# MARK ZUCKERBERG GIVES FACEBOOK A NEW MISSION:

"Facebook's new mission, Zuckerberg said in an interview at the company's Menlo Park, California headquarters last week, doesn't mean that the company is shifting away from connecting friends and family, but rather, that it's broadening its focus to enabling people to connect with meaningful communities, too."

Forbes • June 22, 2017

Connect with our Community...

# We've built a community of retailers who are <u>looking</u> for liquidation suppliers.

Our community of resellers are looking for long-term wholesale supplier relationships. Our B2C member base consists of independent retailers, eCommerce sellers, marketplace sellers, local app and Facebook Marketplace sellers, flea market vendors, and exporters.

We grow in numbers daily. Our audience can become YOUR audience with our social media advertising program. Current member base 22,000 + members.

#### **COMMUNITY**

Facebook groups bring together individuals who share a common interest.



#### **COMMUNITY METRICS**



42,080 REACTIONS



**68,812 COMMENTS** 



12,987 POSTS



6.89 AVERAGE
COMMENTS PER POST



88.83% OF ALL POSTS ARE REACTED, COMMENTED, OR SHARED



We use tracking tools to analyze all group data.

Product Sourcing 101 Facebook Group



Product Sourcing 101 (PS101) members receive daily posts from current group advertisers, offering small lots, to pallet and truckload quantities.



In addition to purchase offers from advertisers, PS101 members receive daily content including blog posts, articles, podcasts, and helpful advice—all related to the B2C industry.



Social media advertising is a new landscape.

Our full advertising package includes the following exposure benefits:

Advertiser Profile Page — we will create a profile page for each company based upon submitted content, photos, contact information, and social media links. The profile page offers a built-in contact form that allows each visitor to start a purchase relationship. Once the form is filled out and submitted, our server will send contact information, along with a message directly to you. Upon form submission, visitors will can redirected to a specified url. Profile pages are accessible to all web visitors, not just Premium PS101 members.

Link within all Auto-Generated Site Emails - The Premium Member site sends out emails when a new member registers, updates a profile page, and when passwords are lost/changed. All advertisers will be linked from each email generated by our server.

**Link within Email Updates** – We send out emails updating PS101 Members about new content within the site. This activity brings Premium members back to the site for further exposure.

**Text Links Within Pages of the Premium Site** – our site offers multiple pages containing a sidebar with Partner links. Your business will be front and center no matter where a web visitor travels within the site.

Our full advertising package includes the following exposure benefits:

**Graphic Banners** – we create graphic banners for each partner that are rotated within the Facebook group, the premium site, and within our marketplace.

**Facebook Pinned Post** – We provide a link within the Product Sourcing 101 Facebook Group pinned post to all current advertisers.

**Themed Posts** – As the group host, we publish themed posts on a consistent basis. Theme posts offer helpful information for PS101 group members. Each post will end with a single partner acknowledgment and advertiser link. Theme Post acknowledgements will be rotated from the group Partner pool.

**Direct Advertising on the Group Wall** – Partners are welcome to list special offers directly on the group wall by starting a new thread. Partners may post up to FOUR (4) direct "for sale" posts to the group wall per day.

**Auto-Response Email Series** – PS101 advertiser can add a promotional email to our new member outgoing email series.

Your company will be linked within a visual map based upon location.



Advertisers receive a basic listing within our web directory that can be upgraded for further traffic.

BARTONS DISCOUNTS			FEATURED!
EDIT	DELETE	← RETURN TO DIRECTORY	

occupies a large warehouse in Indianapolis with many retail and wholesale. We liquidate multiple retailers and manufacturers. Depending on the week, we have multiple different categories to purchase in bulk. We have doubled in size and become more profitable each year. We have made a difference in this industry and intend to continue! We know there are better ways to liquidate, so we are doing it!



Barton's Discounts started with a \$5,000 state funded loan and a few storage units. There were just three of us and we knew we could change the way companies liquidated their goods. There was so much improvement that could be made in the industry! On the flip side, we knew there was a demand for quality, name brand products in the secondary market. After a couple years we were able to secure our first program with one of the world's largest toy retailers. That's where the growth really began.

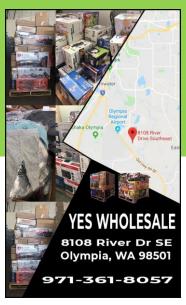
We will create eye-catching banners for your company that can be used in group posting...











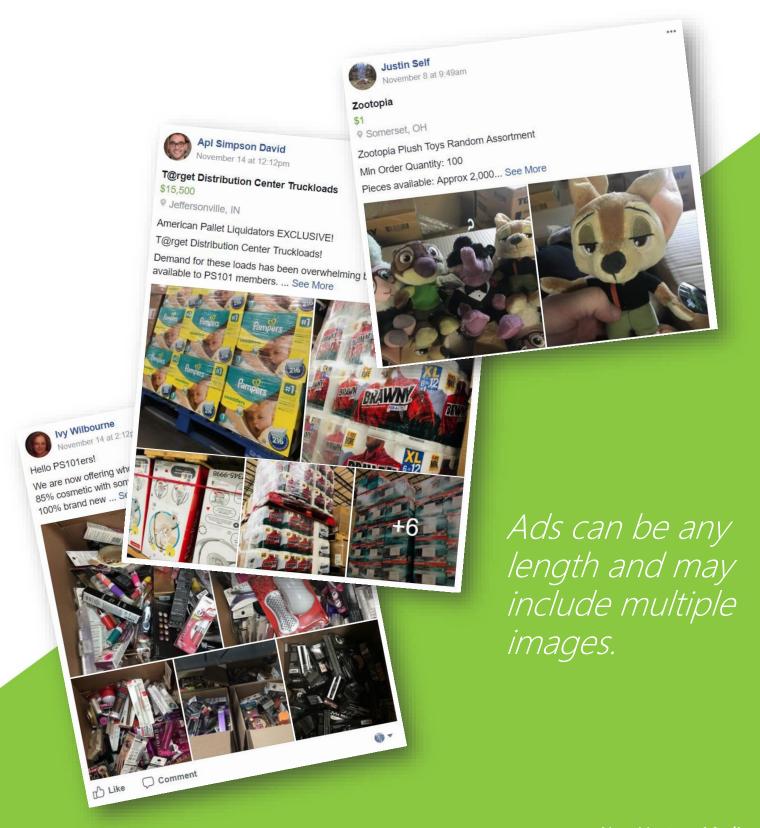
Our full advertising package includes the following exposure benefits:

**Phone Consultations** – we offer free phone consultations to all Facebook group members. During the call we offer helpful advice relating to sourcing and reselling merchandise. We routinely refer Facebook group members to advertisers.

**Urgency Created** - to keep engagement high, we tag sold advertisements with a "SOLD" sign. This encourages members to respond quickly when lots, pallets, and truckloads are posted for sale.



#### Sample For Sale Posts



### **ADVERTISER FEEDBACK**

"Becoming a sponsor for PS101 was one of the best decisions we made as a company as far as value on our investment is concerned. In a matter of 1 day of becoming a partner we had our first sale. Within 3 days we have over 12 inquiries and have potential buyers waiting on product that we carry. It has been a great opportunity not only for us to generate sales but learn more about Amazon sellers and the specific needs that they have that we were in the dark about before. I highly recommend becoming a sponsor. It's definitely worth the small investment." Eva Rivera - American Global Liquidators

"Since being included in the Liquidators Guide and becoming a member of Product Sourcing 101 my revenues have increased almost 40% using just these tools. The combination of these two, the book and online marketing attracts quality, informed, experienced customers from every sphere to my business, giving me exposure to big bulk buyers in the US and overseas that I never would have had. My thanks to Rob and Renee." Jennifer Brookes – American Jen LLC

"Thank you PS101. Partnering with you produced over 30 qualified leads within the first couple weeks. Looking forward to a continued and growing relationship." **Darrell MacLearn - Fresh Start Liquidators** 

"RK Sales' sponsorship of the premium site has brought me immediate and qualified leads which have already led to full truckload sales." Ryan Kampff - RK Sales & Consulting

"Just thought I would give a shout out to Rob Cyr for getting together such a great group! If you pay attention to anything that goes on here than you are getting great value for your time! I think Rob should be greatly rewarded for the work he does! I know I am thankful for the advice he has shared with me and the value he has brought to my business!"

Aaron Redcay - KwalityCo Wholesale





#### **CURRENT ADVERTISERS**

<u>Blue Lots</u> (CA) - guarantees manifest accuracy and item condition as described and offers simple flat-rate shipping within the contiguous U.S.

<u>Youness Enterprises</u> (PA) - we offer wholesale goods by the truckload, pallet and box lot. We specialize in closeouts, overstock, and liquidation merchandise.

<u>Return Deals, INC</u> (MN) - A trusted resource for buyers and sellers of customer returned and excess merchandise.

<u>Mid Tenn Wholesale</u> (TN) - liquidations, overstocks, customer returns, general merchandise, DOT COM returns available by the pallet. Fully manifested & un-manifested pallets available.

<u>Southern Cal Closeouts</u> (CA) - supplies new case packed items in several categories. Our main areas of interest are in office supplies, toys, name brand clothing and household items.

<u>Kwality Co\_Wholesale</u> (PA) -provides liquidated products and closeouts in almost every category. We have many products such as General Merchandise, HBA, Cosmetics, Jewelry, Pet Supplies, and Many More!

<u>Newieco Solutions</u> (MO) - is a full service company that specializes in selling quality name brand merchandise at deep discounted prices. We sell from Individual items to multi pallets.

<u>Suncoast Liquidators</u> (FL) - Specializing in closeouts, liquidation, overstock, & surplus inventory only from major department stores in the USA.

<u>Buy The Pallet Sales</u> (NY) - At Buy the Pallet Sales we offer pallets PACKED full of general merchandise, electronics, tools, toys and much more direct to you at wholesale prices.

Freight Quotes – Contact Dan Samson for LTL and full truckload freight quotes.

<u>West Coast Trading</u> (CA) - We do business with America's ten largest major department stores. We have grown into one of the largest electronic and hard goods liquidators



#### **CURRENT ADVERTISERS**

**BULQ** (Multiple FOB) - is the smart source for liquidation goods. Every purchase on BULQ is backed by The BULQ Promise: guaranteed 98% manifest accuracy, flat-rate shipping, and dedicated customer support.

MAC Wholesale (NJ) - We sell Brand Name, high profiting, wholesale clothing by the pallet or in smaller lot quantities. We work hard to match our products to your individual selling needs.

<u>American Global Liquidators</u> (FL) - is a wholesale liquidator of overstock, customer returns, vendor returns, and shelf pulls from nationwide major department stores. We specialize in providing quality products to resellers by the truck load or by the pallet.

<u>Discount Truckloads</u> (TX) - wholesale liquidator of general merchandise, cosmetics, hardgoods, domestics and clothing from major retailers.

<u>American Pallet Liquidators</u> (IN) - offers a wide variety of liquidation merchandise from several sources including some of the largest retailers in the world.

<u>Med-City Liquidation</u> (MN) - Name brand liquidation merchandise from multiple big-box retailers. We supply on and off-line sellers with customer returned and shelf-pull merchandise.

<u>War on Retail</u> (GA) - our goal is to help others make money full-time or part-time by reselling items. Purchase by the lot, pallet, or truckload!

<u>SelCo Supply</u> (OH) - we specialize in providing small to mid-sized lots of salable products priced for profits on Amazon, eBay and offline sales channels.

<u>Reclaimed Assets Group</u> (MI) - specializes in the purchase, sale, and repurpose of end of life and excess inventory, unclaimed freight and insurance claims recovery. We are always looking to buy bulk, excess or obsolete inventory



#### **CURRENT ADVERTISERS**

**RK Sales & Consulting** (MN) - is your connection to amazing deals! We sell name brand merchandise by the lot, pallet, and truckload.

<u>Liquidation.Com</u> (Multiple FOB) - With 500+ auctions closing every day, seven days a week, inventory sourcing is reliable, fast and easy.

<u>Kairos Wholesale</u> (KS) - provides affordable wholesale solutions for retailers, flea marketers, online retailers and eBayers.

<u>Via Trading</u> (CA) - Via Trading is a wholesale supply company of general consumer merchandise. The company's goods come primarily from wholesale liquidations, wholesale overstock purchases, and customer returns.

American Jen LLC (NJ) - Victoria's Secret & Pink apparel, swim and accessories. Small and large lots available from this New Jersey wholesaler.

<u>US Wholesale Liquidation</u> (MO) - supplies truckloads of general merchandise Furniture Case Goods, Clothing and Shoes, Electronics, Flat Screen TVs Tablets Laptops.

<u>Jax Liquidation</u> (FL) - we offer general merchandise, electronics, tools and hardware, toys, clothing, and much more.

Barton's Discounts (IN) - General Merchandise, Furniture, Clothing, and more by the Pallet & Truckload.

We can't wait to work with you!

#### **GETTING STARTED**

We work with each advertiser to meet specific goals and objectives. While our social media package offers tremendous branding and click opportunities alone, we continuously offer suggestions to help maximize advertiser growth and community reputation.

Please call to discuss further details of our social media program. We will be happy address questions and review full program pricing.

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