

SAVE-A-BUCK FEATURES & BENEFITS

KEY FEATURES/ BENEFITS OF THE SAVE-A-BUCK APP

Feature: **Update any of your information in the App yourself, anytime.**

Benefit: **Convenient** – do updates of your listing whenever it suits you.

Control – you aren't dependent on anyone else when you need to change something in your listing.

Accuracy – your information is never out of date, and you control its accuracy. Offers and Coupons can be changed whenever needed so a user is never looking at an out-of-date offer.

Feature: **Priority listings (Platinum App)**

Benefit: Your listing will be at the top of your category, therefore seen first. By being listed first, there is an implied recommendation for your business. 3x as many profile photos, active deals, active coupons & listing categories.

Feature: **Cities can be downloaded once, then accessed offline.**

Benefit: Tourists avoid roaming charges, making the App more appealing to use by saving them \$\$\$.

Feature: **Your listing may be seen by anyone, anywhere, who has the App.**

Benefit: Increased exposure to still more prospective customers.

Feature: **Coupons & Deals are a part of the App**

Benefit: Drive business by offering easily redeemed ways to save money on specific products or campaigns of your choice.

Add to your customer base.

Get your share and more of available tourist \$\$\$. They're going to spend it anyway, this will help them spend it at your business.

If you're a restaurant, and you're not in a hotel, you should know that most tourists prefer to find interesting places to eat outside their hotel – more variety, lower cost. But they need to know about you first!

Feature: **500-word description of your business**

Benefit: Let's you to emphasize what makes your business great, what separates you from your competitors, and why users want to do business with you rather than them.

Feature: **My Save-A-Buck.**

Benefit: Clients who liked what you offered can find you easily again. They can save your listing, deals they've bought from you, your coupons etc.

Feature: **GPS-enabled directions & maps**

Benefit: Tourists who may be unfamiliar with the area know how far they are from your business and can easily find you.

Feature: **Directly connect to your website**

Benefit: You can expand on what you have to offer, increasing the likelihood that these prospects will actually visit you.

Feature: **Automatic dialing of your phone number.**

Benefit: Users can quickly reach you and get any additional information they need to encourage an in-person visit to your business

Feature: **Events calendar**

Benefit: Showcase your events and list them for free on the App's Event Calendar, giving prospects yet another reason to visit your business.

Feature: **Hours of Business listed**

Benefit: Customer is sure you'll be open when they get there. They can see what days (if any) you're closed.

You can change the hours as needed if your business has summer and winter hours, for example.

Feature: **Support available for Rev clients.**

Benefit: Save time, avoid frustration, maximize the App's effectiveness for you.

Feature: **Provides a complete suite of information to your prospects: Who you are; Why they'd like to visit your business; Where you are; When you're open; How to get to your place; What your business looks like; What discounts are available; What makes your business unique; How far away you are from them; Any special promotions or events; Your menu (if a restaurant); How to reach you: GPS, Directions, Phone (direct connect from App), Web Site and Social media hyperlinks (direct connect from App).**

Benefit: The App is a complete solution with broad appeal, providing visitors and locals alike with all the information they need to do business with you.

Feature: **The App collects all of your key information in one convenient place.**

Benefit: Effectively drives customer buying decisions. 77% of smart phone users will use their phones to research potential purchases.

Feature: **Proximity of potential customers.**

Benefit: Not just for tourists – locals require the same information, and for a greater variety of goods and services. And they're all here right now; they're all looking for something to do (or buy, or eat) and they all have money to spend now. You can quickly convert them to customers.

Feature: **Free to end-users**

Benefit: More users, therefore more potential customers for you.

Feature: **Massive exposure to drive end-user growth.** Massive exposure to drive end-user growth. We advertise heavily through LBA (location based advertising). This method of digital advertising allows us to advertise the app to end users on mobile, tablet and desktop to generate targeted and interested Save-A-Buck users in your city.

Benefit: More end-users, more prospective customers, more business for your company.

Feature: **The right medium: a user-friendly mobile app/website**

Benefit: Focused, engaged users. App users are 4 X more engaged than those browsing the web. Your message will be seen and understood, with a much greater chance it will also be acted upon.

The Yellow Pages is dead – very little information, very often not current or incomplete. Basic listings are about \$200 a month (with a one-year minimum commitment)