Let's
Rallie

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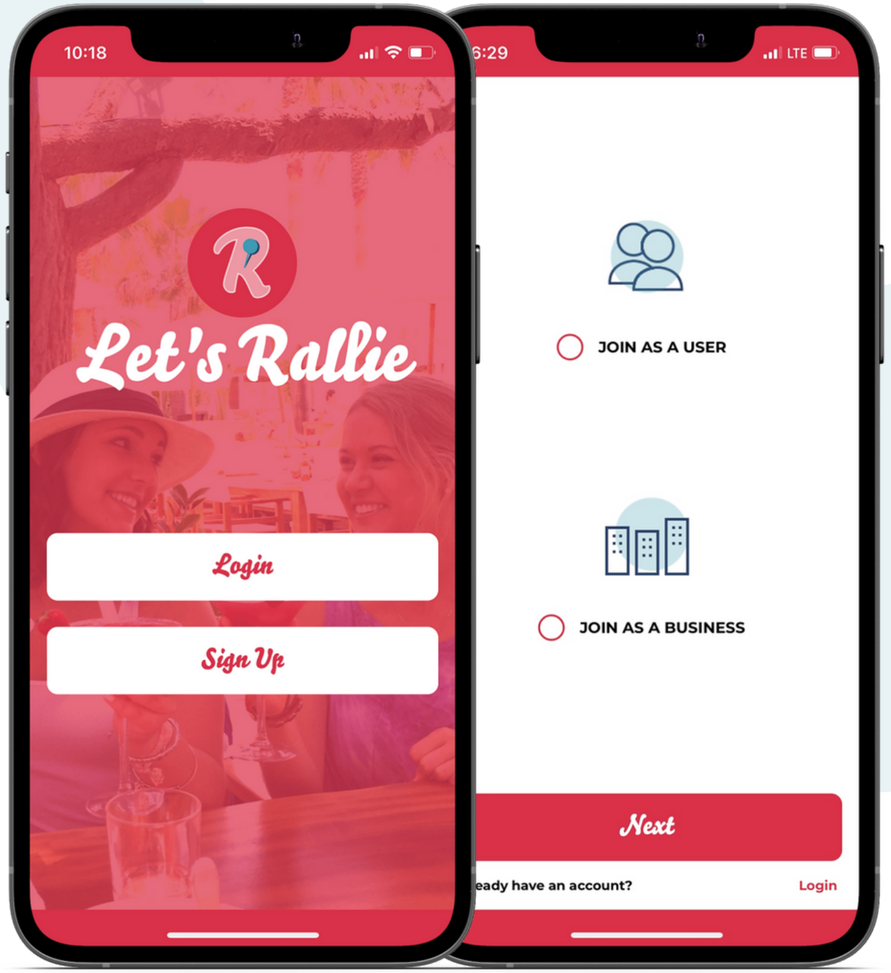
OVERVIEW

Let’s Rallie is a **community development and engagement app** that helps people discover local businesses to support, simplifies communications in the community, and manages public events.

The high touch platform opens a direct line of communication to local businesses, residents, and visitors in a desired area.

Our mission is to increase local commerce and elevate destination marketing campaigns!



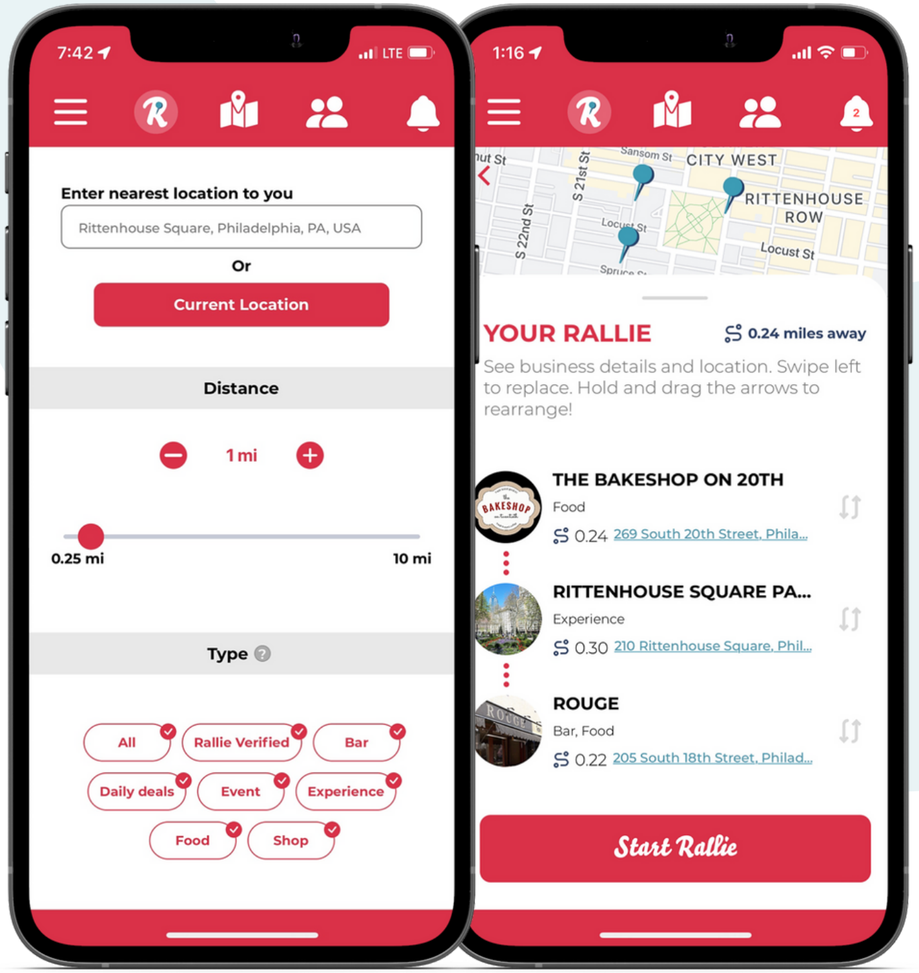
COMMUNITY ENGAGEMENT

Let’s Rallie drives local commerce and encourages the exploration of nearby neighborhoods.

Both **residents and travelers** can use the app to **find things to do** when visiting a neighborhood.

Whether it's a restaurant, bar, event, experience or shop, our platform curates a quick and unbiased itinerary to help people discover nearby local business to support.

We keep people in neighborhoods longer!



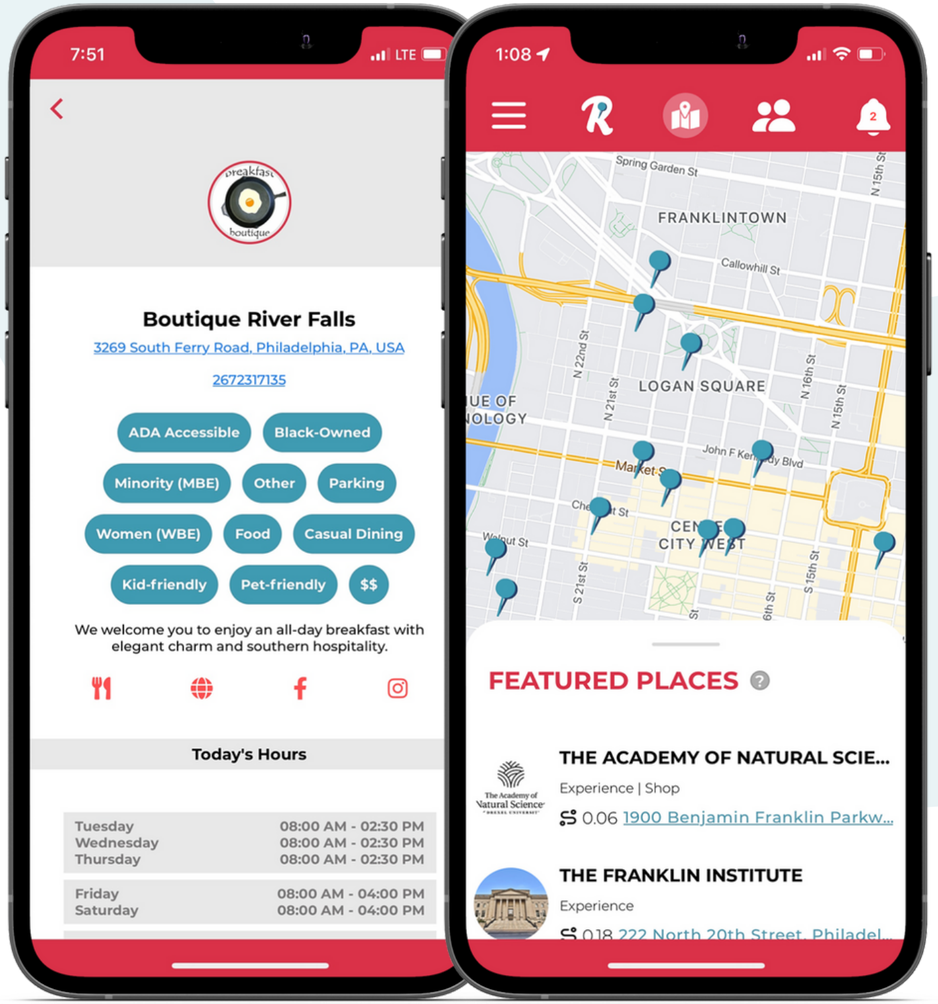
COMMUNITY ENGAGEMENT

Business owners benefit from the Let's Rallie app by creating a Business Profile.

Business Profiles are extremely **customizable and easy to use** - including information such as hours, photos, descriptions, websites, social media, deals, and events.

Business owners can be featured on an interactive map, receive metrics showing how often their profile is viewed and clicked, and keep track of how many people physically visit their location.

We help businesses attract customers!



NEIGHBORHOOD SPONSORSHIPS

A Neighborhood Sponsorship gives any **organization** complete control of the Let's Rallie app in a targeted area.

Neighborhood Sponsors:

- Use Let's Rallie to assist with external marketing efforts
- Provide local business owners with a marketing tool
- Have a direct line of communication to the community
- Adopt an interactive app to host events of all sizes
- Create new revenue streams through in-app advertising
- Receive the Rallie Outreach Team as an extension to their workforce

We mobilize communities with our partners!

EVENT MANAGEMENT

Event hosts streamline operations and facilitate communications for events of all shapes and sizes.

Features include:

- Informational splash page with customizable buttons
- Interactive map to highlight specific locations
- Voting, raffle, crawl, and scavenger hunt capabilities
- QR scanner/check-in for crawls or reward systems
- Push Notifications and Display Ads
- In-app advertising to generate additional revenue

We increase event engagement and interactivity!

ADVERTISING

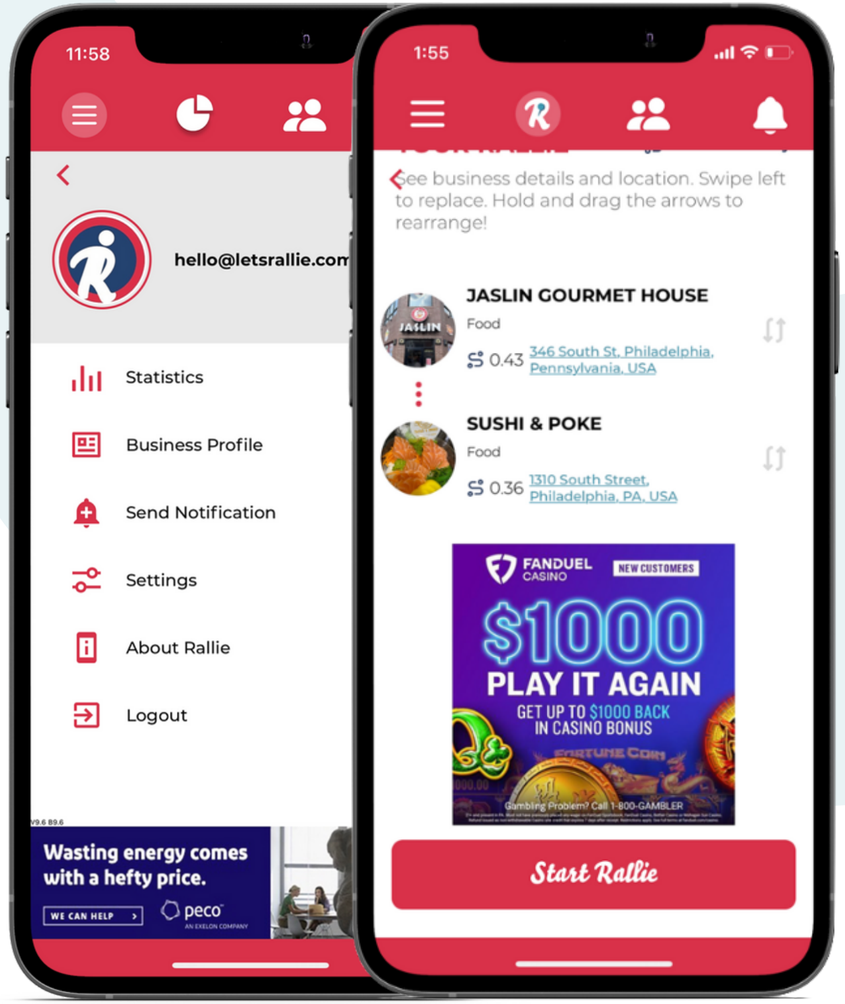
Advertising opportunities can be **sold to third parties** or utilized by Neighborhood and Event Sponsors

Advertisers reach business owners, residents, and/or travelers through:

- Push Notifications
- In-App Display Ads
- Full Screen Messages
- SMS and Email

Can be clickable, trackable, geo-targeted and segmented.

We offer new ways to inform, persuade, and remind!

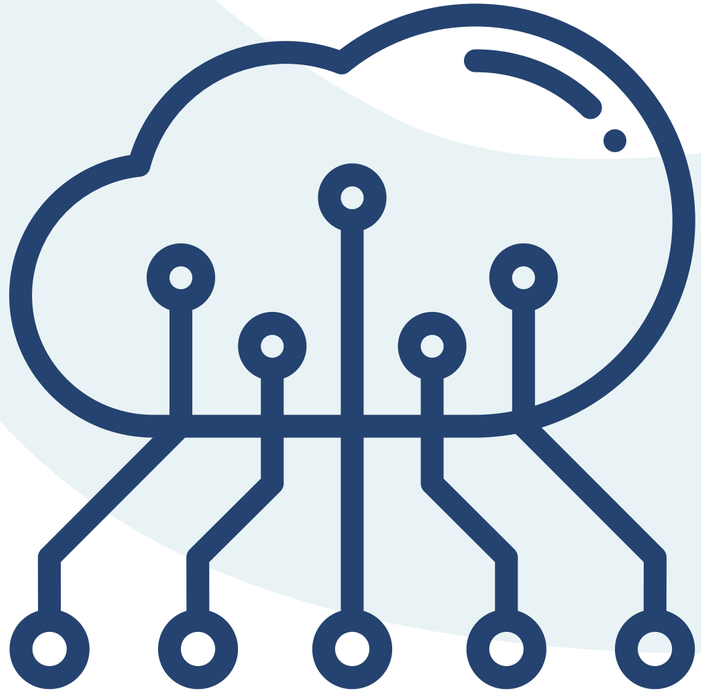


DATA

Let’s Rallie collects data to monitor and analyze overall neighborhood efficiency.

Datapoints include:

- Clicks and Views
- Time spent per session
- Contact information (email, phone number)
- Demographics (age, gender, ethnicity)
- Estimated expenditure by neighborhood
- Amount of visits per business
- Day and time a business is visited



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We generate in depth data metrics!

It’s time to Rallie!

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UNTHINK THE DAY.