



TriangleBoutiques.com launches and links local shoppers in search of chic and unique boutique items.

7/19/2007 - Fitch Advertising of Raleigh has launched the first and only local directory, www.triangleboutiques.com, dedicated to promoting the Boutique & Specialty Stores in the Raleigh and the surrounding Triangle areas as well as informing Triangle area shoppers of these unique boutiques that exist.

There's more to a city's shopping adventure than just Malls, Outlet Centers and Department Stores! There are Unique, Locally Owned & Operated Boutiques & Specialty Shops in the Raleigh and surrounding area that are just waiting to be discovered.

That's where TriangleBoutiques.com comes in.

"I love to shop and what better way to fulfill that enjoyment than to discover what the Triangle has to offer and at the same time, letting others know about these great, unique places that exist outside their usual shopping trip to the mall" says, Tracie Fitch, Owner of TriangleBoutiques.com and Fitch Advertising.

TriangleBoutiques.com is dedicated to the growth and prosperity of its local business community as well dedicated to linking the Triangle area residents of the local shopping opportunities that exist. It allows shoppers to find Unique, One-Of-A-Kind items inside these boutiques, that they won't find anywhere else and be informed of exclusive discounts, local fashion & shopping events and more.

At TriangleBoutiques.com you will find Boutiques listed by Category or Location, a Promotions & Events Section designed to list local Sales & Special offers as well as a section for all new Boutique listings & openings. It also has a section that allows Boutique owners to post FREE press releases about their business. The site plans to expand in the future by offering Fashion Tips, Articles and eventually a Frequent Shoppers Card.

The promotions, discounts, articles & new boutique listings will be emailed to a local subscriber base to keep the community informed.

Area businesses can utilize the directory to drive more traffic to their websites by advertising through Basic, Premium & Banner Listings for their Boutique in the Shopping Guide, which will drive local foot traffic to their physical location and increase sales. It also allows businesses an opportunity for Exclusive Email Sponsorship to further increase their local exposure. TriangleBoutiques.com is currently offering free introductory advertising opportunities for local boutiques who want more local exposure online.

TriangleBoutiques.com can also provide website or logo/brand identity design packages exclusive to boutiques and small businesses in the Triangle area which includes everything a boutique needs for a successful marketing plan including a website, branding identity/logo design, Marketing collateral, Email Marketing, Search Engine Marketing, Website Hosting and more.

For more information visit www.triangleboutiques.com or contact them at 919-278-8715 or via email at info@triangleboutiques.com.

About TriangleBoutiques.com

TriangleBoutiques.com is a local online shopping guide and directory that promotes local Boutiques, Stores and Shops in the Raleigh, Cary, Apex, Fuquay, Garner, Clayton, Holly Springs, Durham, Morrisville and the surrounding Triangle areas.

About Fitch Advertising

Fitch Advertising is a website design and Internet marketing firm specializing in successful Internet Marketing strategies to grow your business such as search engine marketing, pay per click marketing and email marketing. We take the time to learn your business and we understand what it takes to implement a successful online plan for your business. Our main goal is to bring your business online and achieve results while maximizing your return on investment.

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Contact Information:

Tracie Fitch

TriangleBoutiques.com

(919) 278-8715

info@triangleboutiques.com