

New mobile app looks to support local businesses

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To help small businesses level the playing field with larger retailers, a new app has emerged that gives them the ability to reach a larger audience.

[GettinLocal](#) gives businesses the opportunity to quickly create a mobile app presence that will attract new customers and give existing customers a reason to shop more frequently. The app is exclusively designed to let local businesses quickly ramp up their mobile marketing and consumer reach by utilizing digital coupons.

Through the app's geo-fencing capabilities, local companies can extend offers, publish coupons, launch promotions, and send customers messages, all within a specific area. Mobile customers will benefit from using GettinLocal by receiving the best deals from local businesses, while also receiving real-time and relevant notifications on the nearest coupons and promotions based on their interests and location.

The app's powerful keyword-based, local search tool makes searching for deals easy. Coupons are redeemed by presenting the digital coupon code during payment. Campaigns, coupons, promotions, and favorite merchants all can be shared with friends and family. Customers also will have access to the various social media sites utilized by their favorites businesses.

"It has been long recognized that small businesses are the backbone of our communities. We're now able to provide local businesses with a quick way to establish their mobile marketing presence," says Peter Daly, co-founder and COO of GettinLocal. "With GettinLocal, we have essentially reversed the internet search in order to level the playing field for local business. Our solution will benefit local businesses and consumers within our communities,"

The app has initially been made available within the New York Metro and Long Island markets, with plans to expand that reach over time.