



## Frequently Asked Questions

### What is Our Buzz?

Our Buzz is: (a) **a hub for the local community** - Our Buzz is the “go to” place for users interested in local Clubs, Schools, Places of Worship, weather, travel information, offers, what’s-on, businesses and other organisations. As such, it plays a key role in developing and strengthening social and cultural ties within the community, as well as supporting the sustainability of the local economy and employment (b) **a source of visitor/tourist information** - Tourists and other visitors to the local community are provided with a central information source on places to stay, local attractions and other things that may be of interest to them (c) **a powerful collective and individual marketing platform** - As a window onto all that the local community has to offer, Our Buzz facilitates local businesses and other interested groups acting collectively to promote the community as a destination of choice for shopping, leisure and business. In circumstances where better transport links generally mean that shoppers and others have a wider choice of destination than ever before, this ability to market the community as a whole can be vital for local sustainability, economic wellbeing and employment. Equally, Our Buzz allows individual local businesses to market themselves and their goods and services directly to customers and potential customers. That can be in the form of general marketing or by way of promotion of special offers or forthcoming events (d) **an essential tool in the age of mobile** - The number of people glued to smartphones and tablets in any public place makes it plain that we are now firmly in the mobile age. With sales of smartphones and tablets forecast to increase markedly in coming years (in contrast to sales of desktops and traditional print media), local communities need to plan accordingly if they are to secure sustainable futures for themselves. Our Buzz is the answer. Not only does it give the local community the functionality it needs in the age of mobile, it also makes a strong statement about the progressive, forward-looking nature of the community and, in some cases, can help to reposition the wider perception of it.

### What makes up the Our Buzz platform?

Our Buzz is made up of (a) an Apple approved App which runs on iPhones and iPads - this version of the App is available for download from the App Store; (b) a Google approved App which runs on Android devices - this version of the App is available for download from the Play Store; (c) a mobile-enabled website (see [www.OurBuzz.co.uk](http://www.OurBuzz.co.uk)) that can be viewed on all smartphones, tablets, PCs and Macs; and (d) a content management system accessed via [www.OurBuzzManager.com](http://www.OurBuzzManager.com).

### What types of Listing are available on Our Buzz?

Each local Club, School and Place of Worship is eligible to have a free **COMMUNITY Listing**. Commercial businesses can choose between a **STANDARD Listing** and an **ENHANCED Listing**. Those with an ENHANCED Listing can choose to increase their local profile further by replicating that Listing as a **PROMOTED Listing** or as one or more **SPONSORED Listings**.

### What information can be included in a COMMUNITY Listing?

Each local Club, School and Place of Worship is eligible to have a free COMMUNITY Listing featuring (a) an image (which can be a photograph or a logo); (b) one touch phone dialling; (c) one touch emailing; (d) one touch access to the Lister’s website; (e) a long description (of up to 2,000 characters); (f) 3 key feature bullet points; (g) the ability to advertise EVENTS (including associated imagery); (h) the ability to make POSTS (to communicate with customers/potential customers); (i) a full postal address details; (j) relevant times information; (k) a link to Google Maps showing the Lister’s location; (l) links to the Lister’s own social media outlets on Facebook, Twitter, Google+ and YouTube; and (m) sharing functionality (enabling users to share details of the Lister’s offering).

### Do our local Clubs, Schools and Places of Worship have to pay for their COMMUNITY Listings?

No



## How can Our Buzz be used by our local Clubs, Schools, Places of Worship and Businesses to communicate?

By putting an EVENT or POST (or, in the case of a commercial businesses with an ENHANCED Listing, a DEAL) onto its Listing, the Lister automatically sends a push notification or email about it to every Our Buzz user that has that Lister in its FAVOURITES (apart, of course, from any users who have opted out of receiving push notifications/emails). How can this be used in practice? Well, here are some examples: (a) by making one POST, a local hockey club can tell all of its members about training or match day arrangements; (b) if the pipes at a local school are frozen and the building is closed, staff can make one POST to alert all of the parents; (c) a local church can publicise its fund-raising coffee morning to all members of its congregation simply by putting the EVENT onto its Listing; and (d) if a local café decides to have a 2-for-1 offer on afternoon teas, it can tell all of its customers simply by including that DEAL on its ENHANCED Listing.

## What information can be included in a STANDARD Listing?

A STANDARD Listing is the entry-level Listing for commercial businesses on Our Buzz. It includes (a) one touch phone dialling; (b) one touch emailing; (c) full postal address details; (d) opening hours information; (e) a link to Google Maps showing the Lister's location; and (f) sharing functionality (enabling users to share details of the Lister's offering).

## What information can be included in an ENHANCED Listing?

An ENHANCED Listing is the premium-level Listing for commercial businesses on Our Buzz. It features (a) an image (which can be a photograph or a logo); (b) one touch phone dialling; (c) one touch emailing; (d) one touch access to the Lister's website; (e) a long description (of up to 2,000 characters); (f) 3 key feature bullet points; (g) the ability to advertise DEALS (including associated imagery); (h) the ability to advertise EVENTS (including associated imagery); (i) the ability to make POSTS (to communicate with customers/potential customers); (j) a full postal address details; (k) opening hours information; (l) a link to Google Maps showing the Lister's location; (m) links to the Lister's own social media outlets on Facebook, Twitter, Google+ and YouTube; and (n) sharing functionality (enabling users to share details of the Lister's offering).

## What is a PROMOTED Listing?

A PROMOTED Listing has the same content as an ENHANCED Listing but (a) it has a "top of page" position (immediately underneath the SPONSORED Listing if there is one) on a search returns page; and (b) it is given added prominence by being coloured yellow. There is only one position for a PROMOTED Listing on each page of search returns and that position can only be occupied by a business whose ENHANCED Listing appears further down the same page (ie only a local plumber can occupy the PROMOTED Listing position on the "Plumbers" page). Please contact us for details about availability and pricing.

## What is a SPONSORED Listing?

A SPONSORED Listing also has the same content as an ENHANCED Listing but it is (a) positioned at the very top of a page (immediately above any PROMOTED Listing); and (b) given added prominence by being coloured green. A SPONSORED Listing can appear at the top of a search returns page but, unlike a PROMOTED Listing, it can also appear on a page that (a) has a menu, not Listings, on it (and given that many of these menu pages rank amongst the highest traffic pages on the Our Buzz platform, this offers a great opportunity to commercial businesses to raise their profile in the local community); and (b) relates to a business sector different to that in which the Lister operates – that being so, a local plumber can place his SPONSORED Listing on the high traffic "Cafes & Coffee Shops" page. Please contact us for details about availability and pricing.

## Do our local Businesses have to pay for their Listings?

Yes



## How much?

Listing on Our Buzz costs from £1 per day.

## Why are the prices expressed as being “from”?

Firstly, and as noted above (a) delivering a high quality, comprehensive, relevant and useful user experience is the most important attribute of the Our Buzz platform; and (b) Our Buzz facilitates local businesses and other interested groups acting collectively to promote the community as a destination of choice for shopping, leisure and business. That being so, it is key to the effectiveness of Our Buzz for the benefit of all businesses in an area that as many of their number as possible list on, and engage with, the platform. In order to help achieve that goal, Our Buzz’s pricing structure (i) recognises that the marketing budget of a small local business is unlikely to match up to that of the local outlet of a national chain; and (ii) for the benefit of both, operates progressively (by having the national chain pay a slightly higher amount for its Listing in order to help the small local business list on the platform at a rate that it can afford). Secondly, we recognise that some areas of the Our Buzz platform experience higher user traffic than other areas. In those circumstances, it would not be fair for (eg) a small local roofing company with a Listing in a low traffic page in the A to Z to pay the same amount as a small local jewellers with a Listing in the high traffic section of Shopping.

## How are the pricing categories set on Our Buzz?

These are set by Our Buzz by reference to the Analytics data we accumulate.

## How is a Listing set up and managed?

The Lister first applies to open a Customer Account via the OurBuzzManager.com website. Details about the Lister and the principal point of contact (called “the Listing Administrator”) are entered and submitted. After all authentication procedures have been satisfactorily completed, the Customer Account is opened by Our Buzz. That Customer Account can then be accessed from the OurBuzzManager.com website using customary username and password functionality. The Listing Administrator can give access rights to others within the Lister’s organisation and the level of access rights given can be varied from person to person as follows: (a) ADMINISTRATORS have full editing rights on the Account and Listings. They also have full approval rights, allowing them to authorise changes that will appear on the Our Buzz platform (b) USERS+ have full approval rights but are only be able to edit details of Listings, not Account details (c) USERS have the same editing rights as Users+ but none of their changes go live on the Our Buzz platform until approved by an Administrator or a User+. Once the Customer Account is open, the Listing Administrator can compile the Listing and submit it to Our Buzz for publication. After publication, the Lister is in complete control of all aspects of its Listing by means of 24/7 access via OurBuzzManager.com. It can advertise as many EVENTS and, in the case of those with ENHANCED Listings, DEALS as it wishes and it can communicate using the POSTS functionality. Similarly, it can change its imagery, description, opening hours, etc, etc as often as it likes.

## Will changes I make to my Listing via OurBuzzManager.com be reflected on the Our Buzz website and each of the Apps?

Yes. Changes will be reflected in the website immediately. They can take a few hours to be reflected in the Apps.

## Is any content subject to pre-publication approval by Our Buzz?

Responsibility for all content is with the Listing Administrator and any person given access/editing rights by him/her. The only items that are subject to pre-publication approval by Our Buzz are EVENTS that the Lister wishes to include in the local WHAT’S ON. By contrast, EVENTS that a Lister wishes to include only in its own Listing are not subject to pre-publication approval.



**Do I need to have an Account or a Listing if I just want to publicise a one-off Community Event in the WHAT'S ON section?**

No

**Do I need to have an Account and a Listing if I just want to publicise a DEAL in the DEALS section?**

Yes

**Can I place an ADBANNER at the foot of the pages on Our Buzz if I don't have an Account and a Listing?**

Yes. Contact us for details about availability and pricing.

**Does a Lister need to enter into a contract with Our Buzz?**

Yes. A contract is needed to, amongst other things, protect against profane, obscene or discriminatory material being put onto the Our Buzz platform. The Lister can terminate the contract at any time on a month's notice.

**How does Our Buzz deal with user misuse?**

Given the system of having Listings Administrators and the audit trail back to individuals regarding any changes made, the instances of this are very rare. If/when it does happen, the section of Our Buzz's Terms of Use regarding profane, obscene, discriminatory, etc material applies and, in the absence of self resolution by the Lister, the offending material is removed.

**How often will Our Buzz contact me trying to sell me advertising space?**

Whilst we endeavour to maintain visibility/availability to Listers who want help to derive maximum benefit from the Our Buzz platform, there is no prospect of anyone being plagued by "sales calls" from Our Buzz.

**Does our local Council have to pay for its Listing?**

No. What's more, we have a dedicated COUNCILS channel that can be used to list the Council's Head Office, as well as separate Listings for each of the Council's key departments. That allows each department to use (particularly) the POSTS functionality as a communication channel to users interested in receiving information relevant to that department's area of responsibility (eg waste collection, schools, housing, etc, etc).

**Will our local Council or Business Improvement District company ("BID") need to pay or sign a contract to have Our Buzz made available in our area?**

No

**Can our local Council or BID decide who can have a Listing on Our Buzz in our area?**

No. Delivering a high quality, comprehensive, relevant and useful user experience is the most important attribute of the Our Buzz platform.

**What will be required from our local Council to have Our Buzz made available in our area?**

Nothing



## **Can we link Our Buzz with our community's existing Social Media pages?**

Yes. We can bring them in via the GET SOCIAL section of Our Buzz.

## **Who is the audience for Our Buzz?**

The audience is (a) firstly and most importantly, the local community (in the widest sense); and (b) secondly, tourists and other visitors.

## **If we have Our Buzz here, how big an area will it cover and what will it be called?**

As noted above, delivering a high quality, comprehensive, relevant and useful user experience is the most important attribute of the Our Buzz platform. Everything must be gauged through the eyes of the user. That being so, the coverage, content and name of the local Our Buzz platform should reflect the lives led by people in the area and be in tune with their behaviour and senses of identity and belonging. Clearly, there are natural boundaries everywhere (often stemming from historical factors long forgotten) and the key is finding the right balance between (a) seeking to cover too wide an area as one Our Buzz region, with the result that no-one has a sense of local affiliation with it; and (b) seeking to cover too small an area, with the result that someone can use Our Buzz to find the phone number for his/her local optician one mile away to the east but can't find the opening hours for his/her favourite restaurant 200 yards away to the west – that would simply result in frustration and, inevitably, a shortfall in user numbers for the local Our Buzz platform. Our experience has demonstrated the importance of local traders not succumbing to the allure of protectionism and a "keep them out" strategy when it comes to inclusion on the Our Buzz platform. The buying public knows where competitors are and how to contact them and nothing that local traders can do will change that. At Our Buzz, we think it is far better for the local traders to offer the buying public the best - and most relevant, complete and useful - user experience possible to draw them to (and retain them on) the Our Buzz platform.

## **How will Our Buzz be implemented here?**

Our Buzz will appoint an Area Coordinator who will have responsibility for (a) all aspects of the implementation; and (b) engaging with the local Clubs, Schools, Places of Worship and Businesses on an ongoing basis in order to foster and encourage their use of Our Buzz.

## **How long does implementation take?**

Usually, around 8 weeks.

## **Are there any other products like Our Buzz available?**

No. There are other town centre products but they are largely "top-down" business directories. By contrast, Our Buzz takes a "bottom up" approach. By (a) engaging with local Clubs, Schools, Places of Worship and other community groups (and allowing them to use the Our Buzz platform free of charge to communicate with their members, pupils, etc); and (b) providing a wealth of useful and interesting local content (such as what's-on, weather, travel information and news); we create a fully engaged local audience. Once that audience exists, the marketing efforts of local businesses are much more likely to bear fruit. Without it, those businesses are simply broadcasting down a channel that few (if any) customers/potential customers are tuned into.