

A wide-angle photograph of Niagara Falls at sunset. The falls are in the foreground, with water cascading over the edge and creating a misty spray. The water is a vibrant blue-green color. In the background, the Canadian side of the river is visible with some buildings and trees. The sky is filled with dramatic, dark clouds, with some lighter areas where the sun is setting.

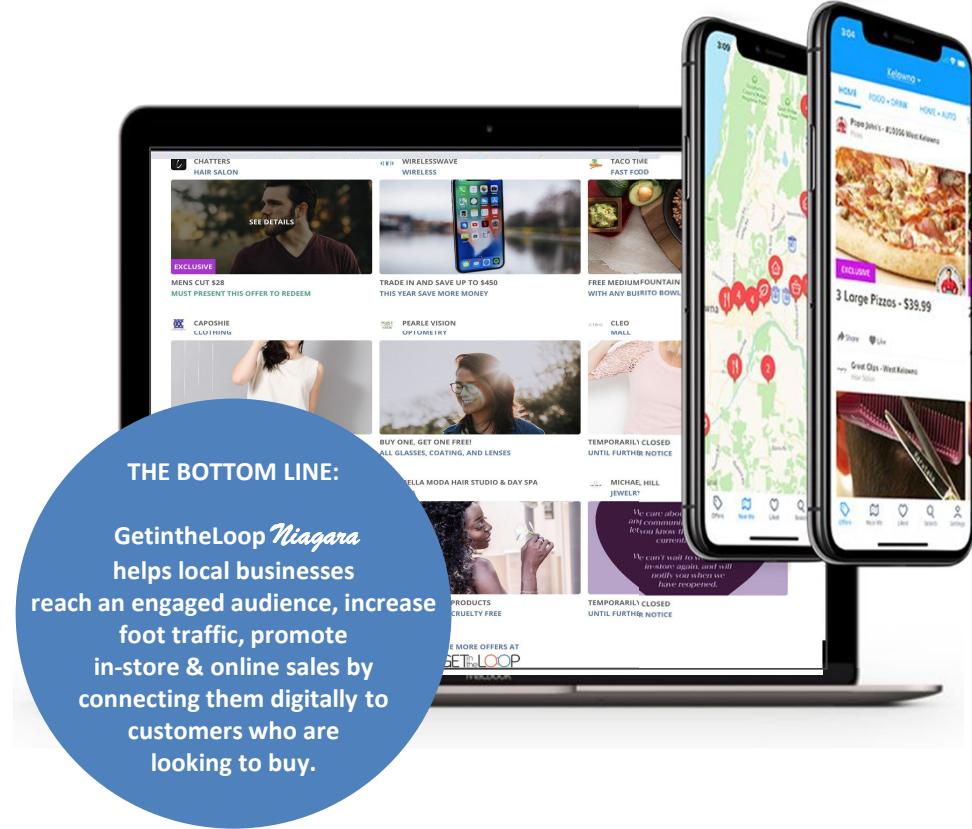
# GET in the LOOP *niagara*

Connecting Local Business with Local Customers

GetintheLoop *Niagara*, Your Partner In Your Communities Economic Recovery

# What is **GETintheLOOP**

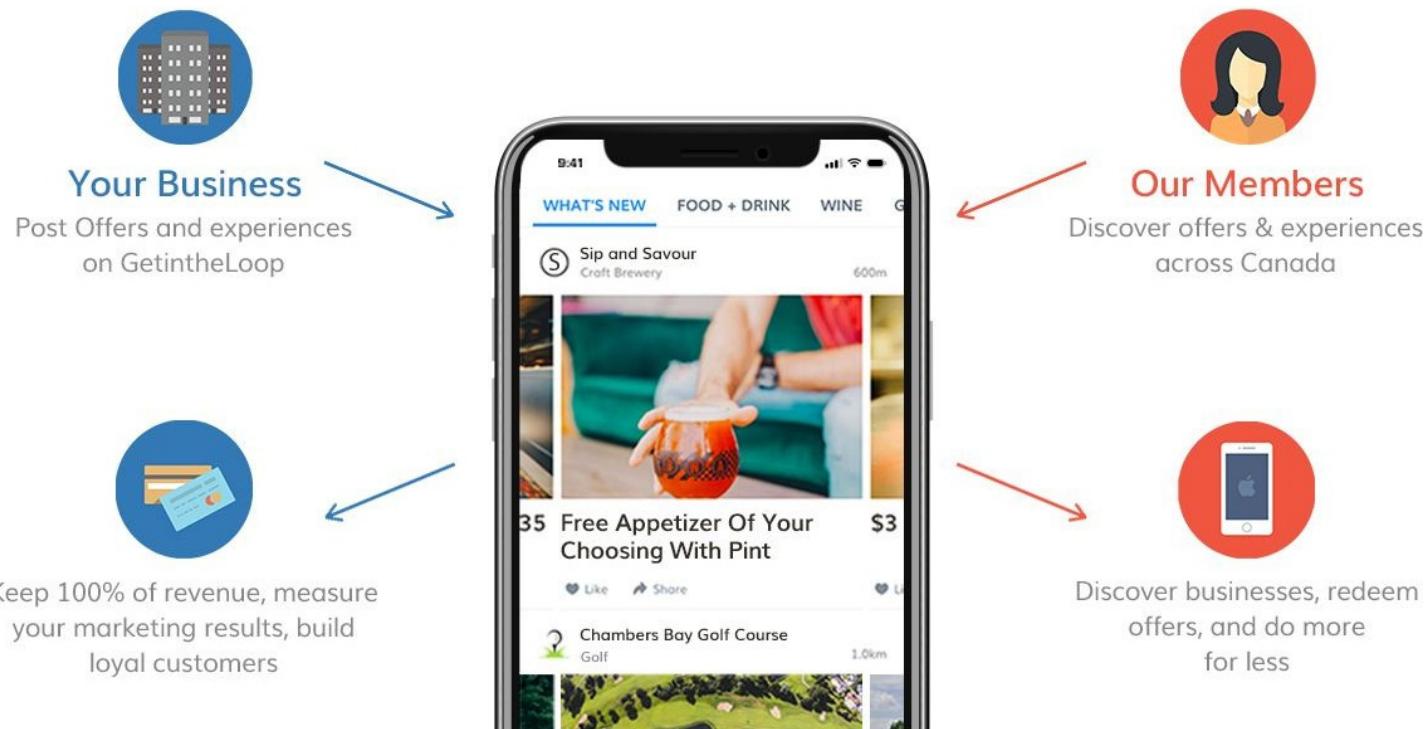
- **GetintheLoop** is a mobile advertising delivery platform built to connect local businesses with customers who are looking to buy.
- The offers are delivered directly on a device that most Canadian's use multiple times a day...their mobile phones.
- We provide a unique and modern way to provide real value to your businesses by offering buying consumers exclusive offers, limited quantity incentives, contests, digital punch cards, and regular on-location offers.
- **GetintheLoop** is fast becoming the go-to app for shopping local in your community, and we're ready to begin helping local businesses Day 1.
- We help you create program to support local businesses, providing the right resources to support their business every step of the way.
- We are the modern solution to the challenges local businesses face in today through our mobile-first platform, local support and service, engaging offer types, and offer full web integration onto your organization's website.



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# How GETintheLOOP Works



**GETintheLOOP** niagara

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# Who is **GETintheLOOP** Niagara

- **GetintheLoop Niagara** is a locally owned partner of **GetintheLoop** Media based out of Kelowna, BC.
- Nick Samson, an experienced multi-business owner brought the **GetintheLoop** to the Niagara Region on Oct 1st to help local businesses during the pandemic.
- **GetintheLoop Niagara** provides a full-service agency approach by managing every aspect of the program and relationships they have with their local business partners.
- Our team shares a common view of “Loving Local”, “Buying Local” and “Helping Local Businesses”.

Meet the team that works hand in hand with your local business partners.



Nick  
Owner



Suzanne  
Owner, Marketing



Christine  
Partner Growth



Samantha  
Lead, Partner Services



Jason  
Partner Services



Laural  
Social Media/PR



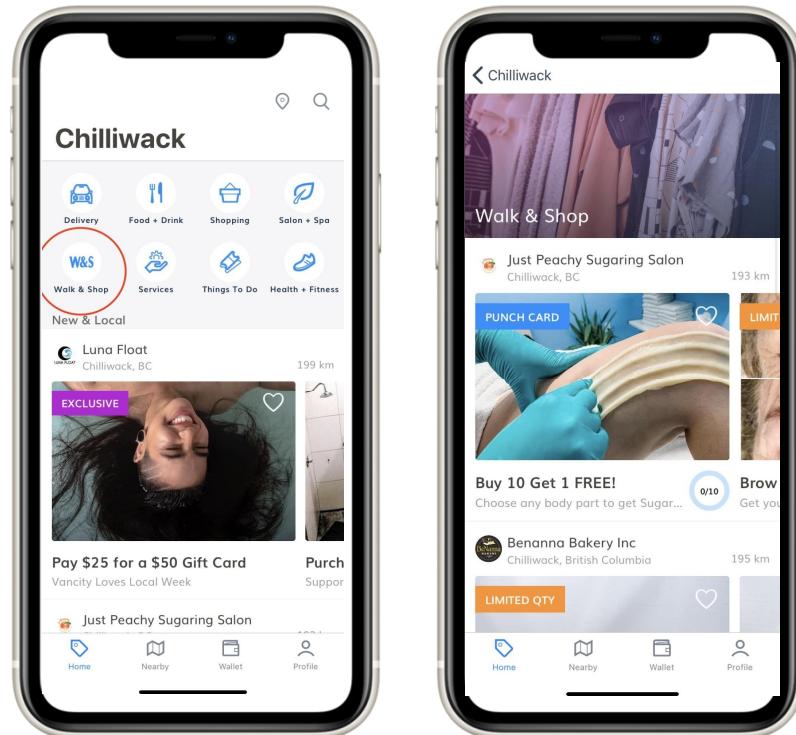
Rebecca  
Events

# Why **GETintheLOOP Niagara** is Good for Your Members

- **GetintheLoop** is currently partnered with 60 local Chambers, BIAs, and Economic Development groups across Canada
- We have shared goals of helping local businesses and encouraging small business development, as well as aiding in the adoption of modern technology which enables local businesses not to be reliant on expensive and inflexible radio, coupon books, mail drops and daily deal sites.
- Our 60 partner organizations see value in **GetintheLoop** through our local, hands-on support, our innovative Canadian technology, and our overall experience meeting the needs of local businesses. We even have 2 Chambers that have purchased the rights to **GetintheLoop** so they may service the local businesses in their towns.
- We can be a “short term fix” to the current conditions...but our goal is to stand by the side of your local business owners and to drive foot and/or online customer traffic to help them today, tomorrow and in the future.
- Local businesses can't compete with the big box or national chains so we give them the advantage of being flexible with their offers and our ability to change them on the fly which is one reason they love doing business with us as we can adjust or change their offers in real-time within minutes so they can remain nimble when things change in their business or market.
- **GetintheLoop Niagara's** is unique as we are more than just an advertising platform. We also have the expertise to help your local businesses retain customers as we own **FreshFeedback.ca**, a Canadian based reputation management company which has spent the last 29 years guiding regional and national chains such as Roots, The Source and many more in delivering exceptional customer experiences that drive return visits, increased foot traffic, loyalty, referrals and revenues while protecting their brands reputation. We would be more than happy to provide your BIA's with free services.
- Ultimately, it would be our intention and pleasure to share the learning we've gathered over the last 29 years under the FreshFeedback.ca brand with your local businesses.

# GETintheLOOP Local Shopping Campaign Case Study

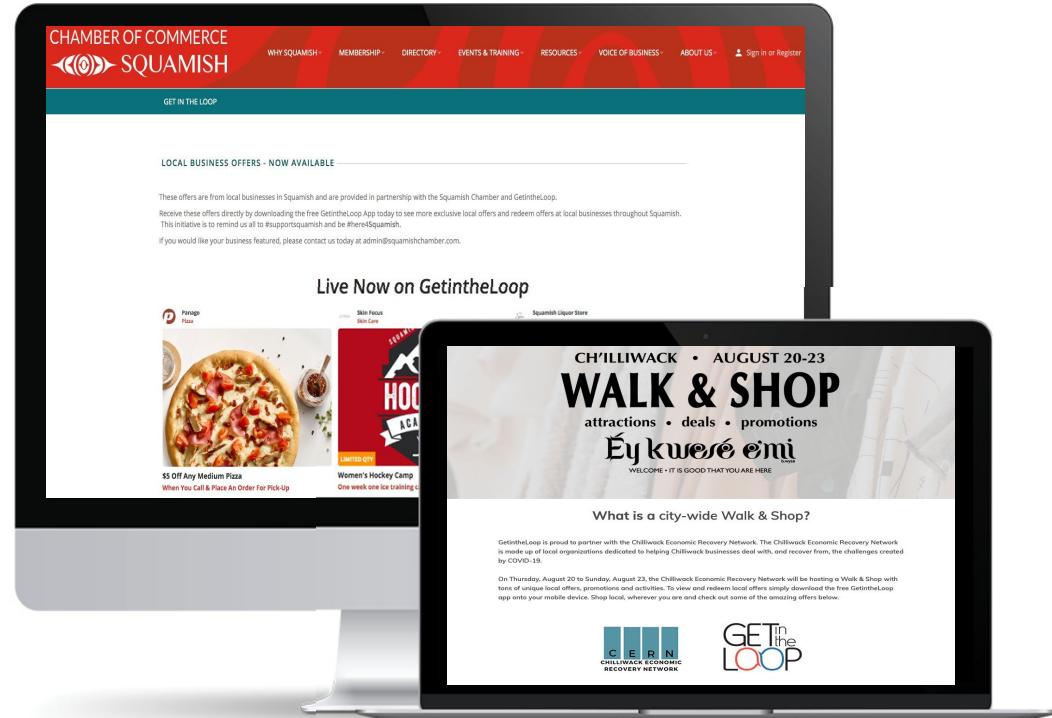
- This was held over four days in a GetintheLoop market with 1,500 app users before launching the campaign
- People opened the app to view local businesses 8,009 times (5.3 times per app user, not including new campaign)
- People viewed the web page and widget 3,311 times (this was not promoted as heavily as the app)
- Over 50 participating businesses
- Reach (how many times people saw the businesses): 577,661
- Response (how many times people clicked to view more information): 32,199
- Actions (people taking action by visiting the business, calling, or viewing a web-based offer): 3,008



# GETintheLOOP Niagara Integrates Local Into Your Website

**GetintheLoop Niagara** also offers a full web integration to display engaging offers from businesses. This is the technology to “power” your current or future Shop Local webpage.

- Integrate into your own web property, or we can build a custom landing page for the shopping campaign.
- Benefits of integrating local offers on your website:
  - ✓ Enhances your website’s content with local offers from businesses and partners
  - ✓ Provides your businesses and partners with added exposure and support to drive sales
  - ✓ Directly help businesses and partners who are struggling to pay for marketing
  - ✓ No extra time involved in implementing local offers - plug into a real-time feed of offers direct from the GetintheLoop platform



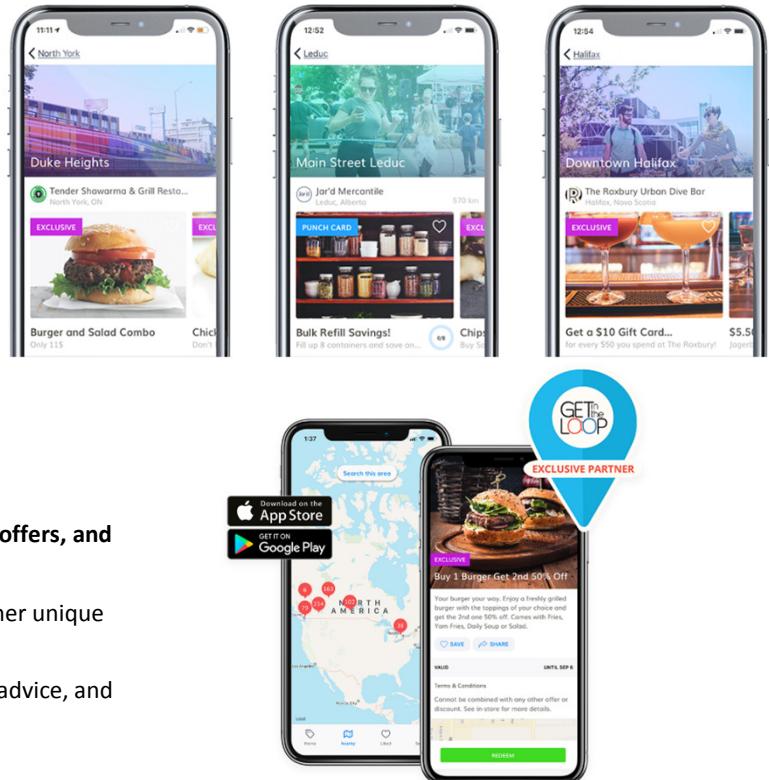
# GETintheLOOP Niagara Welcomes You To “Shop Local 2.0”

## DETAILS:

- ✓ Every local business participating will have the ability of having 2 simultaneous offers posted at the same time.
- ✓ Offers can be changed at any time to suit their business model and needs.
- ✓ Businesses will have **access to the 4,000 (and growing daily) local Niagara and 10,000 South Western Consumers** who are looking to buy
- ✓ Businesses will get the **first 3 months FREE** then, if the Region's economic outlook has improved, we will introduce them to an affordable “Pay as you Grow” plan
- ✓ **GetintheLoop** will create a landing page and integrate a real-time local offer feed that would display all your businesses offers on the Chambers website further creating an integrated relationship with the businesses you support.

## ADDITIONAL BENEFITS:

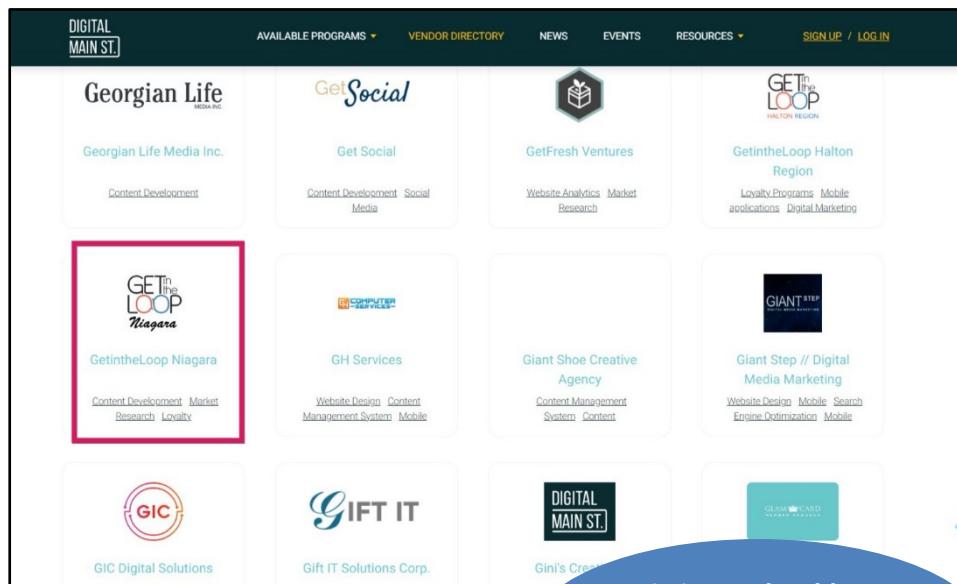
- ✓ Local app users have already opted-in to **receive mobile offers, push notifications, emails, web offers, and social media updates of the available offers**.
- ✓ **Real-time ability to change** and publish offers based on weather, time of day, inventory, and other unique marketing scenarios
- ✓ **Full support and service** from your local **GetintheLoop Niagara Team** who provide suggestions, advice, and manage offers



GETintheLOOP Niagara

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# GETintheLOOP Niagara An approved “Digital Mainstreet” vendor



The screenshot shows the Digital Main Street vendor directory. The 'GetintheLoop Niagara' vendor card is highlighted with a red border. The vendor card includes the GetintheLoop Niagara logo, contact information, and service offerings: Content Development, Market Research, and Loyalty.

**Listing Web Address**  
<https://digitalmainstreet.ca/vendor/getintheloop-niagara/>



**DMS FUTURE PROOF**

Digital Main Street Partners with GetintheLoop to Pilot in Toronto

**Press Release Web Address**  
<https://digitalmainstreet.ca/digital-main-street-partners-with-getintheloop-to-pilot-in-toronto/>

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# The City of Niagara Falls Supports GET<sup>in</sup>theLOOP Niagara

- ✓ The City of Niagara Falls Economic Development Department endorsed and promoted GetintheLoop Niagara in their bi-monthly Business Development newsletter sent to Local Businesses on December 8, 2020
- ✓ Ms. Davidson, Niagara Falls Economic Development Officer, recognized our desire to help during this bleak period and understood the impact GetintheLoop Niagara could have for the city's local businesses.
- ✓ We have been able to provide free advertising support to numerous local Niagara Falls businesses and are constantly providing the exposure to buying consumers every day.
- ✓ Our goal during this devastating period is to help every local business in the Niagara Region free advertising until such time market conditions change.

GetintheLoop Niagara is pleased to offer any local businesses 3 free months of Advertising



**Newsletter Web Address**  
<https://us1.campaign-archive.com/?u=1d661df4b8485a598ec699f74&id=5c65df1a13>



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# What Will GET<sup>In</sup>theLOOP Niagara Offer Every Local Business

	MONTH 1, 2 & 3	Month 4 & BEYOND
Number of Simultaneous Ads & Offers That Are Changeable At Any Time To Adjust To Their Business Needs	<b>2</b>	<b>5</b>
Monthly GITLN Platform Access Cost (Regular cost per business is \$225 per month)	<b>Free</b>	We'll Offer An Affordable Growth Plan With Price Point Starting at \$50/month to \$75/month
Social Media Business Profiling Coverage Using Our #locallove Initiative	✓	✓
Dedicated push notifications	✓	✓
Ongoing Promotional Activity on GetintheLoop Niagara Social Channels	✓	✓
Real-Time Integration Of Local Business Offers Into Your Shop Local Website	✓	✓
We Do All The Work! Local Business Owners Don't Need To Learn New Software	✓	✓

THANK YOU

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theLOOP  
*niagara*

