as below can be continued with.**

* **OPTION 1 – Client submits all advertising directly via email or WhatsApp:**
Monthly fee: R1 000 plus VAT per month or R10 000 plus VAT per 12 months (you receive a R2 000 discount for upfront annual payment).
Pay per view fee: (50 cents) plus VAT. Every time someone accesses / reads / views your directory advert at www.safactoryshops.co.za, you are charged 50 cents plus VAT, invoiced in arrears monthly. Our custom software tracks this accurately.

Should the client require us to visit the shop to take photos, copy, etc., a call out fee of R250 plus VAT is charged per call out (Callouts in the Cape Town area only).

* **OPTION 2 – Client submits advertising via email or WhatsApp and we *ALSO* actively come to the shop to take images, copy, etc. (Shops are visited in the Cape Town area only**)**:**Monthly fee: R1 500 plus VAT per month or R15 000 plus VAT per 12 months (you receive a R3 000 discount for upfront annual payment).
Pay per view fee: 50 cents plus VAT. Every time someone accesses / reads / views your directory advert at www.safactoryshops.co.za, you are charged 75 cents plus VAT, invoiced in arrears monthly. Our custom software tracks this accurately.
* **OPTION 3 – Client submits all advertising directly via email or WhatsApp:**
Monthly fee: R2 000 plus VAT per month or R20 000 plus VAT per 12 months (you receive a R4 000 discount for upfront annual payment).
Should the client require us to visit the shop to take photos, copy, etc., a call out fee of R250 plus VAT is charged per call out (Callouts in the Cape Town area only).
No “pay per view" fee.
* **OPTION 4 – Client submits advertising via email or WhatsApp and we ALSO actively come to the shop to take images, copy, etc. (Shops are visited in the Cape Town area only**)**:**
Monthly fee: R3 000 plus VAT per month or R30 000 plus VAT per 12 months (you receive an R6 000 discount for upfront annual payment).
No “pay per view" fee.

Our full rate card can be seen by clicking [**here**](http://factory-shops-cape-town-south-africa.blaauwberg.net/rate_card.php).

This is some of what we can offer your factory shop business when it comes to online advertising, marketing and ultimately, more customers and sales of your products:

**Most affordable advertising rates in South Africa**

Our rates are thousands of times cheaper than any other mass media and we also reach more consumers than many other mass media. A 30 second advert on a prime-time evening slot on an SABC radio station is going to cost on average R9 500 ex VAT ex production costs. This is what some clients pay with us over a full year. Our advertising reaches 100% targeted consumers directly with product and price and brings feet into stores. Our rates are structured in such a way that if this does not work for you, it can be at virtually zero cost to you.

**You are assured of continual and dedicated service**

We work for our clients 24 hours a day, 365 days a year, giving you best of class exposure to and usage of some of the most powerful online marketing tools available, including the Internet, Facebook and Google. We are the best in what we do and would like to share this with you, for all our benefits.

**You can make use of the biggest online factory shopping portal in Southern Africa**

Established in 2006, [www.safactoryshops.co.za](http://www.safactoryshops.co.za/) has developed into the leading online factory shopping marketplace in Southern Africa, with hundreds of factory shops and outlets advertising on it, across many varying categories of products. It can be your online home too.

**You can make use of the largest shopping** [**Facebook**](https://www.facebook.com/groups/factoryshops/) **group in Southern Africa**

Get free access to over **388 000** Facebook shoppers. Our Factory Shopping Facebook group has over **388 000** members and is growing daily, with members joining from all over Southern Africa. We continually promote and refer our advertisers to applicable posts. This Factory Shopping Facebook group is extremely powerful and is an integral part of our growth and success. Only people from the Southern Africa region are allowed to be members of this group. The members of this group are diverse comprise all races, sexes, age groups and areas of South and Southern Africa. It contains only advertising associated with those companies advertising at [www.safactoryshops.co.za](http://www.safactoryshops.co.za/).

**You are guaranteed extensive coverage at Google**

[www.safactoryshops.co.za](http://www.safactoryshops.co.za/) is the most Google optimized Southern African shopping portal. We guarantee your factory shop extensive coverage at Google for pertinent searches – if not, you get your money back! **Money back guarantee – if you are not easily found via searches at Google within a week of advertising with us, you get your money back!!** We also attract extra thousands of people every month via Google, via our extensive online content, including our unique [**Brands Encyclopaedia**](http://factory-shops-cape-town-south-africa.blaauwberg.net/south-african-brands-encyclopedia) and [**product information articles**](http://factory-shops-cape-town-south-africa.blaauwberg.net/article_category_list.php)**.** This portal is mobile friendly, in line with Google directives and displays appropriately on all mobile devices. To gain a better understanding of the importance of SEO (Search Engine Optimisation), please click [here](http://factory-shops-cape-town-south-africa.blaauwberg.net/all_about_seo.php).

**YouTube Video**

We take a video of your store and publish this to YouTube. Examples can be seen by clicking [here](https://factory-shops-cape-town-south-africa.blaauwberg.net/youtube_virtual_tours.php).

**You can advertise all your specials, sales, etc. whenever you want**

If you have any specials, sales or any news associated with your factory shop, you can email us the relevant text and/or images and we will publish this on our "Specials Section" within a few hours of it being sent. This "[Specials Section](http://factory-shops-cape-town-south-africa.blaauwberg.net/specials.php)" is an extremely powerful tool and had this section has well over 90 000 page impressions every month. This is a free value added service.

**Tailormade Loyalty Program For Your Shop**Make use of our cost effective, user friendly, turnkey loyalty program, tailormade for your shop’s specific needs. Respect and keep your existing customers and attract new customers cost effectively. More details [here](https://factory-shops-cape-town-south-africa.blaauwberg.net/loyalty_program.php).

**Gift Vouchers and Registry Programs**

If your business is not using gift vouchers, you are probably losing out on a significant source of revenue. Let us design tailormade gift vouchers for your business and secure a new revenue stream.
Some shops are perfect for registries, for functions such as baby showers, birthdays, housewarmings, kitchen teas, etc. Let us assist you in putting this together.

**You can have a comprehensive directory advert**

This directory advert is the "nerve centre" of your online presence and contains everything possible, including:

* Type of business
* Name of business
* Physical address
* Postal address:
* Telephone number
* Fax number
* Cell number
* Trading hours
* Methods of payment accepted
* Email address link
* Website address link
* Facebook address link
* Twitter address link
* Skype address
* YouTube address link
* Wikipedia link:
* GPS coordinates
* Google map
* We also do virtual tours of your shop, which are then published to YouTube.
* Unlimited words description of business including images
* An automatic form mailer that gets sent straight from the customer to your inbox

**Online catalogues**You have the optional usage of an [online catalogue](http://factory-shops-cape-town-south-africa.blaauwberg.net/catalogues/waltex-carpets-factory-shop) whereby you can add / edit / delete / archive products in real time by yourselves. All products can have images, prices (optional), descriptions and all other pertinent data to assist you in selling more products.

If the public asks you for your prices, catalogue or related information, you can simply refer them to your catalogue.

We have made it as simple as possible to use.

**You will have unlimited hidden applicable searchable keywords for onsite searches**

When the public enters the portal, they can simply type in an applicable search word or phrase and all factory shops that are related to that search will be displayed.

**Inclusion in our unique interactive national factory shops map**
The public can easily find factory shops in their area via the interactive national [factory shops map](http://factory-shops-cape-town-south-africa.blaauwberg.net/map.php)

**You will receive monthly stats as to the activity of your online advertising**

You need to know how many times your directory advert has been viewed and how many times your logo has been clicked on. A simple spreadsheet is sent to all advertisers every month, outlining the activity of their advertising on this portal. This is a free value added service.

**You are assured of an excellent level of service**

We pride ourselves on our service levels and we are confident that the vast majority of our advertisers are extremely appreciative of this. You can read some [testimonials](http://factory-shops-cape-town-south-africa.blaauwberg.net/testimonials.php) from clients. Our success depends on the success we can impart to your business, so we do our utmost to ensure that we can do everything for our clients. We are contractually obligated to work for you, after all! We have a +/- 95% retention rate of advertisers, year on year.

**Monthly electronic newsletter**

Usage of our monthly electronic factory shopping newsletter.

**We also advertise ourselves**

Our main marketing tools are Google and Facebook, where we get thousands of interactions every month.

The following are some of the print marketing initiatives we have initiated to advertise and market [www.safactoryshops.co.za](http://www.safactoryshops.co.za):

* Display advert in The Sunday Times - quarter page full colour - 14th February 2016. Please click [here](http://factory-shops-cape-town-south-africa.blaauwberg.net/sunday_times_advert.pdf) to view the advert (PDF document).
* Commercial feature in The Weekend Argus Saturday and Weekend Argus Sunday - full page full colour - 25 and 26 February 2017. Please click [here](http://factory-shops-cape-town-south-africa.blaauwberg.net/weekend_argus_advert.pdf) to view the feature (PDF document).
* Double page spread in the Argus factory shopping supplement 31 August 2017. Please click [here](http://factory-shops-cape-town-south-africa.blaauwberg.net/argus_factory_shopping_supplement_advert.pdf) to view the advert (PDF document).
* 12 month advertising campaign on Cape Talk 567 radio station - 2009/2010. Please click [here](http://factory-shops-cape-town-south-africa.blaauwberg.net/cape_talk_radio_advert.mp3) to listen to the advert (mp3 file).
* We run many online competitions - the current competition can be seen by clicking [here](http://factory-shops-cape-town-south-africa.blaauwberg.net/choose_your_favourite_factory_shop/index.php).
* 100 000 branded shopping bags distributed to our advertisers. Please click [here](http://factory-shops-cape-town-south-africa.blaauwberg.net/images/shopping_bags.jpg) to view an image of the shopping bags.

**Refer and earn**

For every successful referral of a new client by you to us, you will receive a 50% referral fee on the initial contract, up to R12 500 plus VAT. This could be an easy way for your company to earn some extra cash.

**Costs of advertising your factory shop/outlet/wholesale business via a directory advert:**

We charge a nominal once off setup fee to put everything together, a nominal monthly fee and a nominal "pay per view" fee (optional).

**Advertising Setup Fee**

* Once off setup / production fee: R1 500 plus VAT (this includes producing the directory advert / website, taking pics of all stock, publishing to portal and Facebook and other related work):
* YouTube video (optional extra): R300 plus VAT (taking of video, editing, uploading to YouTube and management of public interaction)

**Standard Annual / Monthly Advertising Rates** (this includes having a presence on the portal 24/7, constant top Google rankings, unlimited submission of adverts, specials, etc and publication of such to the portal and Facebook as well, plus much more):

* **OPTION 1 – Client submits all advertising directly via email or WhatsApp:**
Monthly fee: R2 000 plus VAT per month or R20 000 plus VAT per 12 months (20% discount for upfront annual payment).
Pay per view fee: (25 cents) plus VAT. Every time someone accesses / reads / views your directory advert at www.safactoryshops.co.za, you are charged 25 cents, invoiced in arrears monthly. Our custom software tracks this accurately.

Should the client require us to visit the shop to take photos, copy, etc., a call out fee of R500 plus VAT is charged per call out to shops in the Cape Town area.

* **OPTION 2 (VIP OPTION) – Client submits advertising via email or WhatsApp and we *ALSO* actively come to shops in the Cape Town area to take images, copy, etc.:**Monthly fee: R2 000 plus VAT per month or R20 000 plus VAT per 12 months (20% discount for upfront annual payment).
Pay per view fee: R1.00 (100 cents) plus VAT. Every time someone accesses / reads / views your directory advert at www.safactoryshops.co.za, you are charged R1.00, invoiced in arrears monthly. Our custom software tracks this accurately.
* **OPTION 3 – Client submits all advertising directly via email or WhatsApp:**
Monthly fee: R3 000 plus VAT per month or R30 000 plus VAT per 12 months (20% discount for upfront annual payment). Should the client require us to visit the shop to take photos, copy, etc., a call out fee of R500 plus VAT is charged per call out to shops in the Cape Town area.
No “pay per view" fee.
* **OPTION 4 – Client submits advertising via email or WhatsApp and we ALSO actively come to shops in the Cape Town area to take images, copy, etc.**
Monthly fee: R4 000 plus VAT per month or R40 000 plus VAT per 12 months (20% discount for upfront annual payment).
No “pay per view" fee.

**First Time Advertiser’s Special Offer**
To give first time advertisers a trial period to experience how powerful our online platforms really are, we give you a special 3 month trial, where the monthly fee is halved. Thereafter, should you wish to continue, standard rates will be charged.

This special offer is based on Option 2 as above (our VIP option). Client may submit advertising via email or WhatsApp and we also actively come to shops in the Cape Town area to take images, copy, etc.

* Setup fee: As per normal – R2 500 plus VAT
* First time advertiser’s monthly fee: only R1 500 plus VAT per month for 3 months (as compared to R2 500 plus VAT per month normally)
* Pay per view fee: 100 cents plus VAT (every time someone accesses / reads / views your directory advert at www.safactoryshops.co.za, you are invoiced 100 cents/R1.00, invoiced in arrears monthly). Normal rate is R1.25 per view.

The above trial offer gives you a discount of R3 000 over the 3 month period.
You also receive a free hyperlinked logo for 3 months, worth R3 000 plus VAT.
The total free value add is thus R6 000 plus VAT.

**YouTube Video (optional extra but highly recommended)**Once off setup fee: R700 plus VAT. This includes production of the video, editing of the video and uploading to our YouTube channel).
Trial monthly fee: R450 plus VAT for 3 months. This includes broadcasting and awareness of the video, replying to all queries on the video and manage it effectively on the advertiser’s behalf.

Our full rate card can be seen by clicking [**here**](http://factory-shops-cape-town-south-africa.blaauwberg.net/rate_card.php).

If you have any queries re any of the above, please feel free to contact us at any time.

Kind regards

Marius Boraine - Publisher
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