

RTOWN

Press Kit - Spring 2014

Press Contacts

Luke Aulin - Founder, RTOWN
luke@rtown.ca

Don McQuaid - Co-Founder, RTOWN
don@rtown.ca

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Fact Sheet

History

In July 2013, Luke Aulin purchased the name RTOWN from an existing company moving away from that name. With a vision to develop a new company aimed at becoming the single most trusted provider of digital marketing solutions to local businesses, a full suite of products and services were developed. In September 2013 RTOWN was ready to launch and the company was re-defined and reborn. Today, RTOWN is a Rapidly growing Integrated Digital Marketing Solutions Company, RTOWN helps communities and businesses dramatically improve their B2C outcomes. With a full suite of digital marketing products and services available to their clients, RTOWN offers diverse and complimentary tools that work together to achieve real sales growth for any local small business.

Currently, RTOWN has teams working in Whistler, Vancouver, Victoria and Kamloops and the Tri-Cities area building a client base that crosses over from real estate, to hospitality, retail, sports organizations and World Housing, British Columbia's first Community Contribution Corporation.

Mission

To help 10,000 local businesses increase their revenues by \$1,000,000 each.

Purpose

To help local businesses succeed

Future

The digital landscape is constantly evolving and for that reason we strive to stay just as agile.

Products

Loyalty App

Lose the paper. Lose the plastic. Say goodbye to punch cards forever! The RTOWN Loyalty App launches your loyalty program on to your customers' smartphones to reward them for return visits. RTOWN's Loyalty App maximizes your program's effectiveness by providing you with measurable ROI data, as well as your customer's data, so you can adjust your reward program as needed.

Product Details <http://rtown.ca/products/loyalty-app>

RTOWN Loyalty App Video <http://vimeo.com/89190381>

Social Media

The digital world is constantly changing, but the principles remain the same; customers want to engage with a business on a personal level, not through shiny slogans and industry jargon. RTOWN Social Media is an effective and affordable means of giving a voice to your business. It allows you to be interactive and engaging with your current and future customers. But social media platforms and tools change by the minute. RTOWN Social Media focuses on staying ahead of the digital curve, technical know-how and strategy while you focus on running your business.

Service Details <http://rtown.ca/products/social-media>

Customer Voice

Ditch the paper and pen survey. RTOWN Customer Voice is a mobile customer survey and automated reporting product that gives you a direct line to your customers' thoughts so you can make adjustments to your business quickly and efficiently. Instantly find out what your customers think about you and then strategize on how to make your business better than the competition.

Service Details <http://rtown.ca/products/customer-voice>

Reputation Management

Everyone has an opinion. Online, it's there for the world to see and it's there to stay. Your reputation can glow or diminish in an instant on customer feedback sites such as Yelp, TripAdvisor and Google+. RTOWN Reputation Management takes on these public channels. Whether it's boosting your rankings and positive ratings, or responding to a critical review in a constructive manner, we'll help shape a positive reputation for your business online. We'll ensure your future customers can always find you no matter where your business is listed online.

Service Details <http://rtown.ca/products/reputation-management>

Web Video

The power of video is undisputed. A video on your website provides significantly improved conversion rates, biological appeal, SEO reach and good old-fashioned entertainment. An RTOWN Web Video is a must-have tool in any advertising arsenal. RTOWN Web Video will create a customized, polished video that will broadcast the image you wish to project across the web. Let future customers actually see what you have to offer.

Product Details <http://rtown.ca/products/web-video/>

Mobile Web

People spend more time on their phones than their computers. Customers want a smooth and enjoyable browsing experience no matter what device they're on. Gain an edge over your competition by making your mobile website easy to read and navigate on any handheld device. Help your customers find your business and contact you easily, no matter where they are.

Product Details <http://rtown.ca/products/mobile-web/>

Getting Started

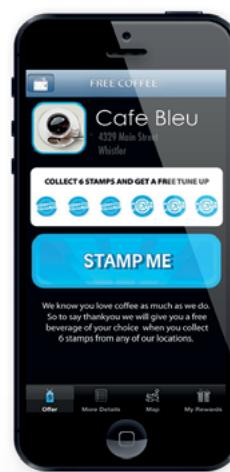
All digital marketing products and services are available through our local sales team.

Interested parties are welcome to fill out our [online form](#), contact us via email info@rtown.ca or by phone at 604-418-8146 for a free consultation.

Search RTOWN in the Apple App Store or Google Play store and you will find our Loyalty App.

Alternatively, here are the links.

[iOS / Android](#)



Brand

Logo

RTOWN

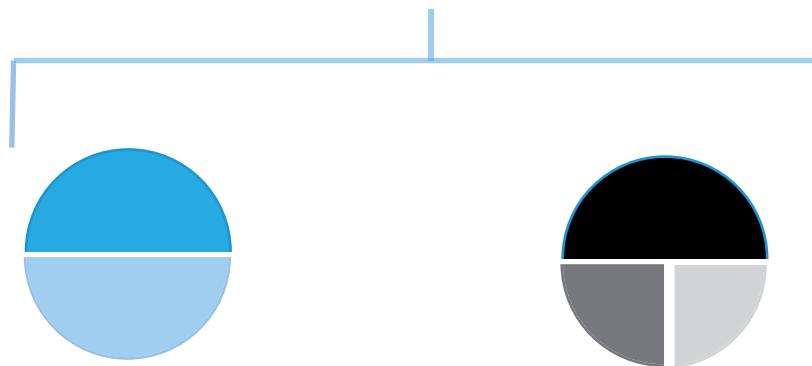
RTOWN



We like our logo and it is important to us. If you would like to use it you can find PNG's and Illustrator versions [here](#).

Colours

These are our primary colours for text and headers



CMYK 70/15/0/0
RGB 39/170/225
HEX #27aae1
100% The R
50% Accenting

CMYK 0/0/0/100
RGB 35/31/31
HEX #231f20
100% General Use
50% Boxes
20% Boxes

Content

Feature Articles

Event: World Housing Organization - [Making Social Change While Building Your Business Enterprise](#)

Media Alert: [The Power of a Digital Agency Working for Your Business](#)

Social Campaign: [#ThinkBigShopLocal](#) supports local economies and communities

Sample News Stories

RTOWN's Loyalty App powered by innovative 3D printed stamp.

RTOWN's Loyalty App allows customers to have your business in their pockets 24/7

- Track spending behavior
- Store customer data
- Increases sales from new and existing customers
- Offer boost awards to loyal customers
- Simple to implement and use
- Secured database to monitor, analyze and communicate with customers
- Customers never lose or forget loyalty cards

RTOWN Customer Voice offers green alternative to customer surveys while providing an accountability tool for employers

- Ditch the paper comment cards and receive immediate feedback email in the hands of management
- Customers do the work for you, all without spending a dime on printing or collecting paper responses
- A unique employee accountability tool for employers
- Aggregate data to get comprehensive charts and reports

Find out what your customers are saying about your brand online with RTOWN's Reputation Management tool

- Business information remains accurate on all online directories
- Reviews are instantly sent to a technician the moment it happens with prompt response
- Productivity tool – managers don't have to spend time researching their brand reviews online

FAQ

What is the main value RTOWN provides?

We enable businesses to reach their target customers, to build authentic relationships -- with the ultimate goal of maintaining those relationships to build profitable organizations. This is not a new concept -- but we've brought innovative and affordable digital solutions and tools to the game so businesses can achieve this goal quicker and more cost effectively than before. We work for our clients in a world where consumers now gather most of their information online -- where they build their brand alliances, and where the majority of purchasing decisions are now being made.

What makes your approach to loyalty programs different from the industry?

No QR codes, paper or url's – When a customer's mobile phone is logged into the app and comes into contact with a piece of technology we provide to our retailers (the size of a computer mouse) a point toward a reward is registered.

It's social by nature – The app allows users to quickly login through Facebook and share info about acquired rewards.

Countless research and development has gone into shortening the steps between the app download and reward acquisition. Ensuring the customer experience is easy and seamless

Contact

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For further questions or enquiries please contact our media team:

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luke@rtown.ca

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don@rtown.ca