
RETAILERS TRY TO ATTRACT DEAL SEEKING BACK-TO-SCHOOL SHOPPERS



With rising gas prices and a struggling economy, 2011 back-to-school shoppers are looking for deals, while marketers and retailers are selling back-to-school merchandise earlier. Proactive retailers are reaching out to shoppers, who are making less trips to save on fuel. Thus, buyers get early deals and retailers, through earlier promotions, are able to stay afloat. Read the full article here: [Advertising: Back to School? Summer Season for Shopping Is Early This Year](#)

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