

The
smART explorer
always in the
palm of your hand



The Global Art Company

SMART
e x p l o r e r

“Seamless
interaction from the
comfort of your
own phone”



About us

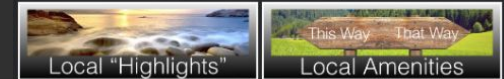
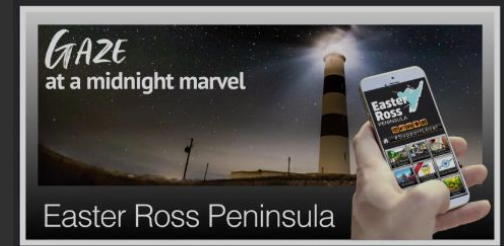
“The sm**AR**t explorer” is a unique and innovative **Local Community Guide** and **Bespoke Concierge** designed to help your guests, visitors and tourists across Scotland create memorable experiences by sign-posting them to many of the best local and regional attractions, activities, and events, as well as important services and local amenities.



“The smARt explorer”

It's all about your business “The Exposure”

- Promote your business even when your closed
- We can introduce and promote you even if you don't have a website
- Become part of a larger community
- Introduce a new demographic as we promote “your local area” and the local businesses and amenities
- Become part of our 2-way network allowing different businesses to see you while promoting the local area
- Create both an offline and online presence
- Have your business already in the forefront of visitors minds as they come to explore your town
- Analytics - Know your numbers



A HAVEN FOR EXPLORERS

'Local Produce'



[Ardross](#)

[Edderton](#)

[Fearn](#)



[Tain](#)

[Tain](#)

[Fearn](#)

“The Analytics”

“Information is key”

- See where your visitors are coming from
- See where your visitors are going
- See your unique page views
- See unique visitors to your site
- Check both local traffic and online viewers
- As our platform grows your exposure grows

With 100’s of unique entry points in all types of local shops, businesses and hospitality establishments in your local area we are creating the numbers in the local areas not just viewers around the world browsing the internet.

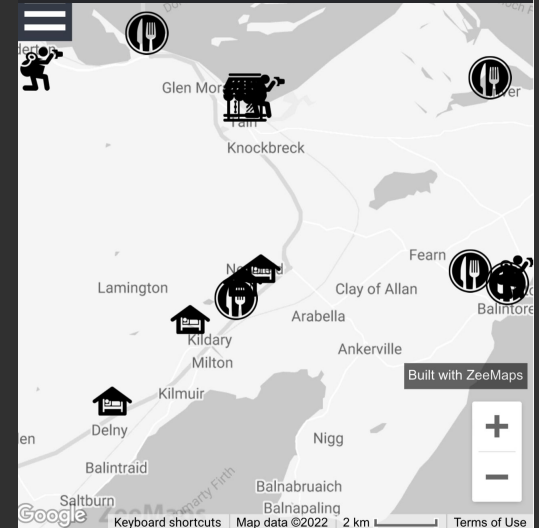
With over 450 villages and towns now on “the smARt explorer” we are creating the exposure for many different companies to bring visitors into their local areas.



Local smARt entry points

“Always in the Palm of your hand”

Please find below a map of all the amazing businesses, attractions, shops, events, hospitality and accommodation who have added “the smARt explorer” to their premises allowing locals, visitors and tourists to find out what’s happening in and around the heart of the local communities.

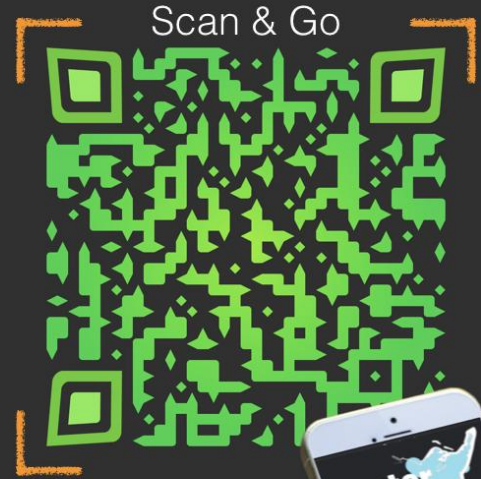


So How Does It Work?

To access simply scan the unique QR codes placed in and around the local area and businesses

Give visitors, guests and even passers by the opportunity to see all you have to offer, when you are too busy or even closed

- Instant access to all the important information
- Saving staff, visitors and guests valuable time
- You are now with them 24/7 on their phone
- Book Direct
- Browse Menu's
- See Promotions, Events, Offers
- No need for long URL's or remembering Web addresses
- Easy access to all your social media networks
- Instant connection with EVERYTHING you have to offer



Simply
open your
phone
camera and
scan



Always in the palm of your hand

“The smARt explorer”

Our 3 explorer packages



Pioneer

Start your journey here for free and be part of our growing digital community guide to get seen by visitors and tourists to your local town



Voyager

Shine a light on your business by sharing your stories and services on social media from only £20.00 per month



Explorer

Venture and be seen further afield across your whole area to gather new fans and customers from only £36.00 per month

“The smARt explorer”

“Pioneer”

Start your journey here for free and be part of our growing digital community guide to get seen by visitors and tourists to your local town

- ✓ Your business profile on your local village/town home page
- ✓ Link to your website
- ✓ Your location
- ✓ Your direct contact details

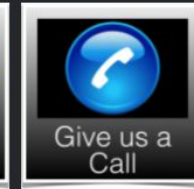
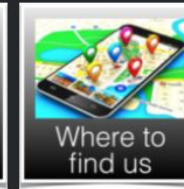
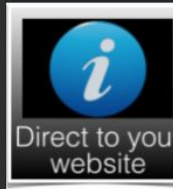
Pioneer Example

Business Name

Any Strap Lines?



"The smARt explorer" is designed to bring together and promote local businesses while providing an invaluable service for you, the local town, surrounding area and visitors.



Local Activities



LANARKSHIRE

THE SMART EXPLORER

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The Global Art Company
SMART
e x p l o r e r

“The smARt explorer”

“Voyager”

Shine a light on your business by sharing your stories and services on social media from only £12.00 per month

- Your business profile on your local village/town home page
 - Link to your website or 1 information page
 - Your location
 - Your direct contact details

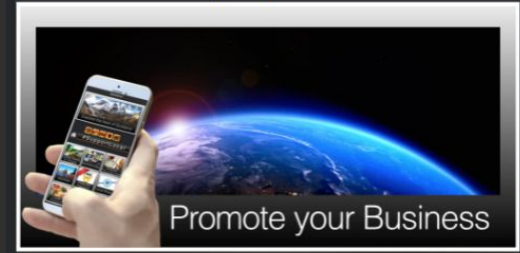
PLUS

- ✓ Social Media share buttons
- ✓ Your own shareable page
- ✓ Bespoke e-business image

Voyager Example

Business Name

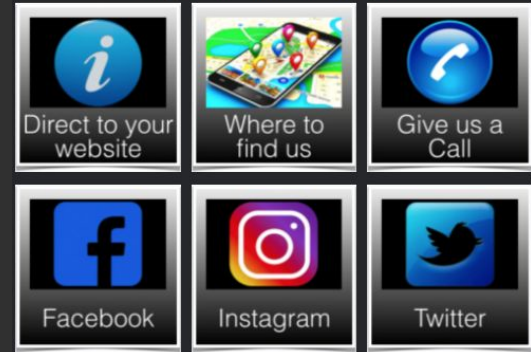
Any Strap Lines?



Let your guests/visitors or even passers by see what exciting produce "your business" has to offer.

The "Voyager" package with your unique individual shareable page gives you the freedom to promote your business online.

Any Welcome messages.



Local Activities



“The smARt explorer”

“Explorer”

Venture and be seen further afield across your whole area to gather new fans and customers from only £36.00 per month

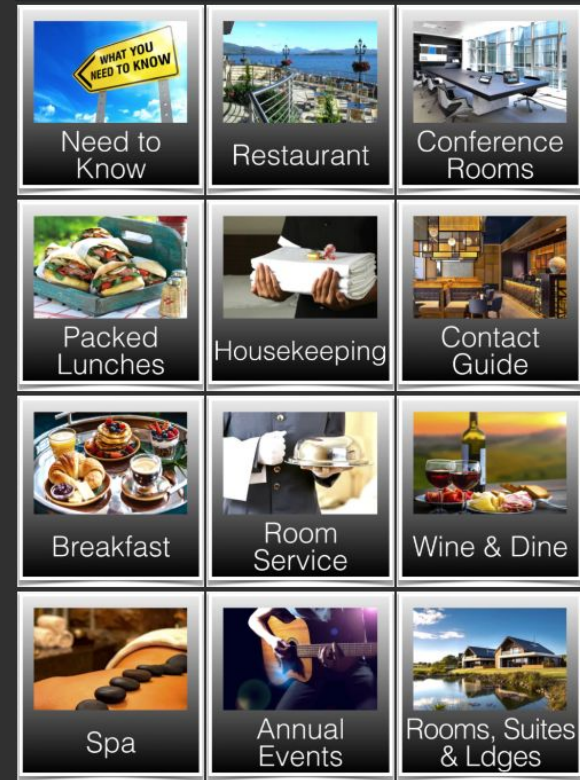
- Your business profile on your local village/town home page
- Link to your website or 1 information page
- Your location
- Your direct contact details
- Social Media share buttons
- Your own shareable page
- Bespoke e-business image/QR Code

PLUS

- ✓ Promote your events on our "Live Events Calendar"
 - ✓ Bespoke screen Favicon
 - ✓ Visibility across your regional area
 - ✓ Additional links to all your services
 - ✓ Direct booking

★ Visibility on all town/village pages across your area

Explorer Example



Local Activities



The Key Benefits

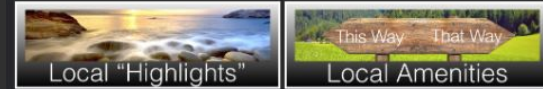
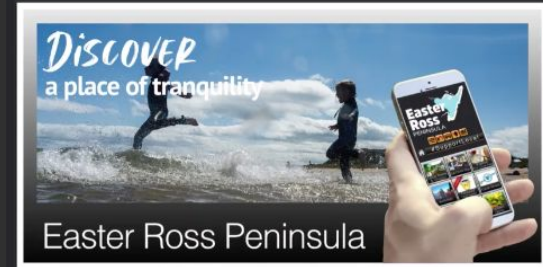
“Bringing it all together”

“The smARt explorer” is designed to give your customers or guests a more unique personalised service built around your activities needs and requirements giving the visitors the complete WOW factor, while showcasing your amenities to the max.

- Environmentally Friendly
- No Covid-19 touch points
- Increased organic growth
- Promote your business 24/7
- Create an online & offline presence
- Promoting the local community & Amenities
 - No large investments
 - No long term contracts
 - New NFC scan technology
- Multi level engagement and promotion
- Collaborative marketing to achieve wider and deeper reach
- Provides relevant, reliable and trusted recommended services
 - Increases your community involvement and credibility

Integrating and bringing together local amenities, businesses, activities and events allows your exposure to increase as your visitors experiences increases

AS WE GROW YOU GROW



A HAVEN FOR EXPLORERS

Explore the Peninsula and find the perfect spot inland, or on one of our magnificent beaches.

You can watch the Northern Lights or relax under a blanket of unlimited starry skies. If you are lucky you can hear the sound of the Gizzen Briggs' fairies, weaving ropes of sand across the Dornoch Firth. It is the land of stories.

Easy Installation

Simply place the unique “logo image” in a place for your visitors and guests to scan



- Turnkey solution
- Complete Stand alone system
- Infrastructure is already there
- Instant installation
- No personal details required
- No 3rd parties required
- No on-site installation
- We do all the design, work
- GDPR compliant
- No mess, no stress

All you have to do is fill in the [“enquiry form”](#) and let us do the rest.