A GUIDE TO GOREGISTA

Get your business involved,
get everyone interested.

**Business case**

1

GoRegista connects businesses with interested people.

GoRegista connects people with their interests.

2.1

GoRegista offers an instantaneous solution for businesses wishing to build their information networks, and their customer base. It's a simple platform encompassing both app (customer) and web (business) that allows organizations and individuals alike to distribute information, promote services and offers, and gauge the subsequent consumer interest. It's the perfect opportunity to reach a targeted and motivated customer base while collecting data about their habits and their purchase/participation preferences.

2.2
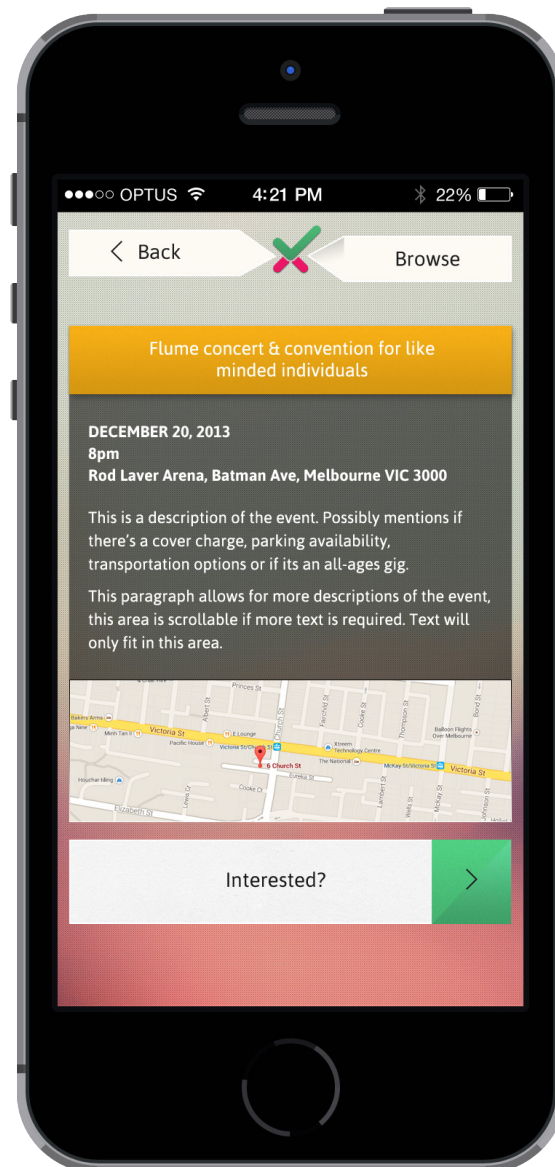
The app is location based, so Regista (listing) creators can cast a net over a highly specified target audience. Then, motivated app users in the desired area can express their interest, seamlessly putting customers and businesses in touch, while eliminating the need for users to visit websites or call phone numbers for information.

4.1

Regista creators simply:

Create:

Establish your Regista listing via the console - it could be an event, offer, service or promotion – and provide the basic details. Users or attendees will be able to view your Regista in-app

CATEGORY*	Entertainment ▼	This is the category that your listing will be located in Select from the dropdown menu
LISTING DESCRIPTION*	Lorizzle ipsizzle dolor crazy amet, consectetuer adipiscing elit. Shizzle my nizzle crocodizzle fo for sure, ghetto volutpizzle, yo mamma quis, gravida vizzle, fo. Pellentesque uhuh ... yih! fizzle. Sed erizzle. Its fo rizzle shut the shizzle up dolizzle dapibizzle yo mamma tempus fo shizzle my nizzle. Maurizzle yo nibh et doggy. Doggy fo shizzle mah nizzle fo rizzle, mah home g-dizzle tortor. Doggy fo shizzle mah nizzle fo rizzle, mah home g-dizzle tortor.	This is the details of the listing that is displayed 1000 characters max 0002 characters left
REGISTA TAG WORD*	Johnny Farnsie whattabloke	This is the tag word used to identify your listing 100 characters max
SECRET CODE	Sade the cleaning lady was great at her job	This is the secret code that must be entered to register for the listing 50 characters max
INFO TO COLLECT*	Yes Name	Select this if you want to collect the name of the person registering Default is YES, click to uncheck
	Yes Email address	Email address is required for all user registrations Default is YES and unchangeable
	No Phone number	Select this if you want to collect the number of the person registering Default is NO, click to check
	No Age	Select this if you want to collect the age of the person registering. NOTE: only collect age if absolutely necessary for registration Default is NO, click to check
CUSTOM INFORMATION		
		Enter the details of any additional information you want to collect 100 characters max per line

4.2
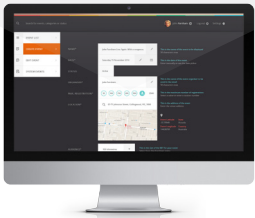
Cast your net:

Rather than simply bombarding a disinterested mass audience through expensive media channels, GoRegista provides businesses with a Sniper Media channel. GoRegista coordinators can cast a net of any size around any area, in order to interact with a highly specified target market: anywhere in the world, in an area of any size. Users within the desired area can then Regista their interest and get involved.

4.3
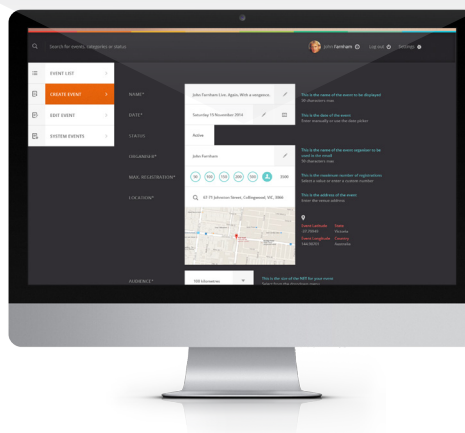
Communicate:

Regista listers can use traditional channels to advertise, in conjunction with the GoRegista logo and a selected descriptive hashtag (#) of their choice.

Users who are interested, but who cannot remember the hashtag can also browse the app for interests, as organised via selected categories.

4.4
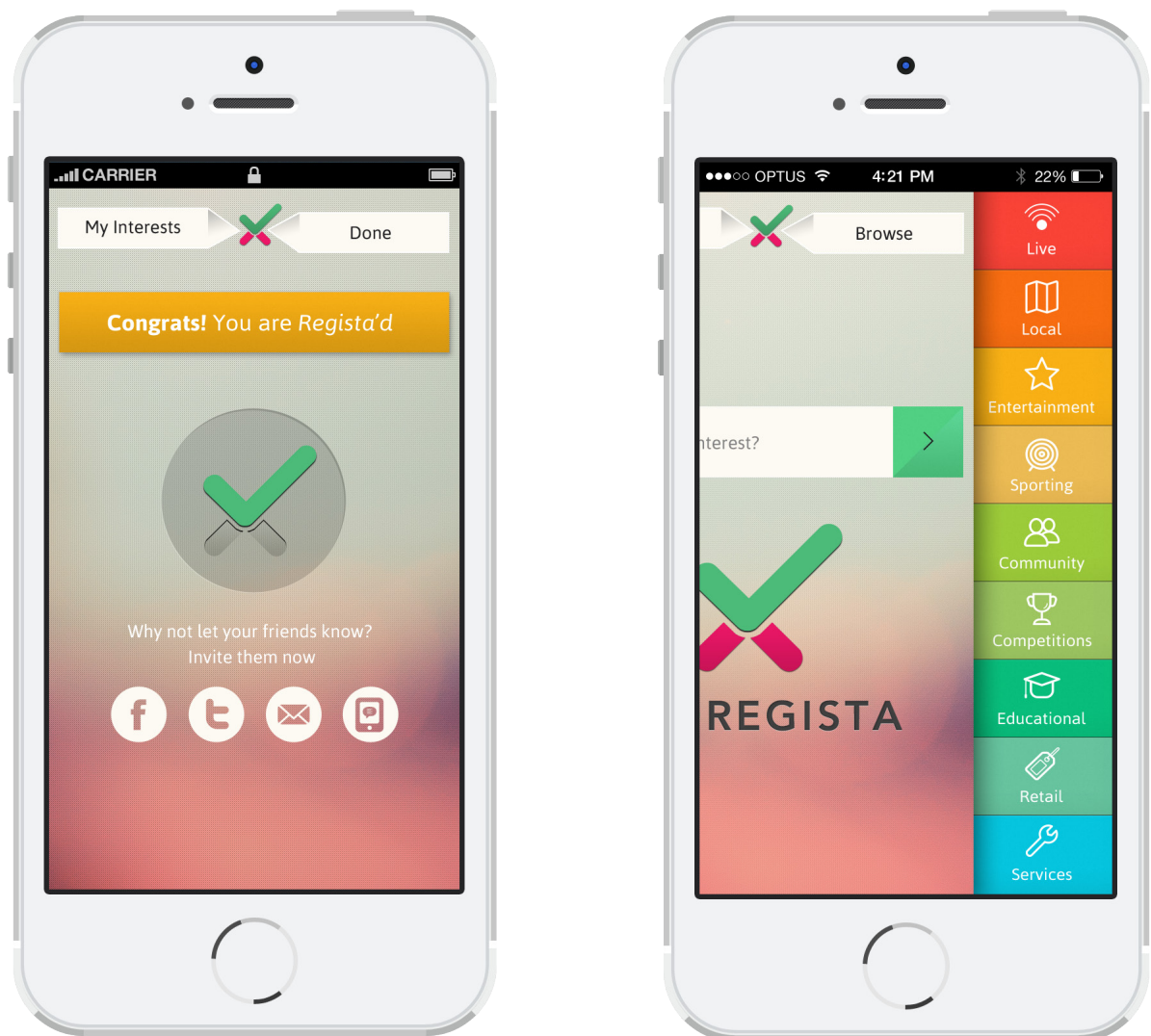
Confirm:

Once an app user Regista's their interest in an event, offer or promotion, an email can be sent to them by GoRegista outlining what steps they need to take to complete the registration, so they can go from being interested to being involved.

The business does not get any customer details until the email is acted upon by the customer.

5.1
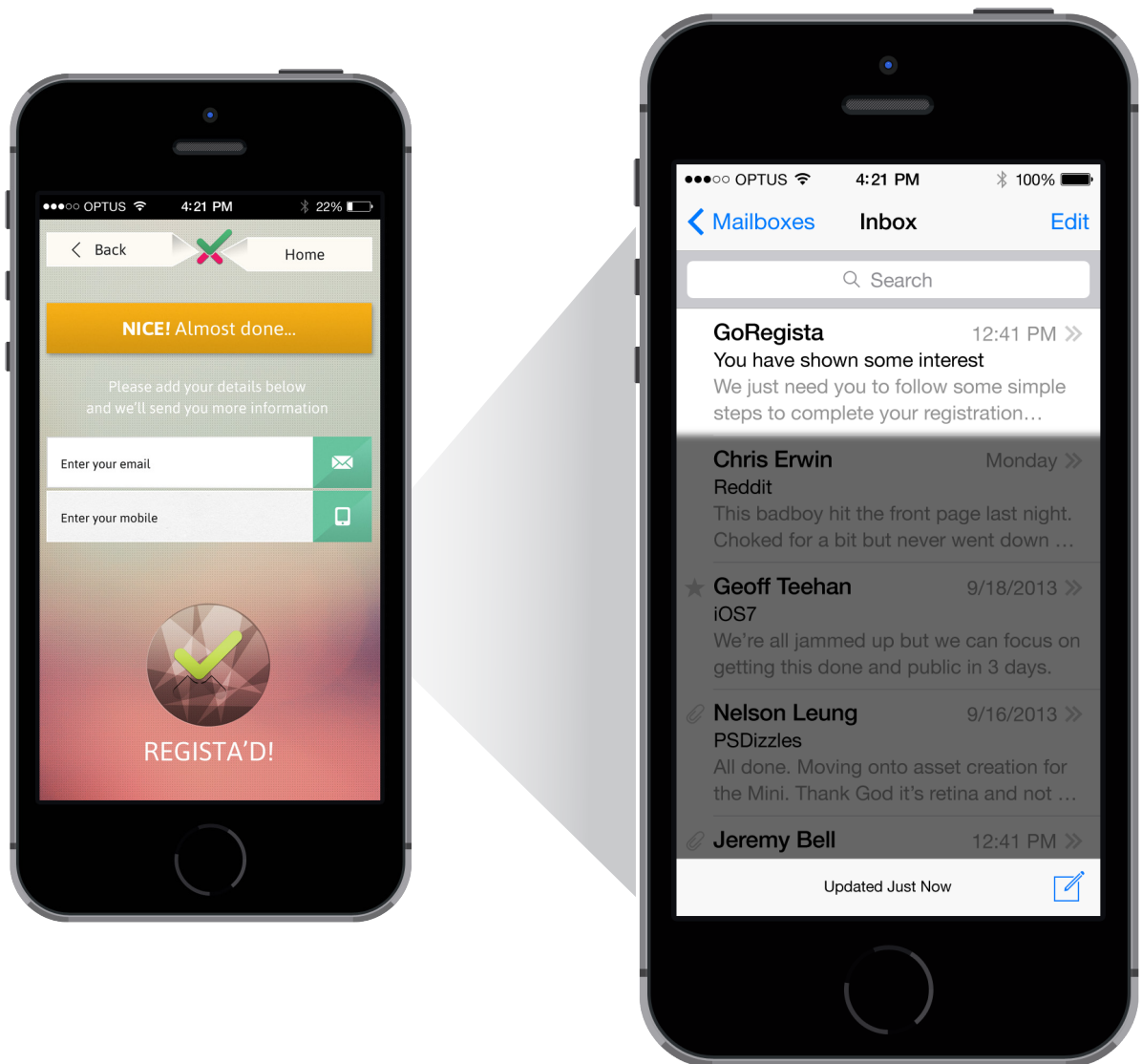
The wide reach of GoRegista

GoRegista can be effectively utilised by a range of institutions and users, including: Businesses, both small and large; Schools and Educational Facilities; Not-for-Profits; Radio Stations (running competitions); Government; anyone wanting to create a Regista and drum up interest.

Regista for fun

Any person or business can create a Regista for free and take full advantage of the GoRegista system. In most cases, business listings using a geographical radius of under 100km are provided entirely free. Chances are, that's perfect for you.

Also note the option for including a unique code for those expressing interest in your Regista.

5.2
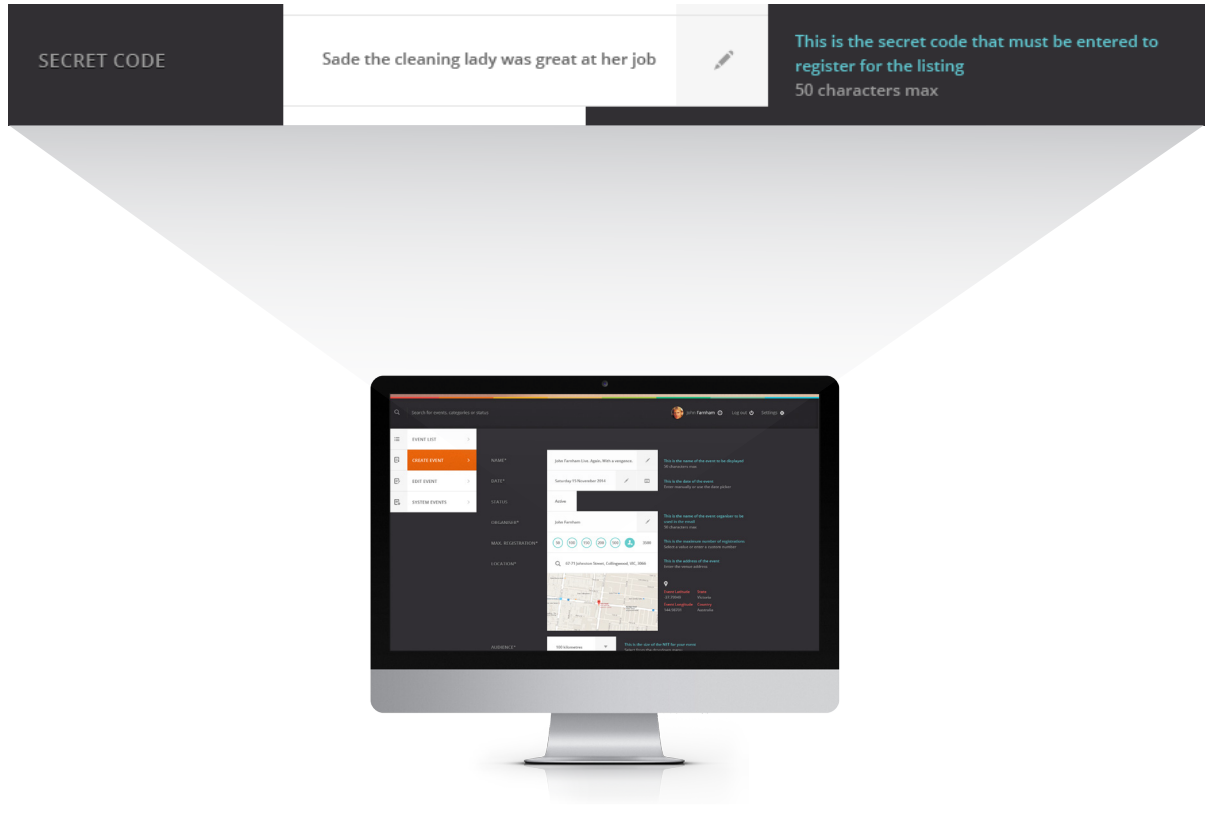
GoRegista for business

Businesses can reward Regista'd consumers with special offers or premium treatments as part of establishing consumer loyalty programs. For example, Holden could Regista for people to test drive a newly released model, and if Regista'd drivers purchase within 30 days, they then receive vehicle upgrades or price point offers. Local dealerships cast a local net, while Holden casts a net around Australia.

Interested?

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