Everyone Talks about Acting Locally… now you can really do something about it!
Selling to local consumers is critical to the success of most local businesses. As consumers increasingly use their phones to find something to do, eat or buy that is around them, location matters more than ever. To capture these "in the moment" purchase decisions, businesses need to be in front of local consumers on their phones.

Now businesses can instantly engage with local consumers using real-time, location-relevant posts, thanks to the new InstantLocal app available on the Apple App Store and Google Play Store.

Austin, TX – March 20, 2017 - InstantLocal has launched its beta app in Austin TX designed to shake up how we engage locally.

InstantLocal connects the three most important parts of any local scene - local businesses, local advocates and local consumers. Local businesses can quickly and easily create new location relevant offers using the InstantLocal app. Businesses can post new offers daily, featuring their products and services so that anyone with a phone can discover and engage local offers in real-time, wherever they are. Local advocates can create and promote boards that feature the latest posts from their favorite businesses so others can follow them and discover new local opportunities. Local consumers can quickly and easily find, follow, map and share posts from local businesses.

InstantLocal taps into something everyone wants to do, act locally. Consumers want offers that are real-time and relevant to their location, and easily found on a phone. All too often, sites and apps focus on what's trending, feature out-of-date info, or are more concerned about featuring ads from the online giants. Many don't even have real posts directly from local businesses.

InstantLocal puts the connection between local businesses and local consumers first. Using the InstantLocal app, local businesses can snap a photo, tag with data and post it instantly. Using the same app, local consumers can easily and quickly find newest/nearest posts, follow and share posts and engage directly with businesses. And using InstantLocal's Boards, local advocates can feature their favorite local businesses, share and get followers and promote their local scene, all to help local businesses.

"InstantLocal offers local business the ability the beat the online giants using their best advantage – their location." said Vance Reavie, CEO of Instant Local Inc. "Using our app, local businesses can post offers to capture consumers looking for something to do, eat or buy in the moment! Businesses don't need their own mobile app to engage new consumers, they don't need to be drowned out on all the clutter in social media, they don't have to deal with getting lost in trending algorithms - all they need to be front and center on mobile and to grow their brand is the InstantLocal app and their phone's camera."

Together with Mr. Reavie, co-founders Rick Coburn and Gabriel Killian drew on decades of experience running and promoting local businesses. "Businesses spend a lot of time and energy on marketing, they know locals want to shop locally and see their dollars stay in the local economy," said Mr. Coburn, CMO. "A print ad once a month is not marketing for today's digital economy. Businesses need a direct connection to local consumers - InstantLocal provides that connection."

Instantlocal is now live in Austin, TX, for its beta launch. The app already features posts from over 200 local Austin businesses, and new businesses are hopping on board every day. InstantLocal is offering a free beta launch period for businesses in Austin while it rolls out, tests and seeks feedback.

Businesses, consumers and advocates can download the InstantLocal app from the Apple App Store or Google Play Store now. For more information on InstantLocal or getting your business on the app, visit www.instantlocal.com.

About InstantLocal
InstantLocal is a mobile marketing app for local businesses to engage consumers in the moment they are looking for something to eat, do and buy with location relevant posts. Local consumers can discover and engage with local businesses, share real-time offers, and follow local advocates to expand their local experience. InstantLocal was formed in Nov 2015 and is based in Austin, Texas. Learn more about InstantLocal at www.instantlocal.com

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