

# They Can't Find You Unless They Know You Exist

Cidewalk.com unlocks the full potential of your business. You can now spread the word about your business and build your local brand so you can connect with hundreds of local potential customers.

CIDEWALK

# Being Known is Key

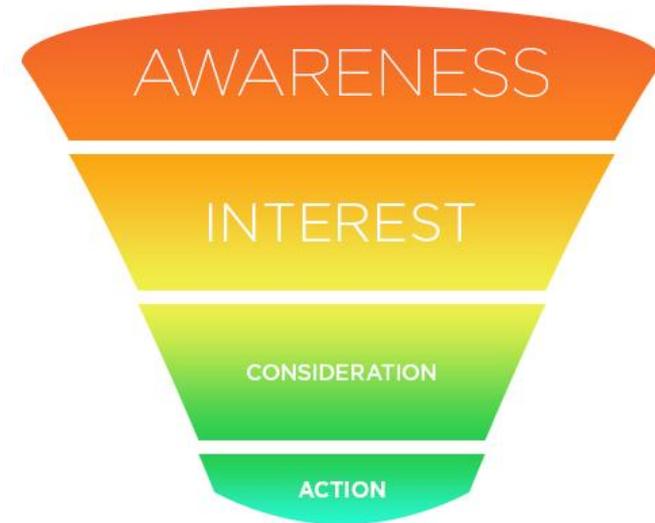
**Awareness** is the first stage in getting a customer. Since a customer must be aware of your business before they can choose to buy your brand.

## Grow in Many Ways

Cidewalk also increases the usefulness of other tools to help grow your business.

## Be Found

A customer can't buy from you if they don't know who you are.



# Easy as 1,2,3

Gaining awareness in your local market takes 3 easy steps and can be done in under 5 minutes:

WHAT ARE YOU PROMOTING?

STEP 2: CONFIRM THE HEADLINE AND DESCRIPTION OF YOUR PROMOTION.

◉ Need some help? Click here for ad suggestions.

BUSINESS NAME: Cidewalk 17 25 characters max

BUSINESS DESCRIPTION: Build Your Local Brand Through Mobile Marketing 33 80 characters max

UPLOAD LOGO (OPTIONAL):  Cidewalk C Logo.png 

ADDRESS (OPTIONAL):

ACTION / LINK:  WEBSITE  PROFILE PAGE

WEBSITE:

PREVIEW YOUR PROMOTION



1. Select your target location

2. Describe your business in 1 line

3. Enter your payment info

 Creating your own campaign is as easy as describing your business in 1 line

# Where will you see Results

Think of Cidewalk as your digital billboard. Measuring the impact can be difficult, you won't be able to measure direct impact like you would with other forms of advertising.

## Number of People

The number of people that saw your promotion and amount of times they saw it is crucial to your business .

This is important because repetition is a key ingredient for driving future business.

## Google Search

Check your website's search traffic. Since Cidewalk is brand marketing it generates awareness and interest.

After people in your town know who you are they will start searching for you more.

## Ask your customers

Ask new customers how they heard of your business.

***"I had people come up to me and say that they saw our ad on their phone."  
~ PureJuz in Worcester, MA***

# Get the most out of Cidewalk

CIDEWALK  
INSTANT. LOCAL. MOBILE. ADS

At its core, Cidewalk is all about getting the word out and promoting your business. Your account gives you access to variety of tools and benefits in order to accomplish this.

## Share your Promotion ➔

You get a free custom web page created for each ad you launch on Cidewalk. Go to your promotion stats, click on "ACTION" then "View Promotion Online" to share across social media.

## Refresh your Messaging ↻

Refresh your content as often as you want in one simple step. Click "ACTION" then edit promotion

## Schedule Future Promotions 📅

Plan ahead and schedule your seasonal campaigns ahead of time ... days, weeks, or months in advance.



*"I had people come up to me and say that they saw our ad on their phone." ~ PureJuz in Worcester, MA*

# Happy Promoting!