



Making finding easier.

## DIRECTORY-BASED SMARTPHONE APPS FOR MAIN STREETS



Many Main Streets wish to branch out into mobile marketing, but may not know where to start, and might assume that it is too expensive, time-consuming, or difficult. That's where GoLocalApps comes in. GoLocalApps is a quick way to get your Main Street into an smartphone app and available for use by both tourists and locals.

### Benefits

"Downtowns need to make sure that they are technologically relevant...the expansion and advancement of mobile technologies continues to have profound implications for cities. The projected number of mobile connections (7.4 billion) is expected to be more than the projected global population (7.2 billion) by 2015."

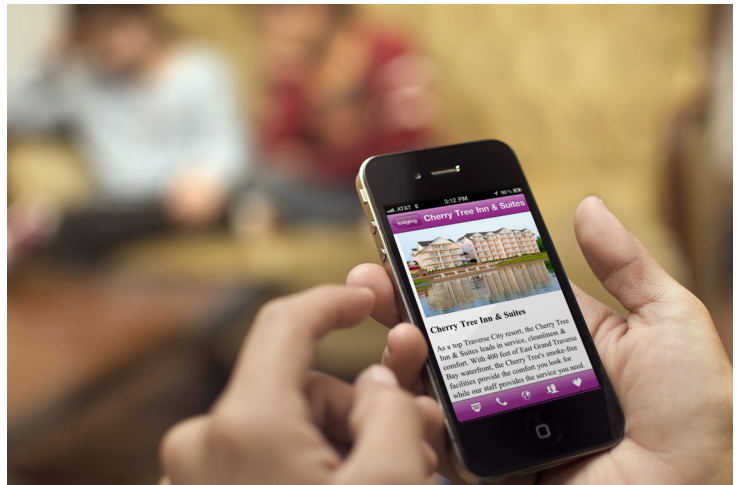
-PUMAs Global Trends report, 2014

Those are powerful numbers. Simply put, your Main Street can't afford to be left out of one of the fastest-growing markets in the industry. Here are a few ways that your main street can benefit from use of our apps.

- ⌚ Mobile apps bring in new customers. A person could be in the App Store, search for your town, and stumble upon your app, making it easier for them to discover your Main Street and decide to visit.
- ⌚ Mobile apps are a convenient way for customers to pay for services offered by local businesses. Collect donations or payments, sell tickets—the options are limitless!
- ⌚ Use push notifications to update customers with important information, such as upcoming events or other app updates.
- ⌚ In just minutes, you can publish new information to your app. Apps are easy to update – anyone can do it!
- ⌚ Customers will feel more connected to your city. By seeing your icon on their phone screen on a daily basis, they'll think of the city more often and be more likely to spend money on your Main Street.

By using our existing and successful app platform, we can customize it for your needs quickly and efficiently, and at one-tenth the cost of having it custom-programmed. The app includes automatic geolocation for directions, flexible categories to organize your information, social media integration allowing users to post to their Twitter and Facebook feeds and network with their contacts through the app interface itself.

Each business or event within the app can display up to four images, link to their website, Facebook and Twitter accounts, and run online video right from the app. Special categories can be included for Event listings or special offers for users of the app. Each location is integrated into geolocated mapping and the user's phone contacts, making it quick and easy for a user to find a business, and call, email or twitter them for more information.



Because all the information is web-based, updates happen instantly, with no need to resubmit the app to Apple and have to wait 7 days for them to approve any changes. The app program has already been approved by Apple, so new submissions are approved on the basis of content and not stability of a custom program that may or may not be approved on the first submission.

## How easy is it?

You give us the colors you want, your logo, and any custom images you have for categories and the categories you want to have. We work with you on the layout format you want to best organize your information. You can provide us with all of the information we need about your members in a spreadsheet or, if you don't have it all, we can usually complete it ourselves for a low fee. We'll put together a preliminary app you can download to your iPhone for review, and if needed, provide a second round of customization and updates. Eight to ten days after you approve it, your app will be available for download from the Apple and Android App stores.

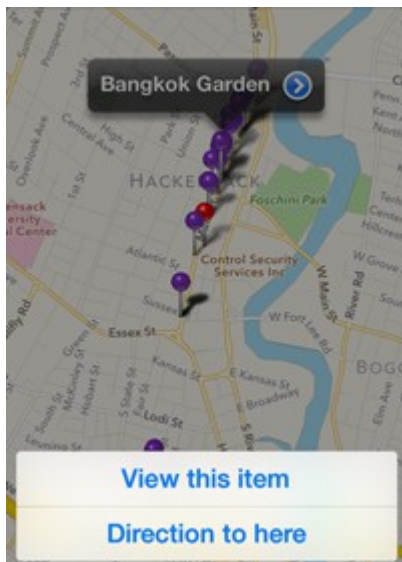


## Uses for Your App

You can use the app to gauge interest in local events or as a local business directory. It can even serve as a profit center by selling enhanced listings to your local businesses or by offering them to new members. Tourists are an attractive marketing demographic, and being able to deliver your visitors timely and location-based information within your app can move the app from marketing expense to revenue source.

Location-based social media and advertising is one of the hot growth areas due to the growing number of people who use smart phones, and that group is only getting bigger.

## Features



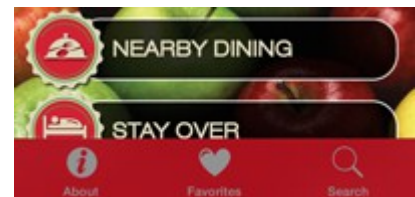
### Near-Me Map

Our map allows you to find the closest 25 listings near your location. This feature can be restricted to a single category and the number of listings shown is easily modified.



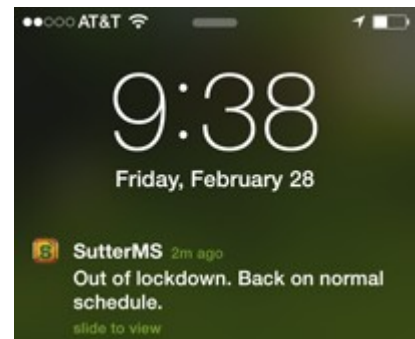
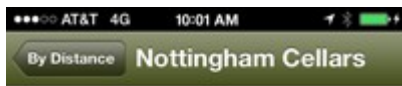
### Filtering

Our filter options allow you to easily find a place inside the app. You can search by name, distance, state, and more.



### Favorites

Create a list of businesses for future viewing, whether it's a list of places you love or places you'd love to try out!



### Videos

Videos can be watched from right inside the app.

### Find Them Online

Include links to places that have a website, Facebook, Twitter, Yelp, Open Table, Instagram

### Push Messages

Send push messages to alert users of events or specials offered.

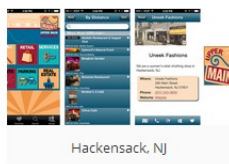
## References

Our portfolio shows the range of designs we have developed for clients. Feel free to look at the many Main Street/Downtown apps we've developed for clients:

[VIEW OUR MAIN STREET PORTFOLIO ONLINE](#)

## Portfolio

all Art Walk City/County Conference Coupons **Downtown/Main Street** Emergency Alert Hospitality  
Media Outlet Restaurant School Shopping Center Travel TV Show Website Design Winery Regions



Hackensack, NJ



Tracy City Center  
Smartphone App



Maryland Milestones  
Smartphone App



Main Street Milton  
Smartphone App



Bastrop, Texas  
Smartphone App

## Pricing

Non-Profit App Development (iPhone and Android)	\$2000
Regular App Development (iPhone and Android)	\$3000
Tablet Version (Optional)	\$500
Website Plugin (Optional)	\$500
Monthly OR Annual Licensing & Maintenance Fee	\$100/\$1,000

(Other optional features include, review popup, email registration popup, coupons and more)

Costs include initial database build for Apple and Android and two rounds of design. Design fee past two rounds is \$75/hr. Customization (e.g., programming features not included in the standard build will be quoted at a flat rate for your approval prior to commencement of customization). All the standard features are included in the initial fee, including location-based directory listings, push marketing, Facebook and Twitter integration, user mapping, point-of-sale, events, and instant updating through the web interface.

Licensing and maintenance fee includes keeping the app in compliance with changes in operating systems and integrated social media (Facebook, Twitter). Additional features may also be included at additional charges (review reminder popup, email registration) and are outlined in our regular contract.

## Contact Us

**By Phone:** 877-913-1776

**By Email:** [info@golocalapps.com](mailto:info@golocalapps.com)

**Download** some of our *free* Main Street apps in the iTunes App Store and see what we've done for other clients.





## App Features:

- Event-based items sync-able to the phone calendar feature.
- Phone numbers sync-able to users' contact list.
- Near-me mapping showing X items on the map from one or more categories.
- Embedded images within item body.
- HTML body fields.
- In-app messaging.
- Push messaging to all users that accept on download.
- Category menu sorting by distance, alpha, event date, publish date and/or any subcategory filters.
- Built-in rss reader, video and audio player; YouTube integration.
- Safari pages within app.
- Customizable page templates by app, category or item page.
- Facebook and Twitter sharing.
- Facebook Places Check-In (Facebook app required).
- Subcategory set up by category, available as filter, default menu sort or drilldown.
- Internet links within item pages.
- XML and JSON data updates to users.
- Customizable Main Screen.
- Customizable Icon.
- Customizable Loading Screen.
- CMS to find categories and subcategories.
- Favorites feature allowing user to save items to the Favorites folder.
- Search across all items by name and teaser fields.
- New/unread item dot on menu bar.
- Download and usage tracking.
- Selecting latitude and longitude to override Apple or Google mapping location.
- Item pages can have multiple addresses.
- Multiple item fields for customization of app (i.e., website links, text information, hours).
- Affiliate point-of-sale (POS) system.
- Linking from one item page to another.
- About the app button.
- Page redirect within CMS to outside website.