



Increasing Economic and Tourism Opportunity!

'The 3 main advantages of go2GUIDES:

1.FIND / 2.BUY / 3.BOOK!

Our **go2GUIDES** are strategically designed to be both an Intelligent Local Directory and a local Tourism enticement tool, so either market can benefit from the user take up of the other.

The top 10 reasons (and more) to list your business on go2GUIDES over other APPS and browser accessed Google or Yellow pages include:

1. **Mobile computing is about instant gratification... ANYWHERE!** Today's internet is no longer only at the end of a cable, phone line, or home wireless network ... its anywhere and everywhere your phone has signal! With this comes an expectation that users will find what they look for, and do so quickly. If your business is on go2GUIDES, this will happen!
2. **Get on our APP and save money:** Many business websites are not optimized for the best user experience when viewed on screens this size of phones and tablets. Most of the info about your business resides inside the APP so rolling out on the internet to access your website is not crucial to getting your message across; the info is on your device!
3. **Boost your marketing:** You can extend the reach of your marketing right from your APP display listing through fast and easy Facebook upload and Twitter uploads.
4. **FOUND IT! ... how do I get there, from here!** Users can navigate directly to your business from wherever they are through a single touch navigator option.

go2GUIDES

Steven Peacock

Ph: 0416 216 516

steven@go2GUIDES.com.au

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5. **Plan ahead and get around when there!** Our go2GUIDES are not only GPS based! You can choose the region you would like to learn about or search '**NearMe**' making it a great tool to use to plan your trip or to get around once there!
6. **Never forget an EVENT or double book!** With the touch of an ICON you can drop the **EVENT** you want to attend directly into your onboard calendar AND get a reminder when the **EVENT** is coming up!
7. **The gift that keeps on giving!** Once a tourist or visitor finds, books, or buys from you they can do so time and again regardless of where they are!
8. **We take out Google and the Yellow Pages!** Google and Yellow pages are not your friends! They are predominately GPS based so you see listings close by rather than in regions of your choice. They are in the business of selling exposure to many businesses across many regions so in doing so competitors to your business appear in Google or Yellow Pages searches. Only those businesses in your region will appear in your regions content offering on go2GUIDES!
9. **Stop wasting time!** Ever call a business you sourced on an internet search or yellow pages listing only to find they are no longer there? Many business listings are not removed from Yellowpages or are websites shut out of search when a business is defunct. There are none of the 'DUD' listings often found on Google and Yellow pages.
10. **APPS ARE NOT WEBSITES!** Too much data stops the device from working! Clogs precious and limited memory and turns users off! Most Smart Phone Buyers get the 16GB not the 64GB versions of their phones because they cost less! Our APPs are designed to contain minimal straight to the point content so they get used! Users do not want to read massive amounts of information while squinting into a tiny screen! Images or videos are too small to appreciate and they cost the user extra time and money in download fees! Keep in mind Our APP is not the only APP on a user's phone so we are competing for memory space with other APPs too!

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11. **FAST TO THE POINT INFORMATION!** Unsatisfied users log off, delete the APP and look for others if their APP fails to deliver on its implied promise of... **FAST TO THE POINT INFORMATION!** While we accept images we encourage our listings to use a maximum of 150 words and images to a maximum of 2 (200x200x72dpi). Frankly videos are a waste of bandwidth as they are expensive for the Smart Phone user to access and slow down the overall performance of APPs thereby **DEFEATING THE PURPOSE** of mobile computing. APPs are tools for instant gratification not extensive information!

Videos should appear as a link to a YouTube or other data streaming delivered video and therefore not served from the APP server or stored on the Smart Device. However keep in mind that streaming video still chews up the user's bandwidth and requires strong internet connections to be effective!

12. **USABILITY!** Quick, easy, and intuitive to get around. Our APP is aimed at satisfying users who use APPs instead of spending time on websites or other slow to gratify APPS.
13. **MORE PURPOSES:** Economic Development AND Tourism. Destination and local directory = more reasons for users to use the APP!
14. **HORIZONTAL SELECTION NOT GPS ONLY!** Far more effective for the user.
15. **SINGLE APP = less confusion, space on device. (single APP easier to market).**
16. **SAAS (Software as a Service) = Serviced technology.** We provide infrastructure technical upgrades for free as they are amortized across our fee model.
17. **ONGOING MARKETING, PROMOTIONAL, AND ADVERTISING CAMPAIGNS.** We work with you and/or your constituents to develop push campaigns for your region and constituents. \$POA.
18. **No porn, no pain, worries!** No random pornography or unsuitable content for minors. Our listings are vetted and content controlled.

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**WE MAKE IT EASY FOR CUSTOMERS TO FIND YOU,
BUY FROM YOU, OR BOOK YOUR SERVICES!**

go2GUIDES are:

- **A mobile 'intelligent guides'** in your potential customer / visitor / investor hand free to users and readily available.
- **An up to date listing of 'Events and News'** including education, training, celebrations, tastings, workshops, theatre, concerts, festivals, parades, fund raisers, to mention a few! All designed to pull attention and customers to your region.
- **The 'missing link'** between conventional website, print, and sign advertising and marketing campaigns because it actually **drives visitors to your business**, be it online or an IRL (In Real Life) address!
- **PUSH Campaigns!** Extend local and inbound customer interaction through involvement in our strategic marketing initiatives designed to **PUSH** compelling information to APP users to spur interaction with your business and region!
- **Part of a bigger thing!** Your regional go2Guide is a nationally marketed APP endorsed and promoted through the internet and strategic alliances the BEC (Business Enterprise Centre), Tourism Offices, Chamber of Commerce & Industry, Business Councils and various Industry Associations across Australia.
- **A Navigator** designed to drive users to become customers by taking them right to your door or Website.
- **Tourist Route Map / Navigator** to take users on tourism roads, walks, rides through pre-designated routes with stopovers plotted to include your business.

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Some go2GUIDES Advantages:

Advantage: We are ATDW (Australia Tourism Data Warehouse content distributors! The ATDW is a network of important content that is relevant to your region and published in your regional version of the APP. This content keeps the APP current with specials, news releases, and articles to attract visitors to your region.

Advantage: APP users are 6 more times to **BOOK** or **BUY** than traditional Website users! People accessing your business from a Smart Phone are on a direct mission and usually seek instant gratification when seeking to **FIND**, **BUY** or **BOOK** with your business!

Advantage: Our go2GUIDES offer direct from APP **BOOK** or **BUY** opportunity when users find their accommodation, venue, tourism destination, shop they would like to participate in.

Advantage: Our go2Guide is a nationally marketed APP delivered region by region through a single APP Icon on your Phone Top! Users do not have to find and download 6-10 APPS about a region to access information they wish. All participating regions are delivered via the same go2Guide Icon!

Advantage: Keeping it local. We take Google and The Yellow Pages OUT! Stop spending huge budgets on Google SEO, Adwords, or SENSIS placement fees! How many searches have you performed on your business only to find competitors from outside your region pop up on the webpage! Once you list on the go2Guide only those business from within your region appear in the APP.

Advantage: Keeping Google and The Yellow pages out means there are no defunct businesses, out of date webpages, or inappropriate content on our go2Guide.

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Advantage: There are no rate this vendor, feedback, comment, or blog areas on go2GUIDES often filled in by vindictive employees or competitor initiated comments that are impossible to have removed!

Advantage: Our marketing teams are experts at direct, social, and viral marketing. Getting a FREE APP that is a useful tool onto the Smart Devices of users is hardly a challenge! Among other means the go2Guide will be available through:

- Special event promotions. (PUSH and database marketing).
- A dedicated website mirroring APP content with diligent SEO pointed directly at relevant searches.
- Participating Listers websites.
- Traditional print and road sign coverage.
- Tourism adverts. Airports and others.
- Participating council's website, email, and stationary.
- Representation at relevant events for business, tourism, or government.
- Google Play or Apple iTunes.
- Facebook, LinkedIn, and other social or professional websites.

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NOW IS THE TIME!

Putting go2GUIDES into perspective: some interesting statistics

A Smartphone is really not a telephone... it's a small computer with many other functions... including a telephone!

More people are accessing the internet and eMail outside their offices or homes than ever before and the figures are growing!

Smart APPS are no longer the 'way of the future' they are in use now in Australia and throughout the world.

There are 8.5 million users of Smart Devices in Australia, anticipated to grow to 18.5 million devices by 2015. Smart Device purchases already exceed that of Laptops or PC's combined.

The number of Smartphones around the World Tops 1 Billion NOW and is projected to double by 2015!

90% of all mobile phones will be smartphones by 2015.

PayPal purchases via Smart Devices have grown 153% over last year. However many business are still missing this opportunity as APPS are often expensive to set up, owners are often misinformed about the technology or strategic marketing involved and most APPS are never found let alone used.

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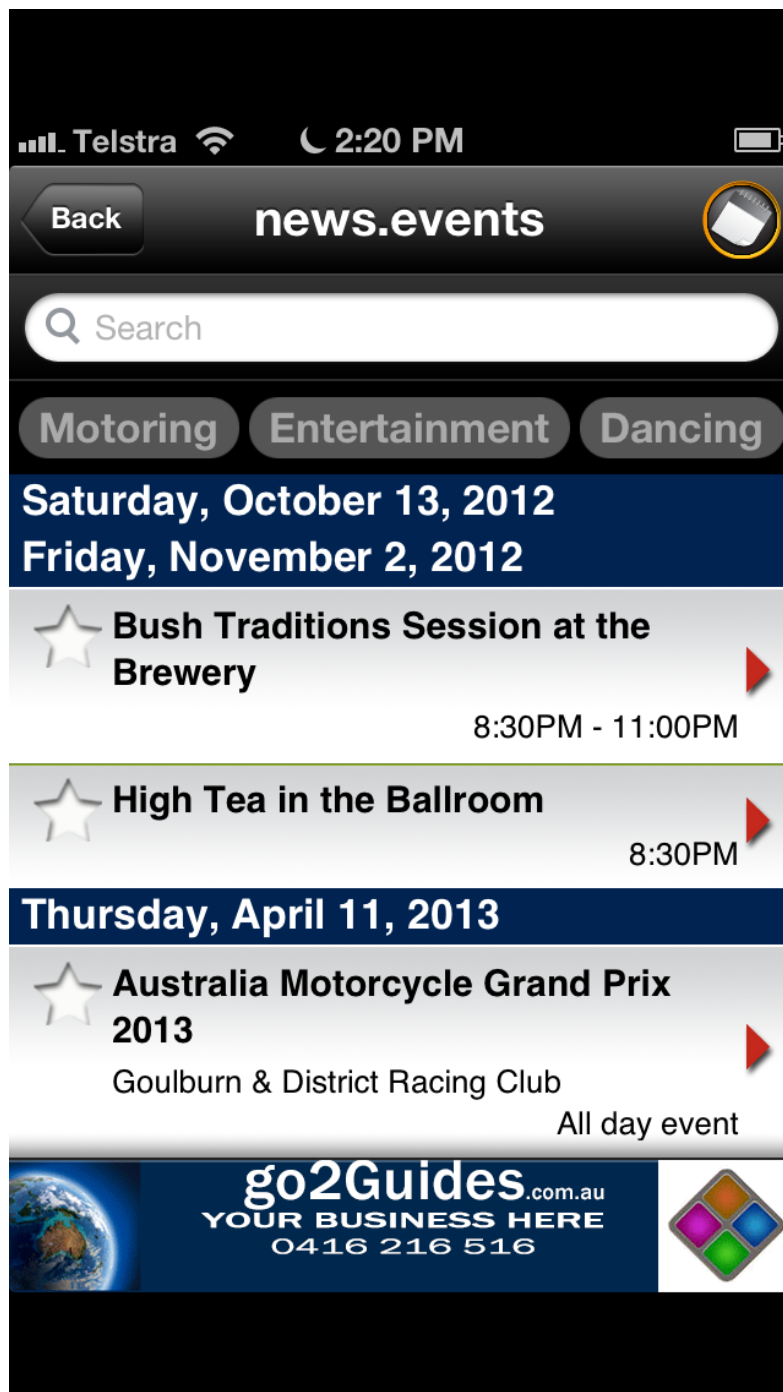
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Event

Australia Motorcycle Grand Prix 2013
Friday, April 11, 2014 All day event

★ **Buy tickets**

With a
history of

delivering the very best that
MotoGP has to offer, the
2013 AirAsia Australian

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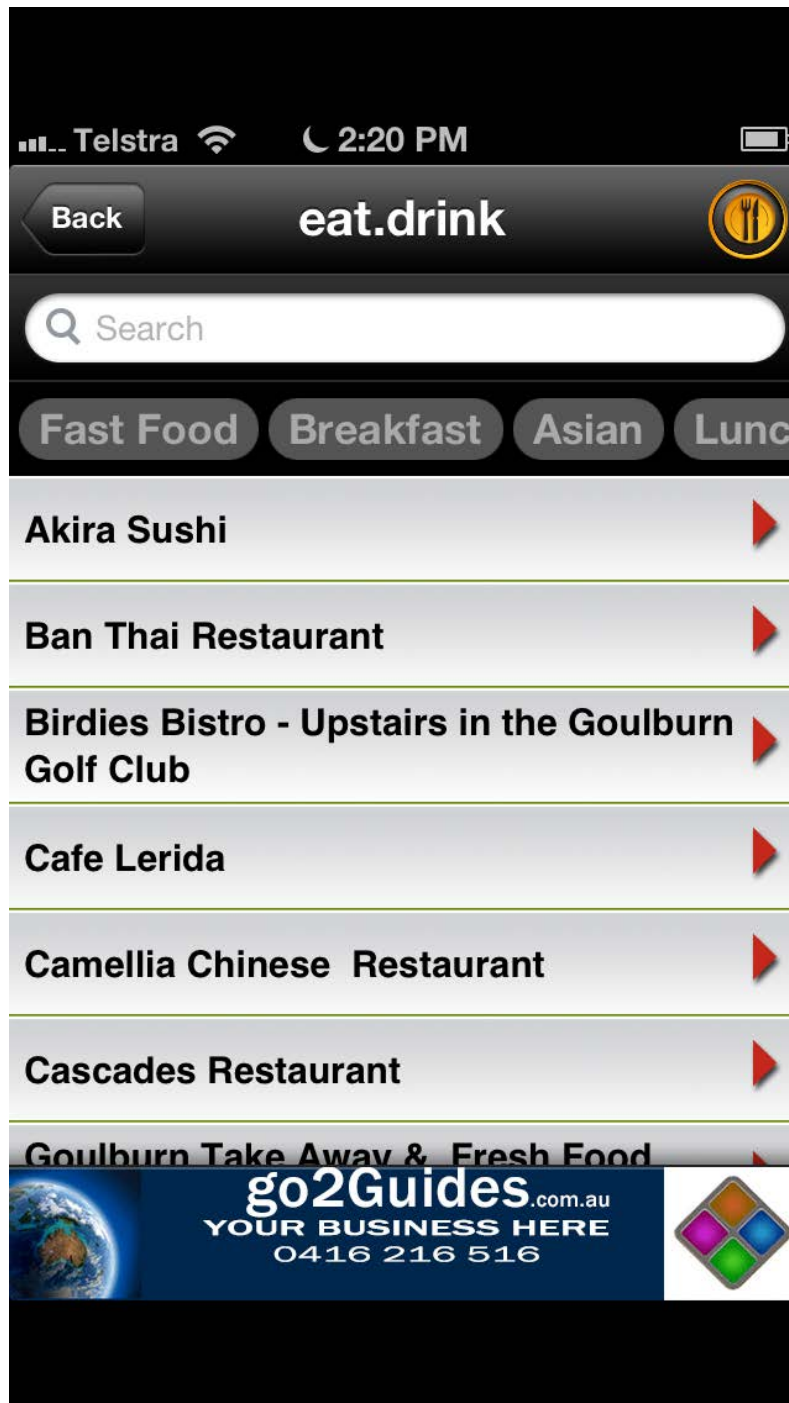
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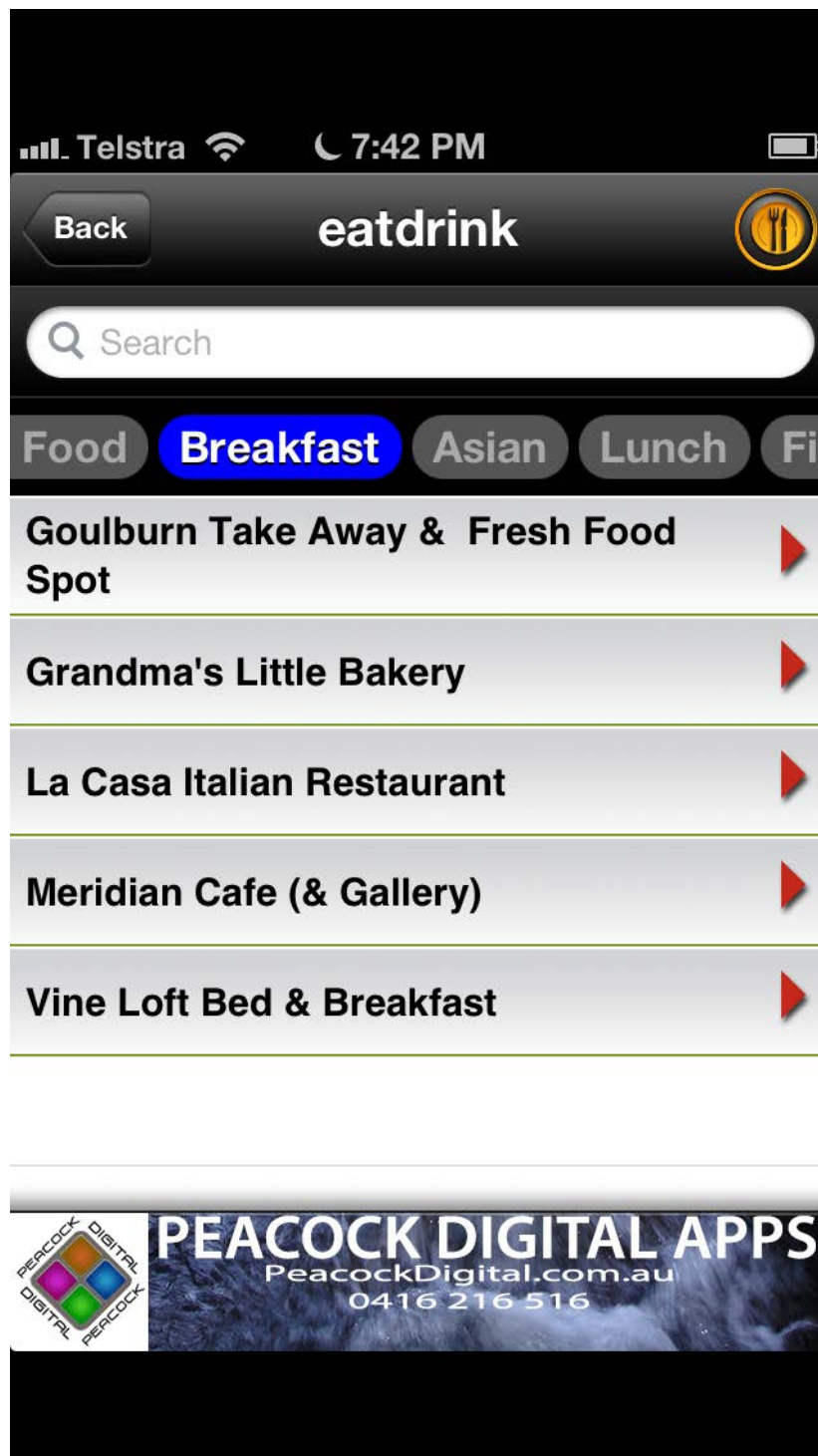
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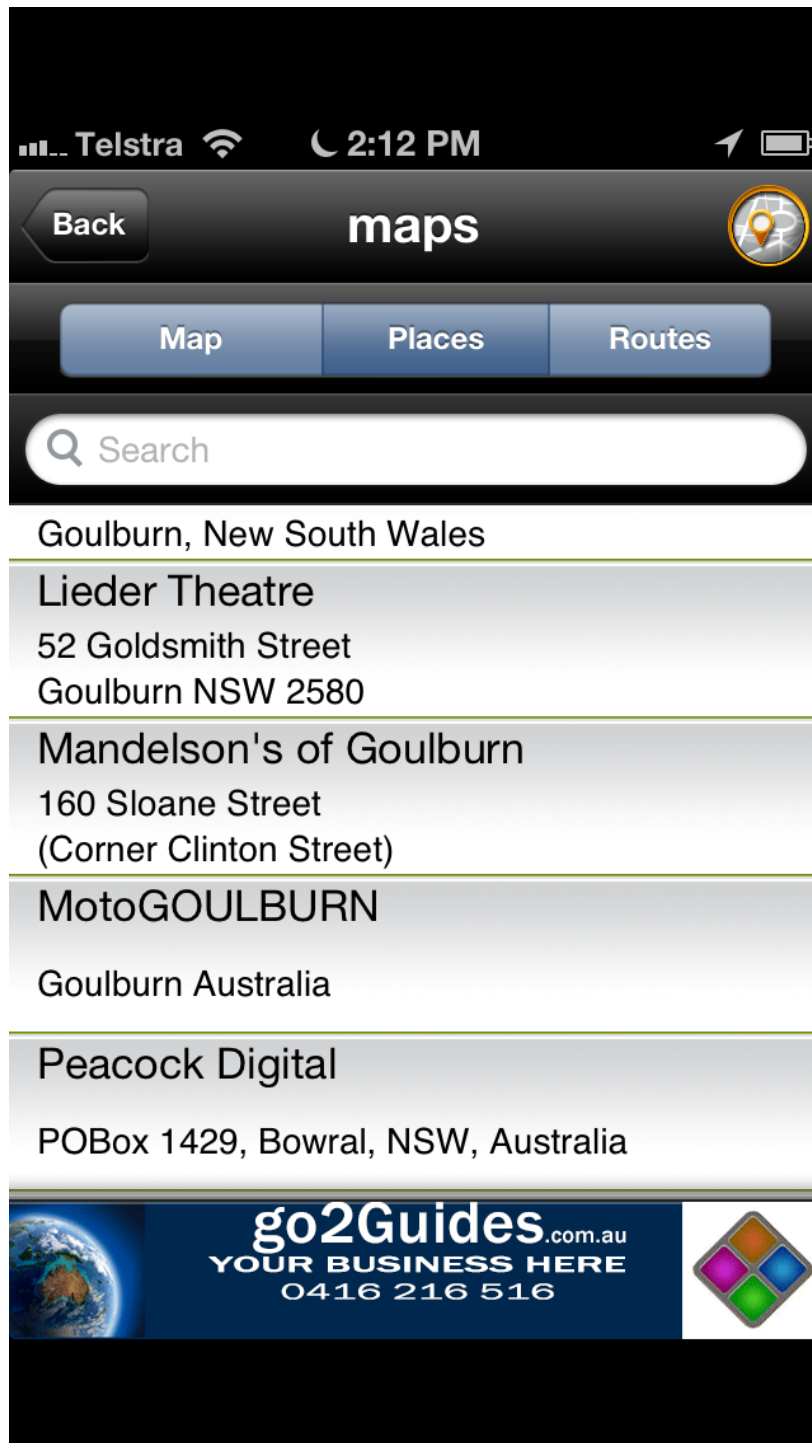
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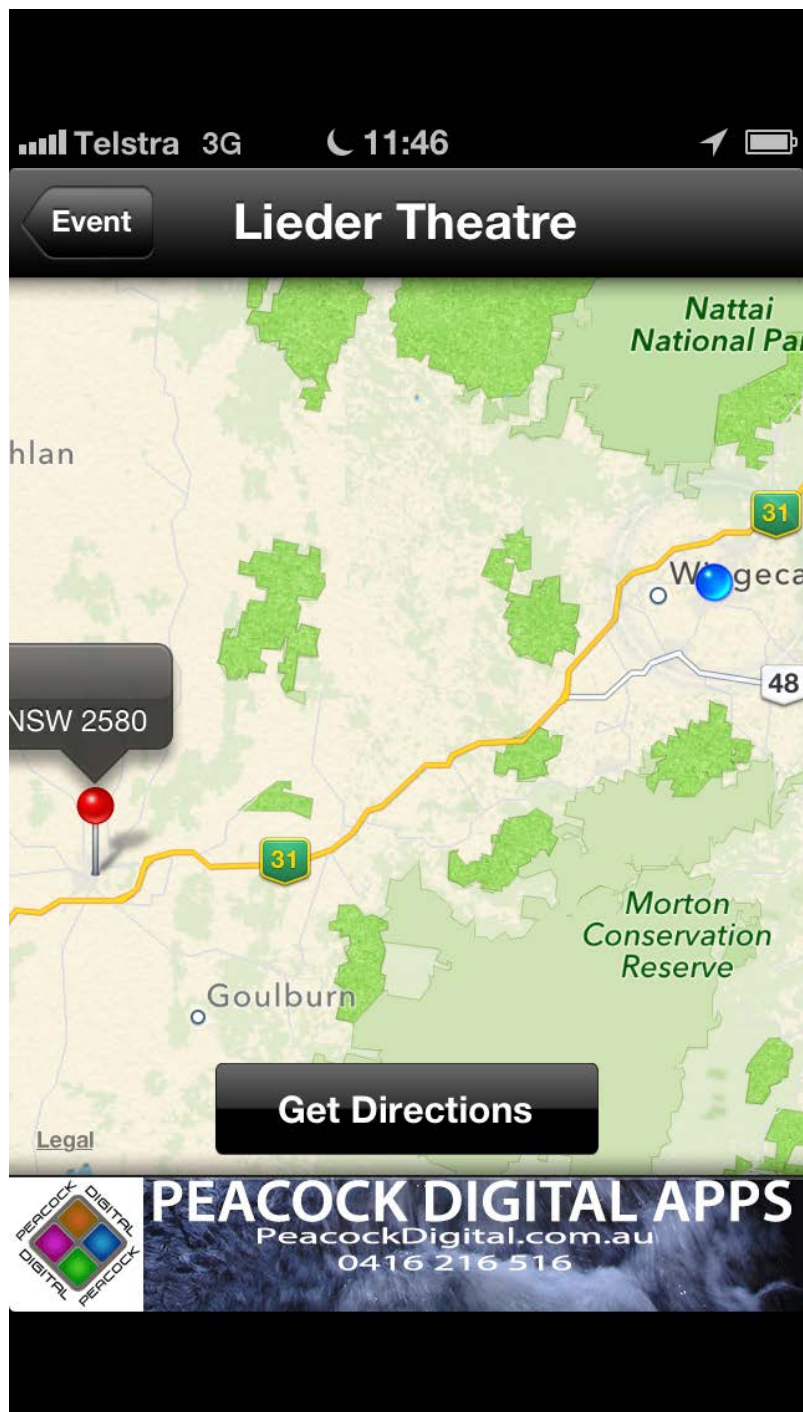
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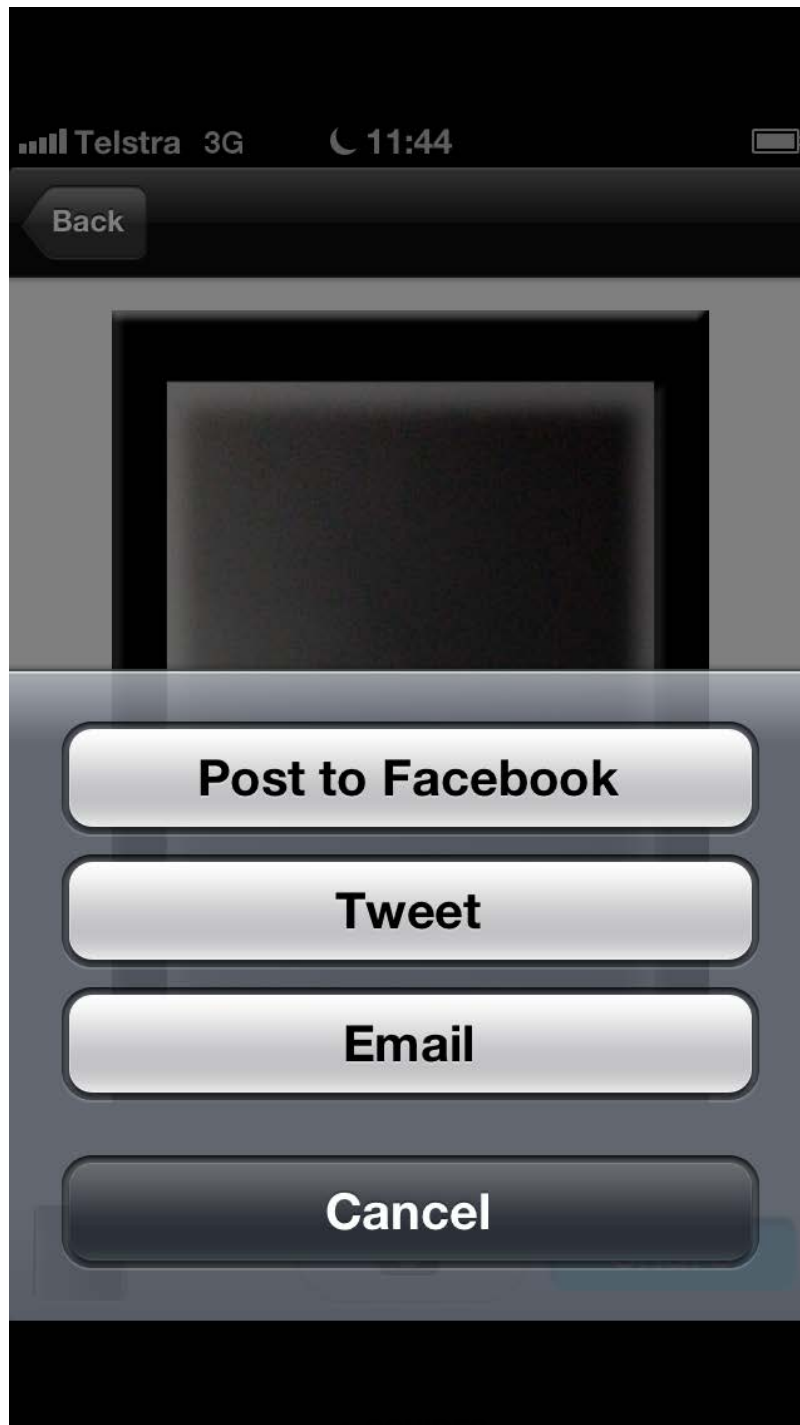
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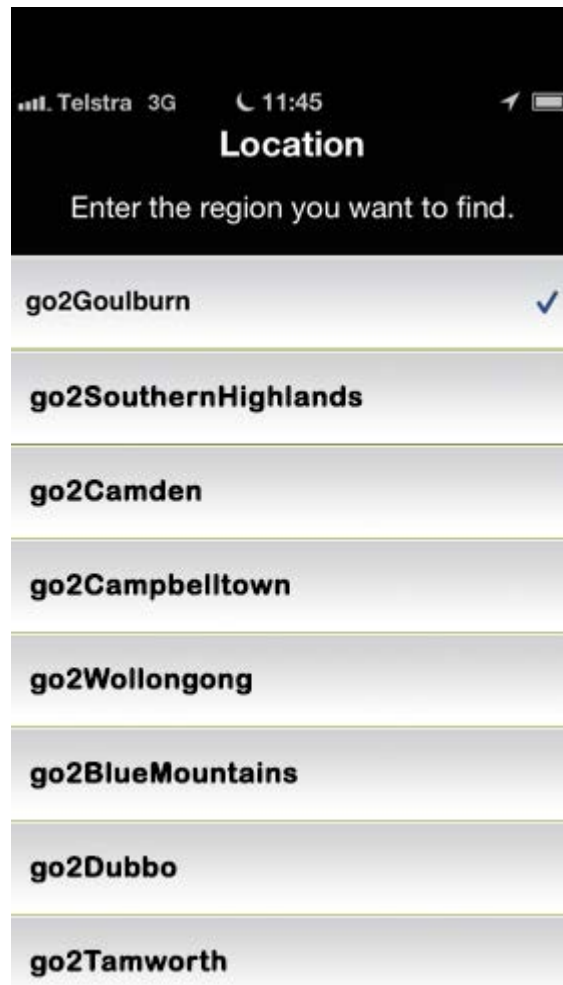
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For more info and a demonstration contact:

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About *AdvancedAPPS* by PeacockDigital

'*AdvancedAPPS*' is the APP development arm of PeacockDigital.com.au. We build, host, manage and populate smart device applications that spur economic development in regions like yours.

Our **go2GUIDES** are not offered through a 'construct for you proposition'. We operate a **SAAS** (Software as a Service) business model. Our minimal fees include costs for marketing the APP to users, technology updates (required by Apple, Android, or other emerging technology) presently operating your Smart Device, or as innovation dictates. **There are no technology fees to you.**

Our **go2Guide** APPS are ready to go, ready to use and ready to populate! NO HIDDEN OR ONGOING COSTS TO YOU!

PeacockDigital builds, operates, supports and markets Smart Device APPS as a national and local service designed to increase trade through increasing awareness.

Our **go2Guide** product line provides regional mobile APP services for use on phones, pads, and tablets. **go2GUIDES** are strategically developed to increase customer interaction for both Industry and Tourism **and** raise awareness of lifestyle, infrastructure, workforce profiles, or employment opportunities within your regions.

Your regional **go2Guide** can be used as a comprehensive 'intelligent directory' from within your region, or as a tool to assist users in deciding where to **visit, holiday, live, drive, work, invest, and MORE** in deciding to visit your region. **go2Guide** also navigates your customers directly to your door from anywhere in Australia or the world.

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