




Town Guide Phone App

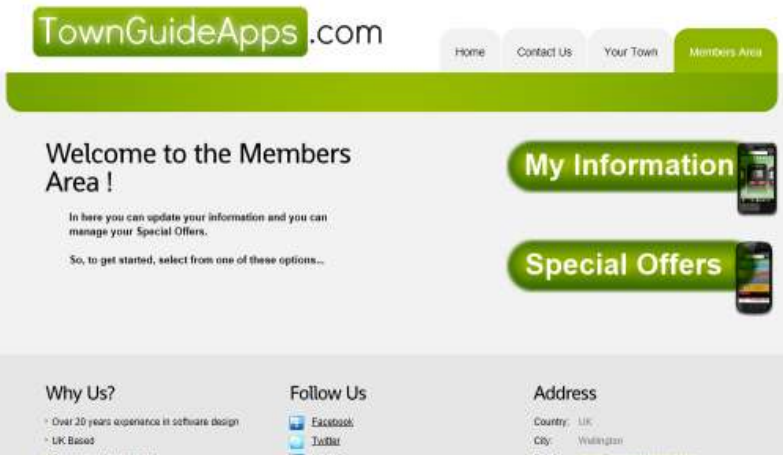
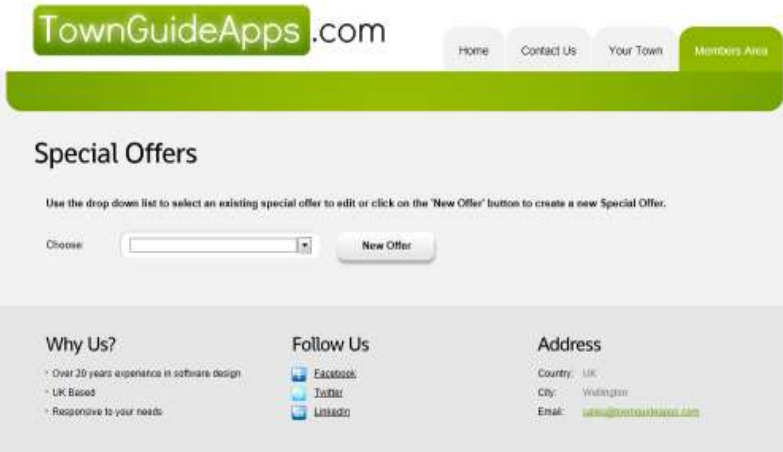

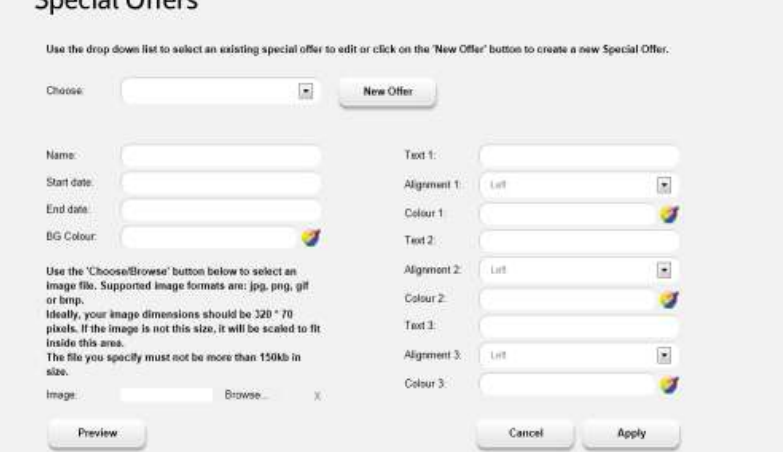
Step by Step Guide for Business

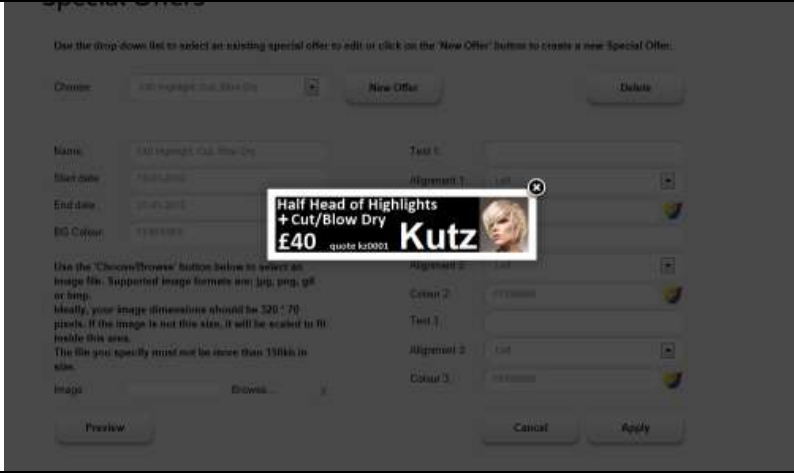
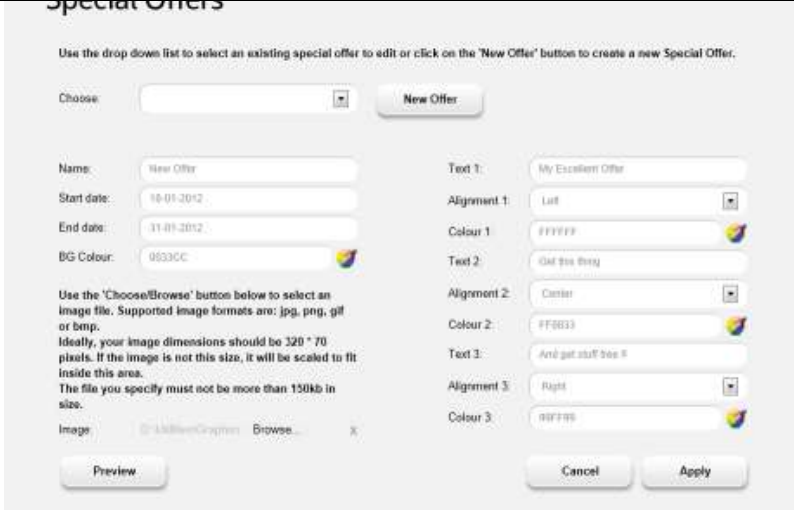

The Bridgwater Town Guide is a free smart phone application that locals and visitors to the town can use to find shopping information, history guides and every day essential services. Through the Town Guide, retailers and other businesses can promote special offers and provide detailed information on the products and services they have to offer, boosting business and encouraging trade. A huge amount of work has been done in the background to build the database in a limited timeframe. With input from businesses the content can be enriched and expanded, with a regular refresh of available data to consumers.

There are around 35,000 people living in Bridgwater and a large number of those will have a smart phone. More and more consumers are using this type of application to fine tune their shopping experience. The Bridgwater Retail initiative has done the hard work to get this set up, now it is up to you to maximise this tool. You can promote it in-store, on your websites and social media.

Help us to help you to get customers through your shop doors!

Instructions	Visual
1. Navigate to http://www.townguideapps.com	
2. Click on the 'Members Area' tab.	
3. Enter your user name and password, making sure that your town is selected in the drop down list. If you do not yet have your user name and password, click on the link shown to request this information	

Instructions	Visual
<p>4. Once you have logged in you have two choices. The 'My Information' button enables you to edit and update your business information. To add or edit a special offer, click on the 'Special Offers' button.</p>	
<p>5. You are now presented with the Special Offers section where you have two choices.</p>	
<p>6. Any existing special offers are listed in the drop down box. To edit and existing special offer, simply select it from the list.</p>	
<p>7. To create a new special offer, click on the 'New Offer' button.</p>	

Instructions	Visual
<p>8. To create a new offer, simply fill in the fields and use the 'Preview' button to see what your special offer banner will look like. If you like, you can create a graphic with all your special offer details on it, in which case you only need to supply that image, a start and end date and a name for your offer. Below is an example of a special offer that consists only of an image.</p>	
<p>9. If you do not have the means to create a special offer banner image yourself, simply use the fields available to make one.</p>	
<p>10. Regularly use the 'Preview' button to see what your offer banner will look like in the app.</p>	

Need further help? Contact: Town Guide Apps – Paul Turner; Tel: 01823 661669 / www.townguideapps.com