

Online Community Business Resource Launches Features to Help Small Business

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-FinditLocal411.com Helps Small Businesses Find Visibility with New Online Strategies-

Niles, MI, March 3, 2010 – Focused on leveraging the economic power of small businesses, FinditLocal411.com, an online small business resource center, launched two new strategies in February 2010. The two new offerings, entitled “The Marketplace” and “The Blast” can help businesses from around the country reach larger audiences in a distinct way.

FinditLocal411.com launched the new features on February 2, 2010 following a month of planning and implementation. Structured as a web mall, the Marketplace offers small businesses and work-at-home companies an opportunity to sell products or services online, rather than build their own web store. The Blast is an email marketing campaign intended to promote the products, services, sales and specials of businesses taking part in The Marketplace.

“The Marketplace and The Blast will help brick-and-mortar businesses have a ‘second store’ open on the web 24/7,” explains Brandon Fuller, founder of FinditLocal411.com. “With these two features, businesses can find additional revenue online without maintenance fees or an IT department. It’s online business made simple.”

According to a new poll commissioned by the Ewig Marion Kauffman Foundation and conducted by Douglas Schoen, LLC finds that entrepreneurship activity must rise in order for the American economy to improve. Of entrepreneurs polled, 36% say they have lost jobs within their business, while 52% say there has been no change. FinditLocal411.com hopes to improve these numbers through refortified service offerings and the new features launched last month.

Brandon describes the origin of the idea, saying, “About 8 months ago I attended a Tweet-up meeting at Metaspring in Ann Arbor, MI. I met many business owners that were selling products online. As we kept talking, many of us came to a conclusion that FinditLocal411 could offer something fresh, unique, and valuable to local businesses and site visitors.”

FinditLocal411, LLC (FinditLocal411) launched in October 2008 as an Internet Marketing Company. With a combination of traditional media (TV, RADIO, Print), the Internet, and word of mouth, FinditLocal411’s voice is heard around the globe. FinditLocal411 provides low cost solutions for small businesses to showcase their products and services. The expertise is in effort to bridge the gap between traditional media and digital media.

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