

Guzzle launches B2B app for retail SMEs

South African online retail aggregator Guzzle, which allows consumers to browse deals from the country's largest retailers, has just launched its business-to-business app which enables local companies to create catalogues on the fly.



The new service has been introduced on the back of a website revamp, which focused on providing a cleaner, more user-friendly layout, as well as offering advertising clients further opportunities to reach and engage with Guzzle users.

“Not many small to medium businesses have the capital available for large advertising campaigns which is partly why Guzzle has launched a dedicated app for these businesses. This will allow them to create and share their own digital catalogues directly to www.guzzle.co.za right from their mobiles, and in the process increase their bottom line,” says joint CEO of Spark Media Marc du Plessis.

Through the Guzzle app, catalogues can be created using predefined templates which showcase up to eight products at a time. These catalogues have the potential to be seen by Guzzle browsers who visit the site looking for the best deals within their specific geographic areas.

“It’s a great exposure opportunity for small businesses. We know that in order for any brand (national or local) to be part of a consumer’s consideration set, they need to be seen as broadly as possible, which is exactly how the Guzzle app will serve them,” says Guzzle’s general manager Muntasir Bester.

“All SME owners who create catalogues using the app will receive regular emails detailing how many potential customers have viewed their catalogue as the month passes to measure ROI. We’re looking forward to making a real difference to the success of our registered SMEs.”

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