



News Release

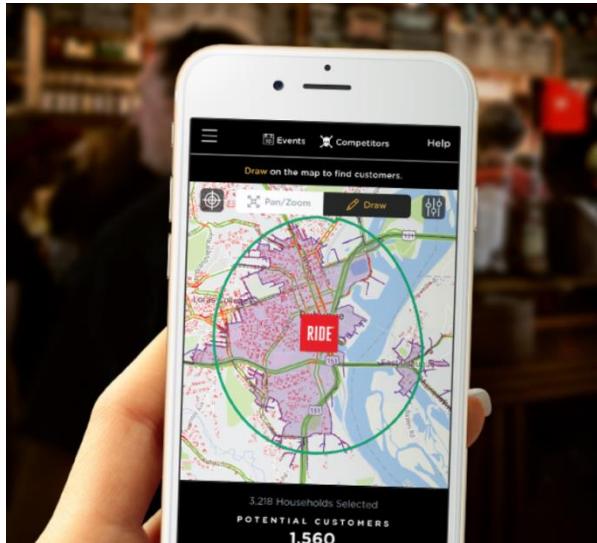
Nov. 1, 2017

For Immediate Release

Williston Economic Development

By Barbara Peterson

## Free Marketing App available for up to 25 Williston Small Businesses



The LSMx app allows users to handle all of their marketing from their smart phone.

If you own or operate a small business and want an easier way to handle your advertising, LSMx may be the answer! LSMx (Local Store Marketing powered by Buxton) allows franchisees and store managers to organize all of their marketing from an app on their smart phone.

Williston Economic Development has up to 25 free LSMx subscriptions to give away due to its partnership with Buxton. The subscriptions will be active until the WED-

Buxton contract expires in mid-2018.

"We think the timing is perfect for our small businesses to give LSMx a try," said Shawn Wenko, Williston Economic Development executive director. "Our goal is to give away all of our free subscriptions in early November so businesses can use them during the holiday shopping season."

WED is collaborating with the Williston Area Chamber of Commerce and Williston Downtowners Association for the LSMx giveaway. Any business interested in a free

subscription is encouraged to contact the Chamber or Downtowners at its earliest convenience.

Wenko and Williston Chamber president Janna Lutz introduced the LSMx concept during 1 Million Cups on Wednesday, Nov. 1.

"This is an important tool that can really help us retain and grow our existing restaurants, retailers and service providers," said Wenko.

Lutz said the LSMx app is different from others because of its affiliation with Buxton. With the help of Buxton, each business can identify where its potential new customers are living in their community.

"By taking advantage of Buxton analytics, the LSMx system is a one step process to focus your marketing dollars and help you target your customers," said Lutz. "You can pick your type of ad: Facebook, google, website banner ads, email and/or direct mail, how much you want to spend, LSMx will help you create the ad and do the rest!"

The LSMx subscriptions are available on a first come, first served basis. A short training session for subscribers will be scheduled in early November.

Call the Chamber or Downtowners to reserve your free subscription today!