



Discover Local - Free Mobile App.

Discover Local is a division of Discovery Audio Guides - established 14 years & based in Callander. Producers and distributors of an established series of professionally narrated guides on Scotland. Over **ONE MILLION** tracks sold and over **1,500 BUSINESSES** currently benefiting from inclusion.

Now incorporated into a **FREE** mobile application **Discover Scotland**

Based on this experience the **Discover Local App**. has been developed - both are available from: -



A unique, low cost, technologically advanced & effective marketing medium for local businesses.

BENEFITS OF LISTING/SPONSORSHIP.

- *Sourcing goods/services locally is good for our local economy and the environment.*
- *A modern alternative to Local Papers, Yellow Pages and even On-Line directories.*
- *Over ONE HUNDRED BILLION Apps. Downloaded in 2013 – be part of this revolution.*
- *People want to visit local businesses and can now find them quickly and easily with the very latest smart phone technology, 40 % of all on-line searches are for local products/services.*
- *We have more mobile phones in the UK than people, with global sales of over ONE BILLION smart phones last year alone!*
- *Users can access the App. either in advance or while in the area; attracting both planned and spontaneous customers. Download from the App. stores or via national QR codes.*
- *The Mobile Application can be accessed on a Sponsor-by-Sponsor basis, by Category, as well as searched by Town or Area.*
- *Each listing contains a full description of the business offering, plus a couple of images, live phone number and active web-site link.*
- *The link to the website creates Search Engine Optimisation benefits.*
- *Live Geo-Navigation to guide visitors right to the doorstep.*
- *An audiovisual video is also featured incorporating tracks from our recorded guides.*
- *The unique interactive format makes the App. both accessible and entertaining for users.*
- *Only carefully selected businesses are offered a listing/sponsorship: - ensuring that the content genuinely enhances the users local experience.*
- *Available in both Apple and Android formats - accessible from all mobile platforms.*
- *Low cost – Introductory offer - listing on the App. costs just £5.00 per word.*

www.discoveryaudioguides.com & www.discoverlocal.biz

Android: <https://play.google.com/store/apps/details?id=hr.apps.n164995562>

iPhone: <https://itunes.apple.com/us/app/discover-local/id933883162?ls=1&mt=8>



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