

# Service Overview



## Summary

*Local is Smart* is a mobile on-demand marketing channel consisting of a free mobile app for Android and iOS users as well as a web console and specific app features for businesses. The service is tailored for local businesses in cities with a population less than 100,000.

## Key Features

With mobile devices emerging as the go-to digital option for a growing segment of consumers, one thing that gets users' immediate attention is the next beep on their smartphone.

Local businesses can publish time-limited offerings right from the mobile app to thousands of potential customers. These promotions are available in real-time to all users of the mobile app.

Users can:

- Select which categories they are interested in receiving notifications for in the app
- Share the promotion through their Twitter and Facebook accounts right from within the mobile app

Whitehorse will have a locally branded mobile app supporting its regional identity and only businesses who operate within the region will be able to use the service.



## Why would a business use this service?

*Local is Smart* is an affordable mobile service a company can easily add to its advertising toolbox.

### Example uses:

- A hair salon with a gap in bookings can publish a deal for customers who come in within the next hour
- A Yoga studio with openings left for an evening class can publish a discount for new students to join
- A restaurant with a new menu item can promote it just-in-time, an hour before lunch
- A retail store running a print ad to sell overstocked items can publish related deals to reach consumers on their smartphone as well
- A grocery store can promote deals on produce in which best-before date expires soon
- A business owner/manager can get accurate performance insights from each promotion to evaluate the ROI



## Why would a local consumer download the app?

- It gives a 'feel-good' benefit to users
  - Supports local businesses
  - Keeps dollars in the community
  - Keeps jobs in the community
- It points to personally relevant, timely opportunities to try something new or rediscover an old favourite
- It provides unique opportunities to save money

