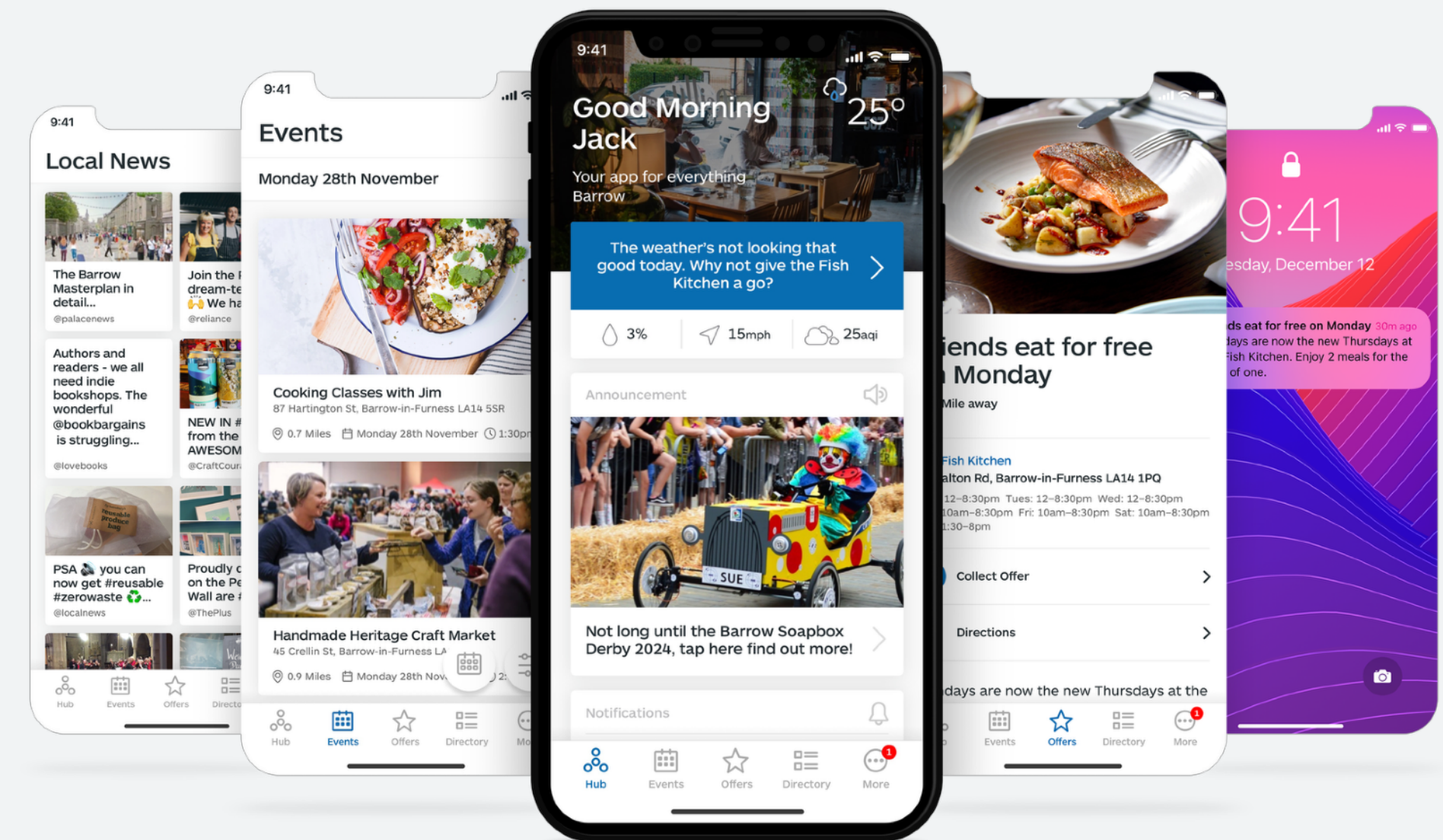


Barrow BUZZ

A Business Guide for Your Digital Town Hub

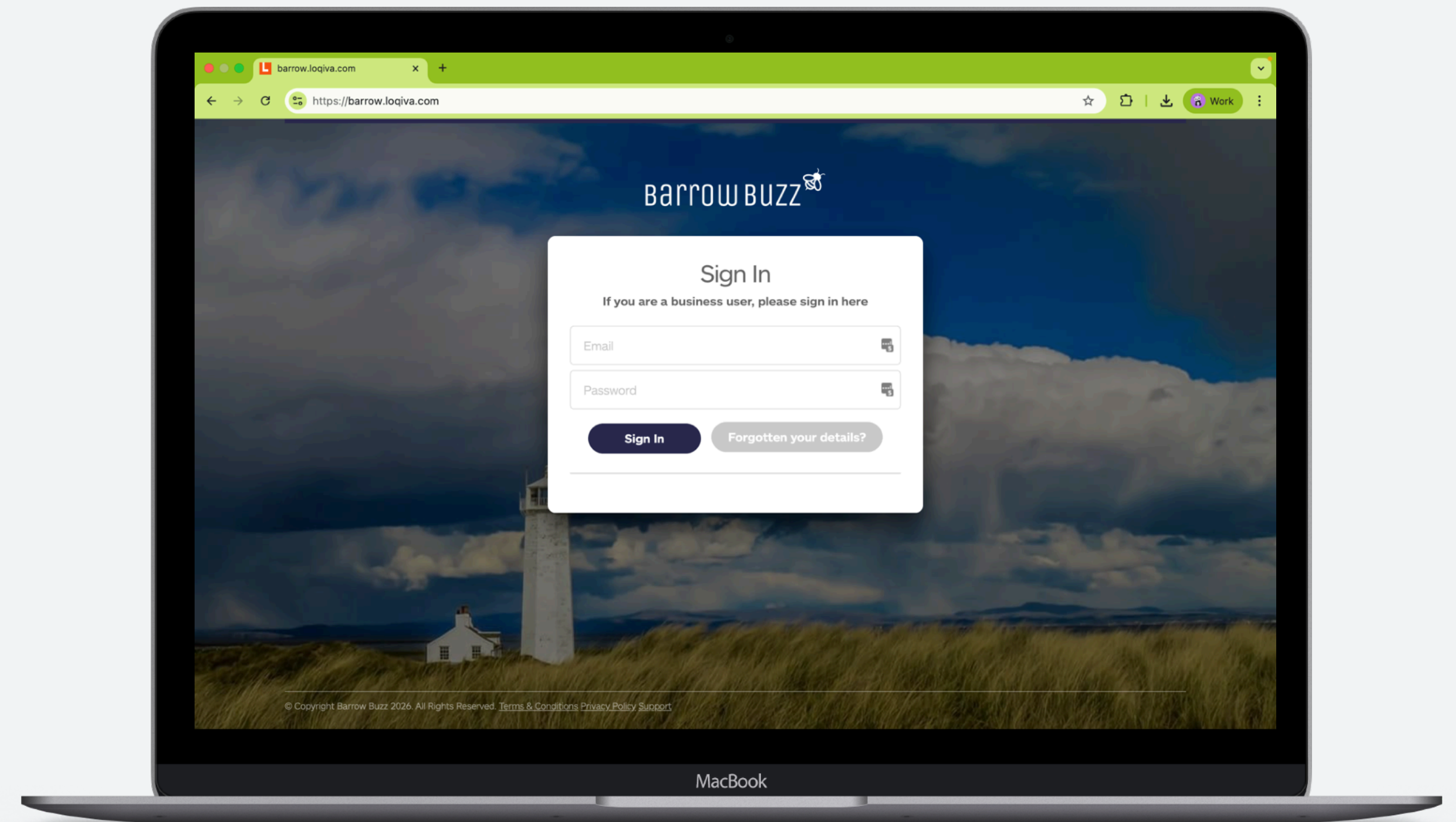
1. What is Barrow Buzz?

- Barrow Buzz is a digital town hub designed to connect local businesses with residents and visitors.
- It features a mobile app, newsletters, real-time notifications, community-published information, and automated feeds.
- The Barrow Buzz hub helps businesses to reach potential customers effectively using rich local data and push-based targeted content.



2. Login to Barrow Buzz

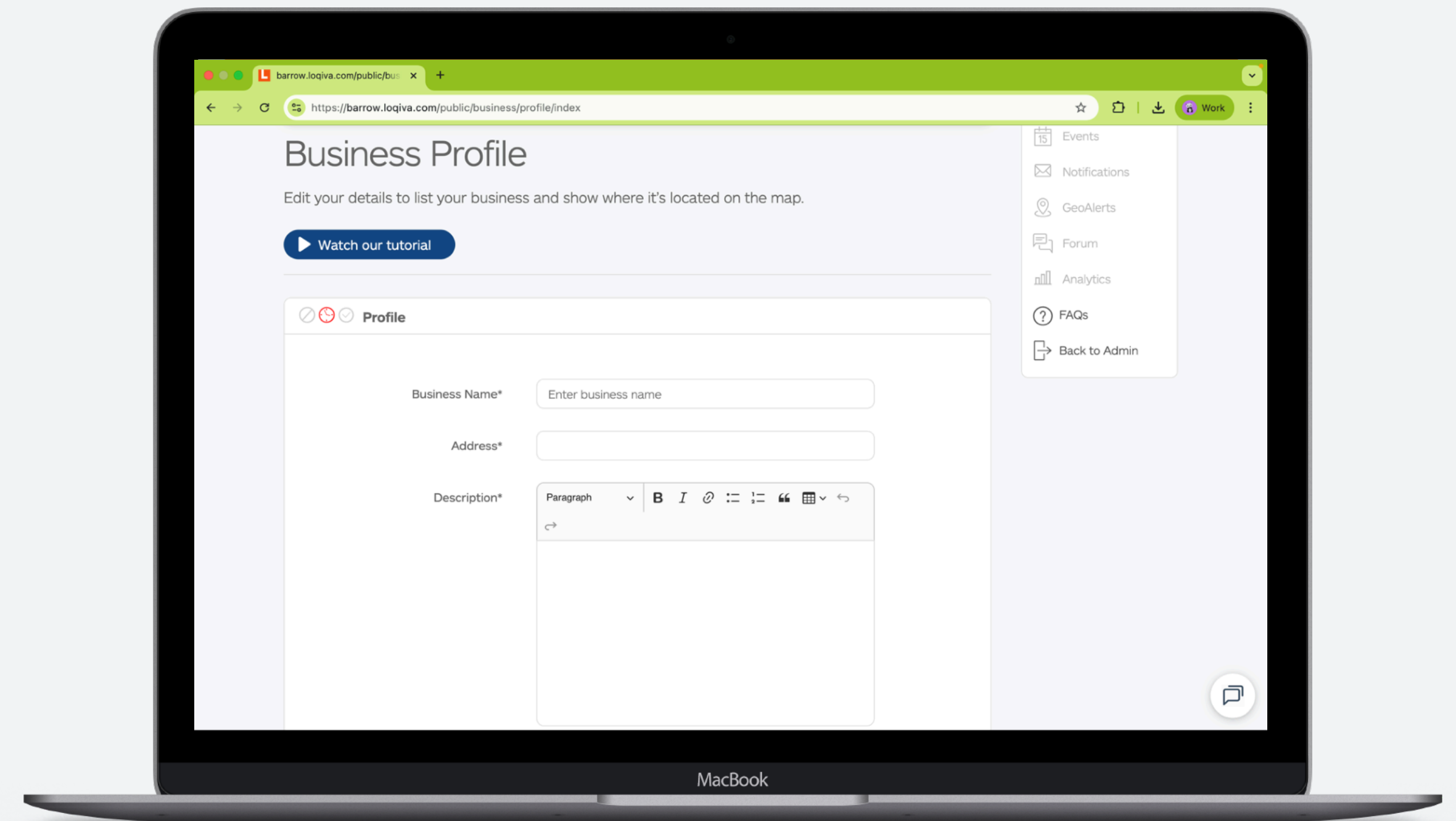
- To login to Barrow Buzz go to barrow.loqiva.com or sign into your Barrow Buzz app with your business email.
- When you access your account, you can use all the marketing tools the hub has to offer - including publishing direct to the app!
- If you haven't already signed up to Barrow Buzz please get in contact with the BID to receive your free invite.



3. Update Your Business Profile

Log into <https://barrow.loqiva.com> > Business Profile

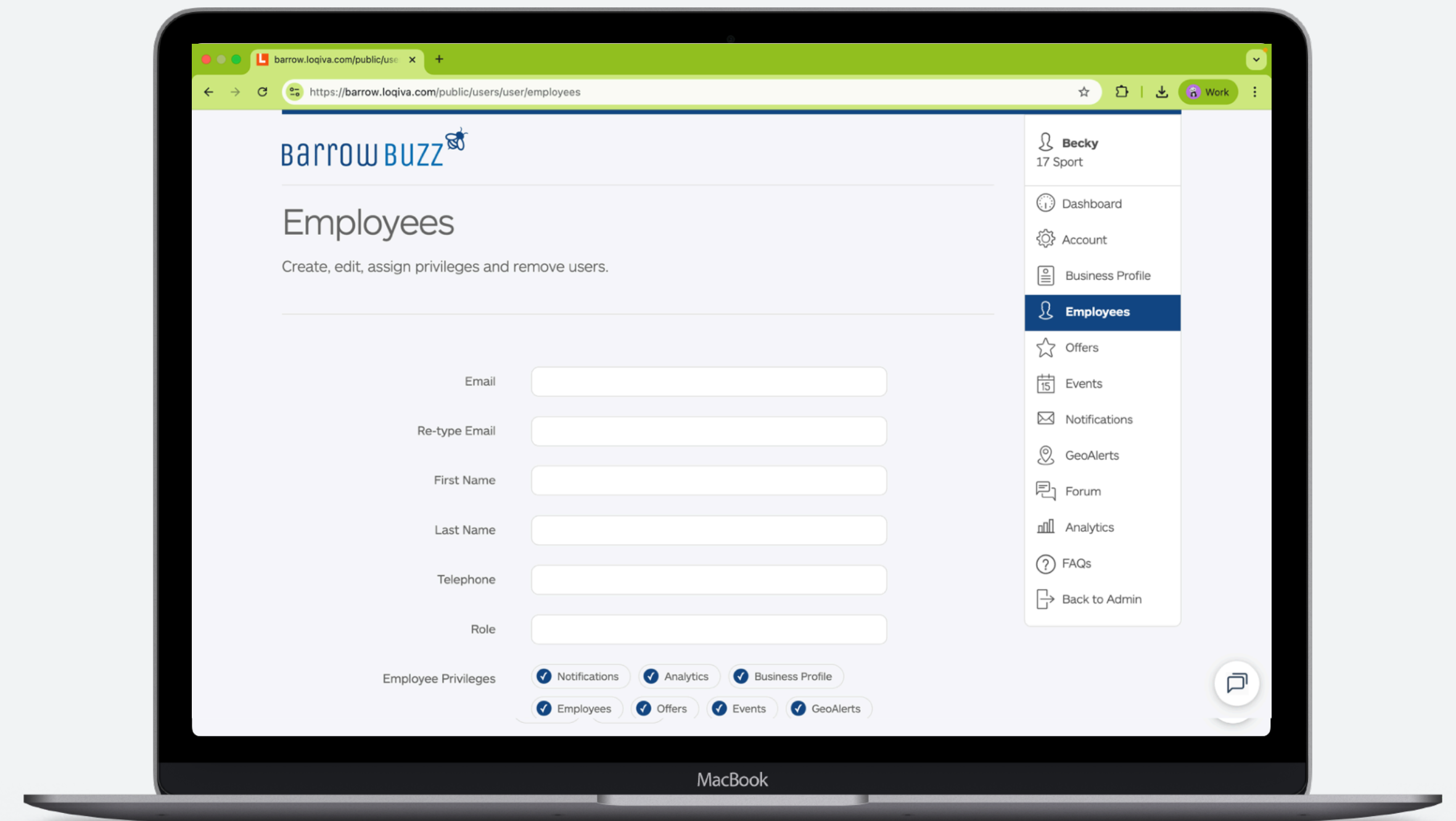
- Your business profile is your shop window on Barrow Buzz.
- Update your business profile to let app users know as much as possible about your business. Create a gallery of photos, link a YouTube video, upload PDF menus - there's lots you can do to help attract customers!



4. Add An Employee

Log into <https://barrow.loqiva.com> > Employees

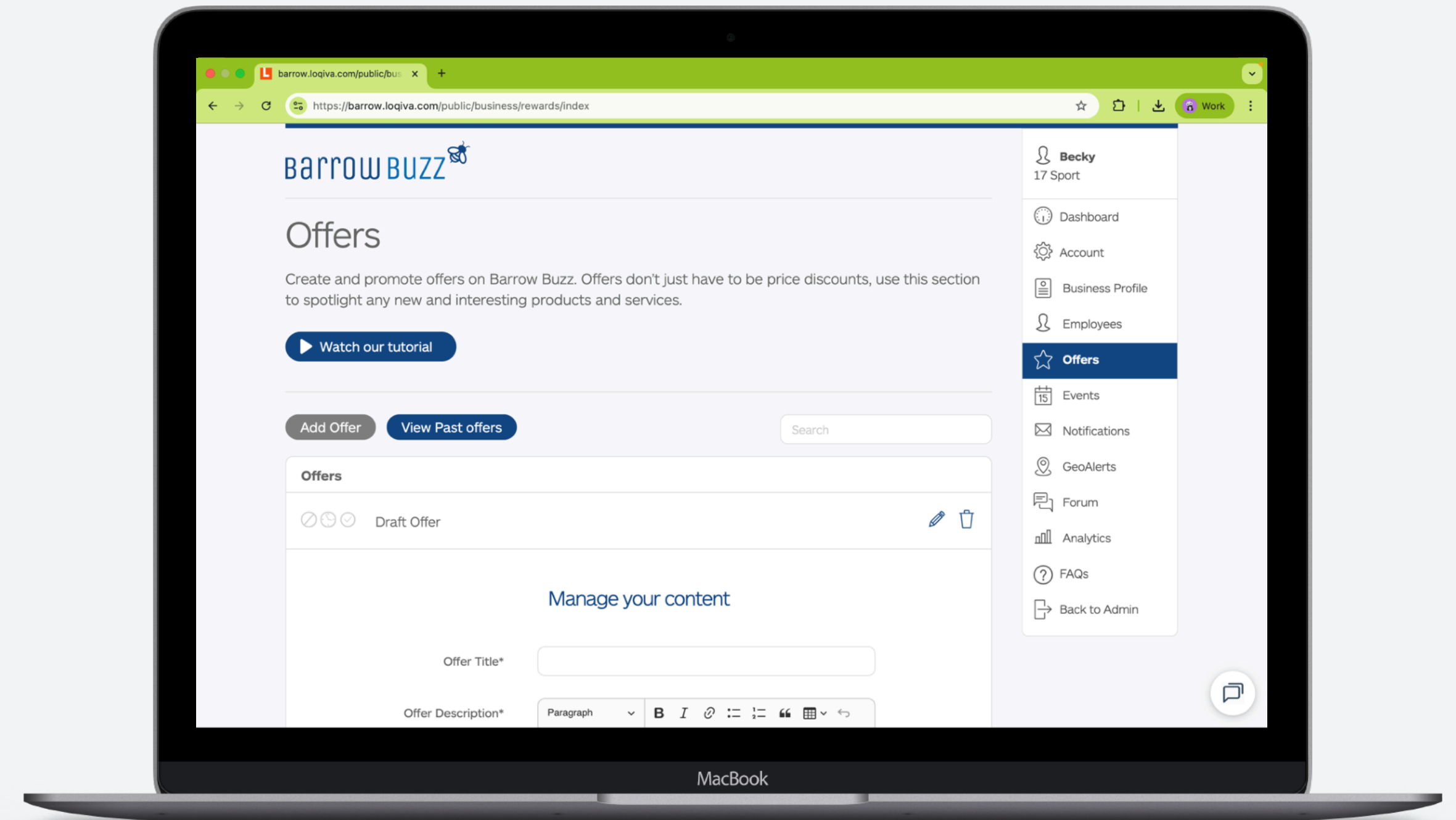
- The employee feature allows multiple members of your business to access Barrow Buzz.
- Use this feature to give members of your business their own personal log-in as well as access to features that they are able to administrate.



5. Add an Offer

Log into <https://barrow.loqiva.com> > Offers

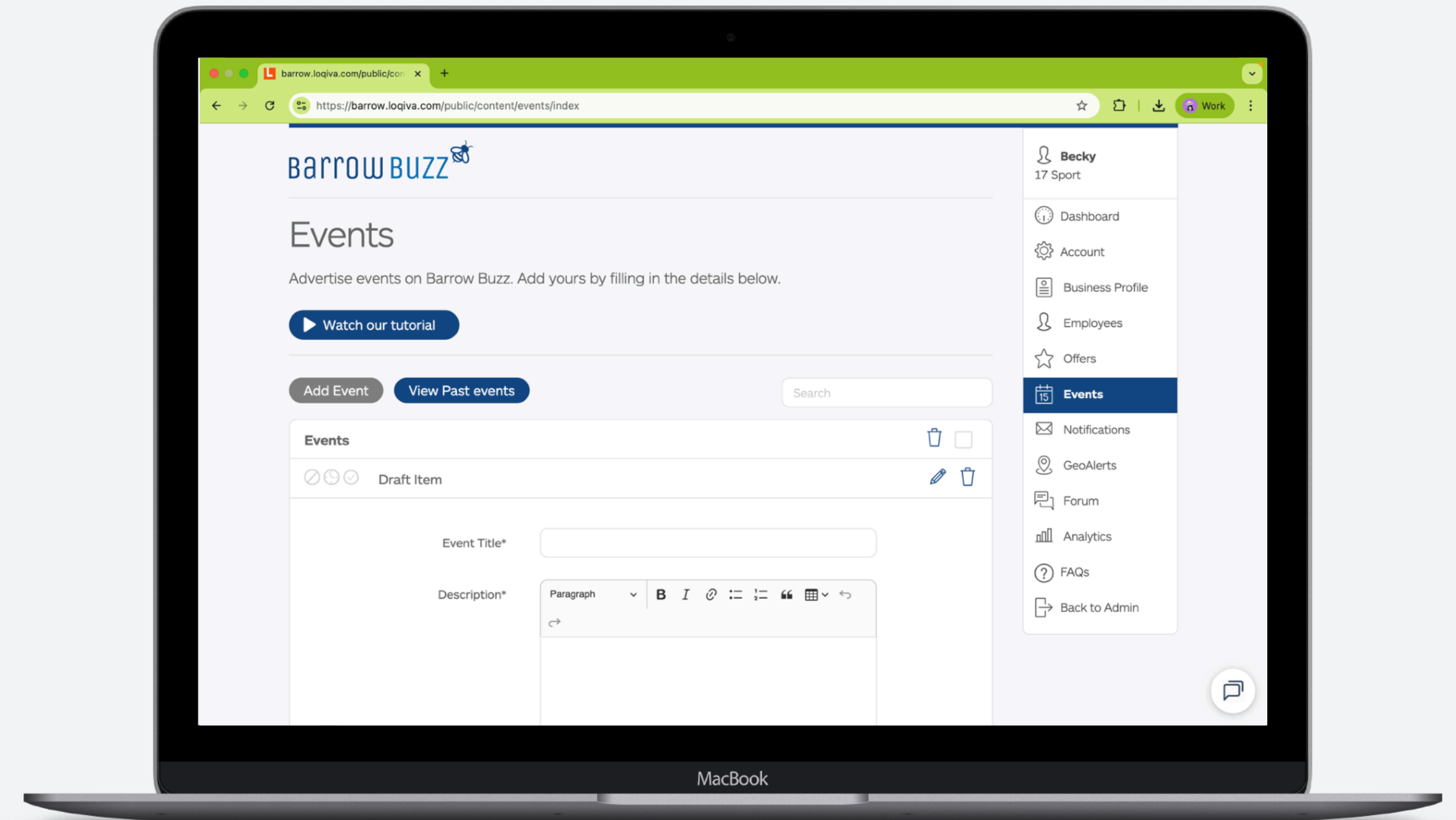
- The Offers section allows you to promote General Offers to the public and (coming soon), B2B Offers for local business staff.
- Offers typically feature price discounts, but they don't have to. Use this section to spotlight any new or exclusive products and services you have available.



6. Add an Event

Log into <https://barrow.loqiva.com> > Events

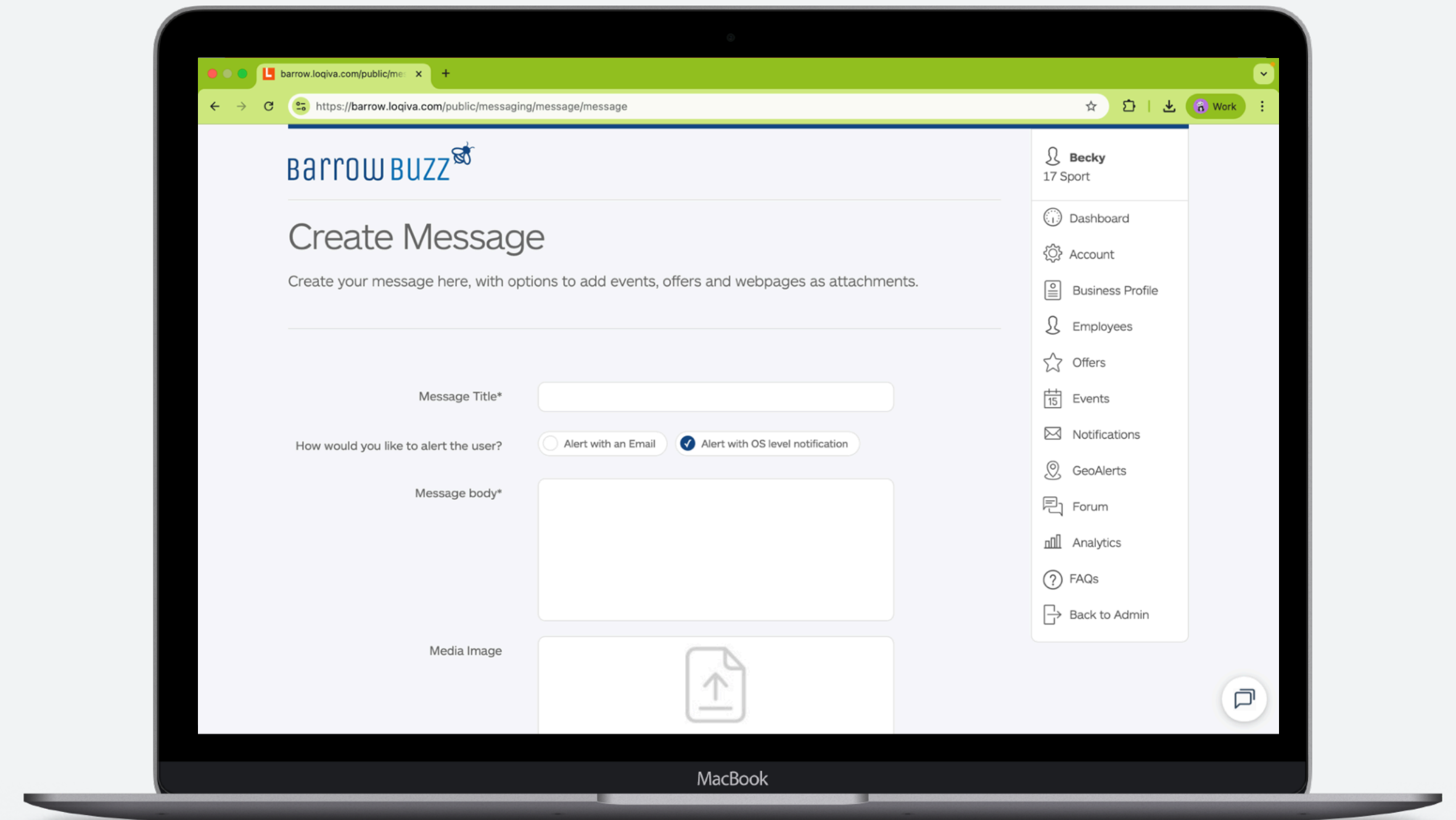
- The Barrow Buzz events page is growing to be the definitive list of everything going on in Barrow.
- Add any events that you've got coming up and let Barrow Buzz app and website users find out what you're doing!
- Display your events and benefit from thousands of views with a few minutes effort.



7. Send a Notification

Log into <https://barrow.loqiva.com> > Notifications

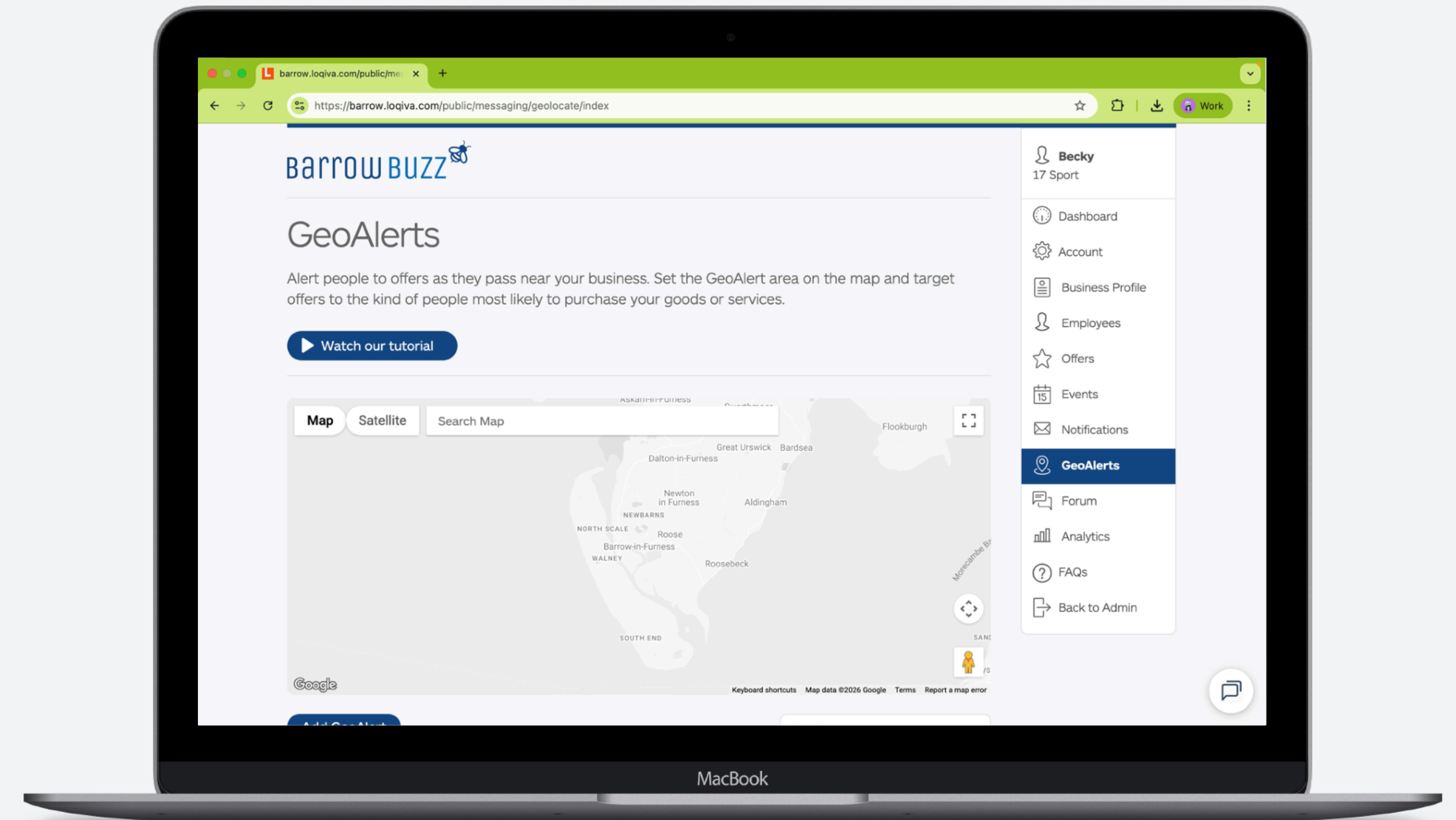
- Notifications are a powerful way to connect to your local community.
- Are you a restaurateur that wants to connect with people interested in dining? Or a nursery wishing to reach out to people interested in children's activities?
- Send targeted push-messages that pop up on people's phones, display within Barrow Buzz and land in their email inboxes.
- Did you know notifications on Barrow Buzz are 10x more likely to be read than content sent on social media?



8. Add a GeoAlert

Log into <https://barrow.loqiva.com> > GeoAlerts

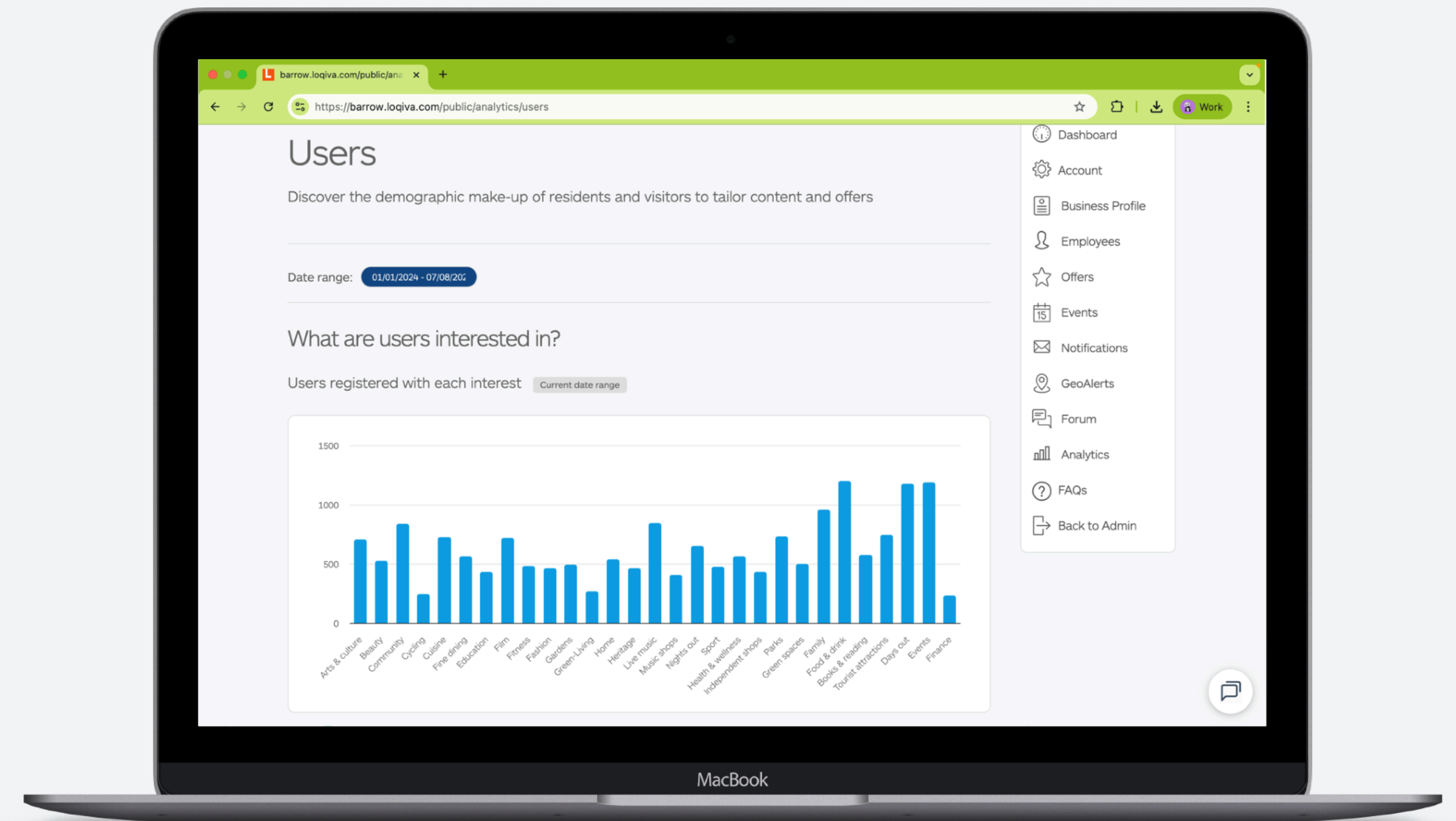
- GeoAlerts are location based notifications containing a message, event or offer.
- Use GeoAlerts to alert somebody about your business when they walk past a specific point in town.
- Use GeoAlerts in areas that of high footfall or in locations where you think your customers will be!



9. Explore Analytics

Log into <https://barrow.loqiva.com> > Analytics

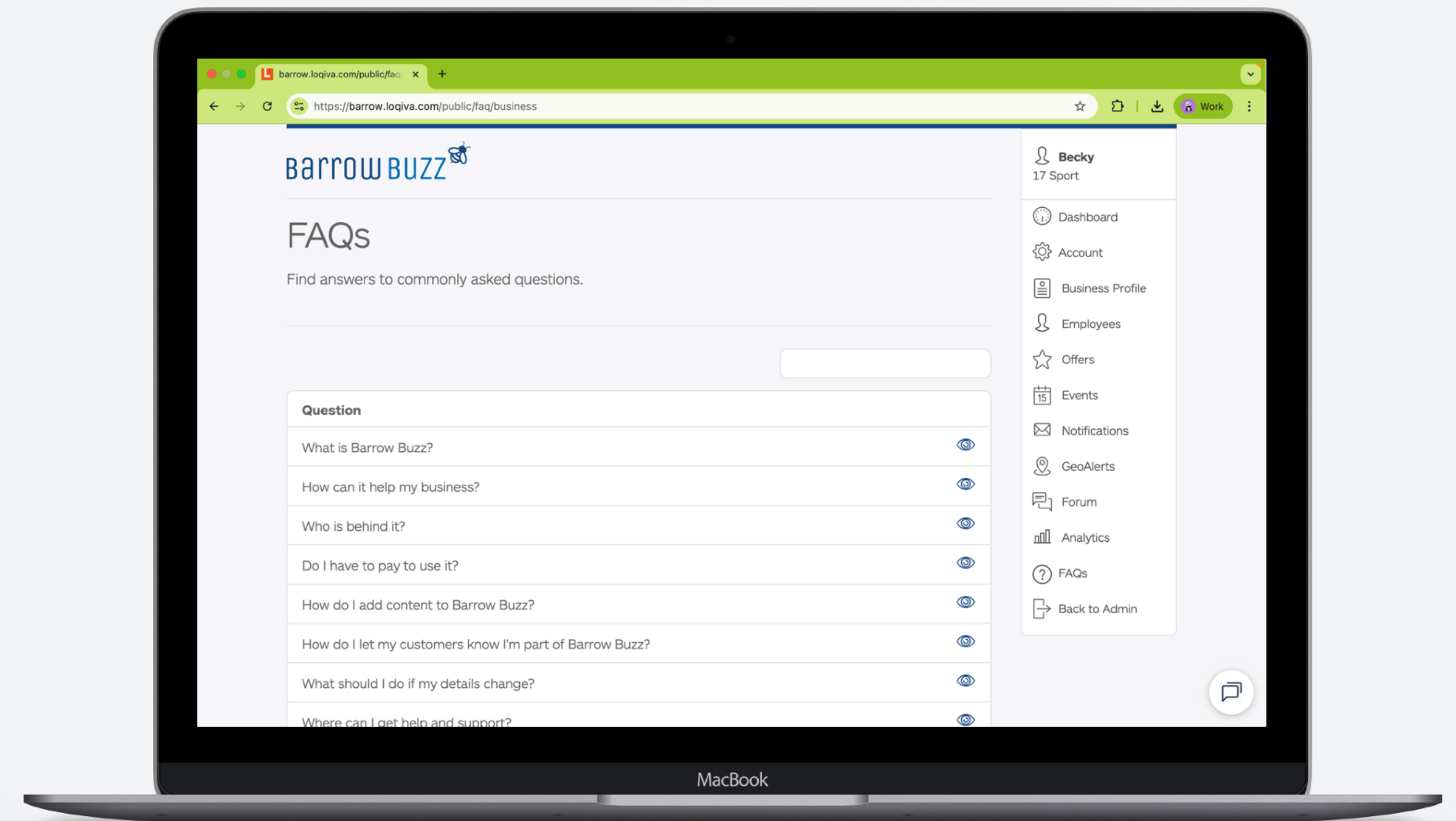
- Analytics are your place to find out exactly what's going on behind the scenes on Barrow Buzz.
- Find out exactly how many, and who is exactly using the app.
- We estimate that one user on Barrow Buzz is equivalent to nearly 20 users on social media due to the advertising-free ethos of our platform!



10. Get Support

Log into <https://barrow.loqiva.com> > FAQs

- The FAQ section is designed to answer some of the common queries surrounding Barrow Buzz
- However, if that doesn't solve your problem please use the on-screen chat widget or email support@loqiva.com and the team will be happy to help!
- You should expect to receive a reply within one working day latest or much faster than this if we're online.



11. Spread the Word!

- Finally, don't forget to encourage your customers, friends, and family to download the FREE app from their app store! Barrow Buzz is the best way for them to stay updated with your business and everything else happening in Barrow.
- Should you like any more information please don't hesitate to contact the BID team at barrowbuzz@barrowbid.co.uk

