

Calling all high street businesses IT'S TIME TO UNITE



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What is OFFiGO?



OFFiGO is the UK's first digital platform designed to bring all high street businesses together in a bid to increase footfall and spend in our local towns.



rightmove 
find your happy



2 The popularity of
all in one platforms

Right move, booking.com and Just eat are the leading platforms for people when looking for property, hotels and food. OFFiGO aims to be the go too platform of the local high street.



100,000 Unique visitors 1.4 million pages viewed

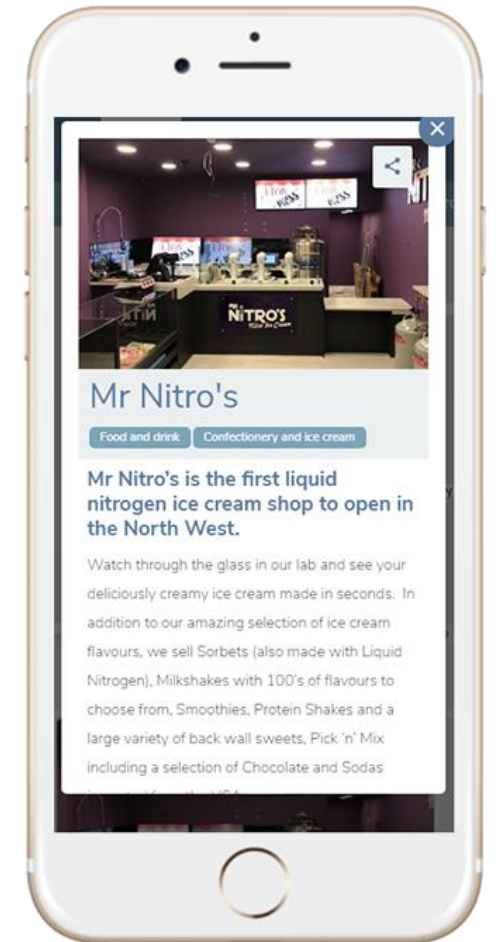
Examples

Blackpool

- Mr Nitro's 11,302 page impressions
- Black Friday sale at Toyland 7.7% clicked advert
- Viva Christmas show 954 people clicked advert
- Stanley park fun day 31.2% clicked advert

Other areas

- St Anne's carnival 7.8% clicked advert
- Fleetwood fireworks night 14.6% clicked advert
- AFC Fylde v Salford tickets 13.2 clicked advert



Source | Google analytics between November 2017- November 2018

During the pilot period, OFFiGO showed thousands of customers were engaging with the information provided, simply because it was local to them and easily accessible in one place.

OFFiGO out performed Google and Facebook

Customers who viewed adverts and clicked onto them

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Engagement



3.1%



0.9%



3.8%

Source updated Dec 2018 | <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>

People engaged with OFFiGO content more as it is localised, relevant and personal too them. Showing residents and visitors to the town were actively looking for what is available to them every day in their local area.



OFFiGO ranked higher than Lancashire shopping centre websites

Based on global website traffic

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Web rankings

	Position
1. OFFiGO	3.140,306
2. Affinity Fleetwood	4,722,661
3. Hounds hill Blackpool	4,902,545
4. Fishergate Preston	8,961,773
5. Arndale Morecambe	12,122,694

Source | Alexa web rankings (an Amazon company) 30th July 2018

OFFiGO moved up the rankings in a short space of time as thousands of customers engaged with the information provide. This was achieved with NO marketing budget.



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Growing our
network

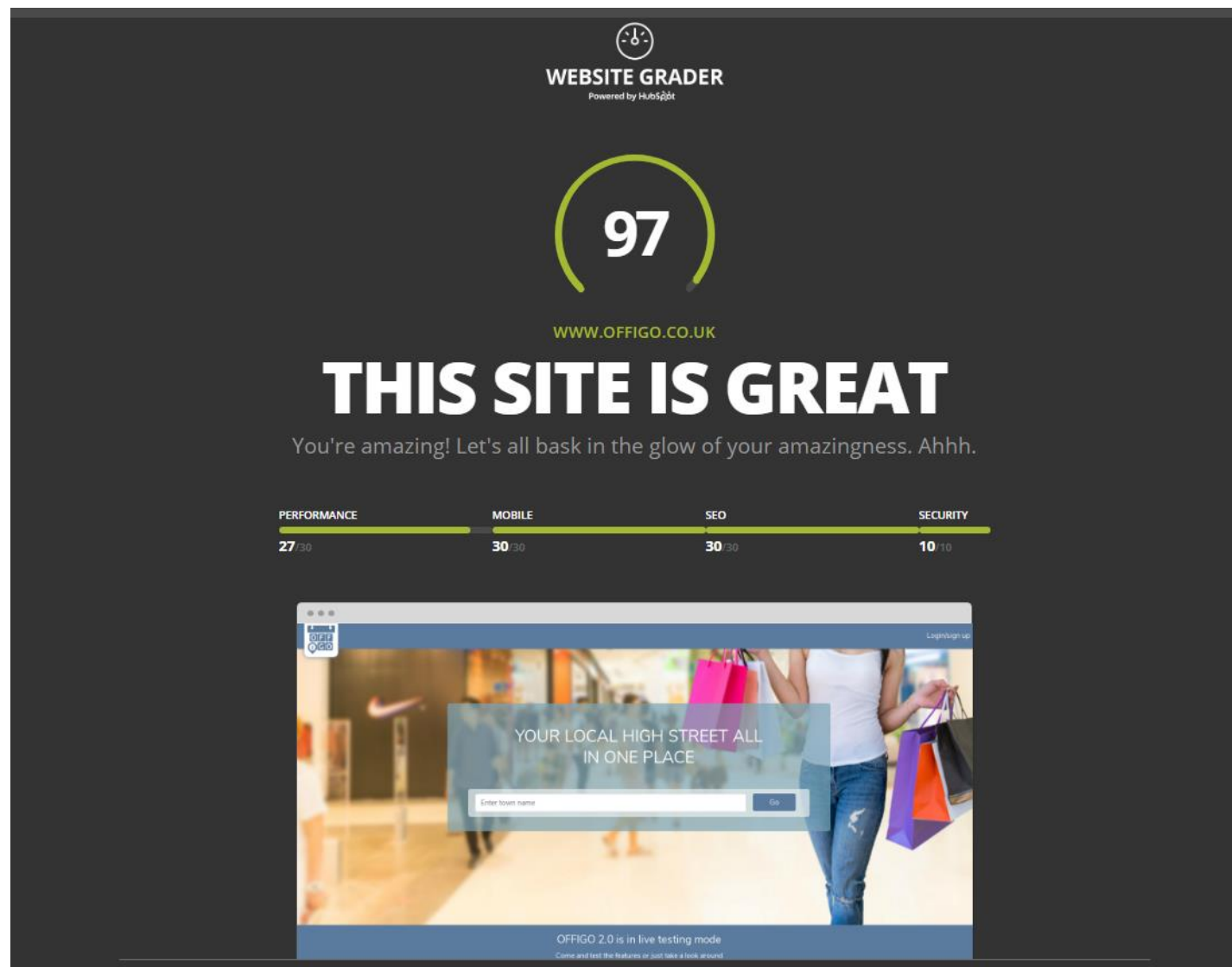


Growing our network has opened many doors, it helped us win a national award in London from Ordnance survey and receive \$120,000 in tech support from IBM, as well as partnering with Blackpool council on a separate project.



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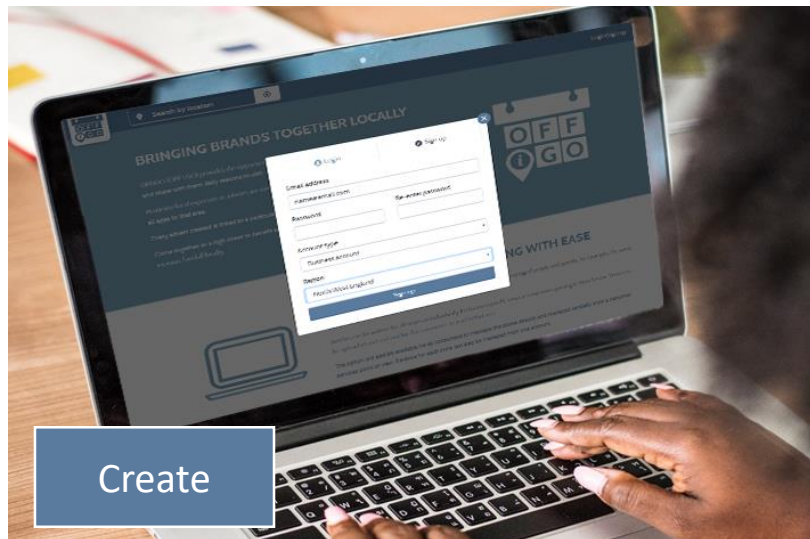
OFFiGO 2.0



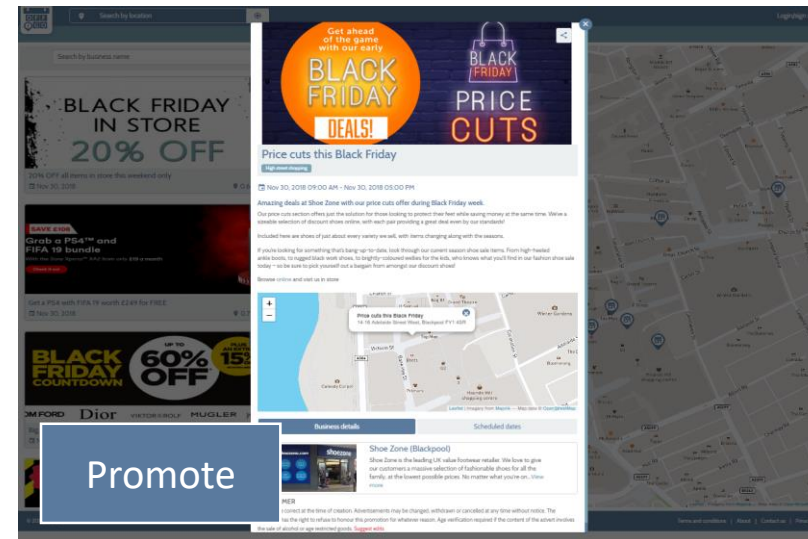
Following the pilot, the new full version of OFFiGO has been built with support from tech giants IBM. Available on all devices, created with simplicity in mind so even the less digitally minded businesses can join in, with added benefits for consumers to get involved.

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FREE to join in



Create



Promote



Write



Share

Create your business profile page, then promote your offers and events and write good news stories about your business. Share content on social media, with all content searchable on Google. View your analytics and see how engaged visitors are in the dashboard.



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Further benefits

Don't battle on alone, be united and come together as a high street.

Create a promotional advert
Share OFFiGO with your customers
They will tell their friends and family

Share OFFiGO with your business neighbours
They create a promotional advert

They share OFFiGO with their customers
They will tell their friends and family

If this is done by just 10 businesses each advert will be seen by potentially 1000s of new customers who will see 10 reasons to visit your area.

Imagine if the whole high street did the same



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FREE advertising



JOIN THE HIGH STREET ONLINE
AND PROMOTE YOUR BUSINESS

**£25 FREE
ADVERTISING
CREDIT**



Register at www.offigo.co.uk and add your offer code

1033

NEW BUSINESS SIGN UP ONLY

OFF
GO

Refer a business connection or neighbour and both of you get an extra £25 advertising credit each time. Use this one on sign up and get £50 starting credit. Service providers will benefit from high street customers who grow.



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Lets make this
happen

Promoting more choice – Increase consumer interest
Attract more customers – Increase spend locally
Increase footfall & spend – more confidence for new shops
New shops opening – more jobs created

**Through OFFiGO you can bring your High
Street together online OVERNIGHT.**

Join up today, its FREE

www.offigo.co.uk



Find more information on how to get involved visit the website

