

# Waterford In Your Pocket

## Be part of Waterford's digital front door

Waterford has so much to offer. We're bringing it together - and putting your business in the picture. Waterford In Your Pocket's new website is launching soon, connecting locals and visitors with What's On, Things to Do, places to eat and drink, shopping, accommodation and local stories.

### Local recognition. A bigger opportunity.

WIYP already has a popular, well-known social media platform. We often work with festivals and events as digital and social media partners, including **Summer In The City, The Churchyard Sessions, Spraoi, Imagine Arts Festival and Winterval**. We bring local knowledge, creative storytelling and an established audience to the promotion of Waterford.

Our forthcoming website will build on that foundation. Together, the website and social media will offer businesses a powerful marketing and advertising tool: a place to be discovered, backed by a platform people already know.

### Put your business where people are looking

Getting involved means being part of the journey from "What shall we do?" to "Let's go there." Our website offering will help businesses:

- **Get discovered:** reach locals and visitors planning a meal, a shopping trip, a night out or a stay in Waterford.
- **Make a strong first impression:** showcase your business with photographs, useful information and clear contact or booking links.
- **Connect promotion with discovery:** combine a website listing with opportunities on our established social media platform, through your agreed package or campaign.
- **Benefit from Waterford's activity:** appear alongside the events, attractions and experiences that bring people into the city and county.

### Coming next: easier to explore, easier to find you

**Dynamic maps:** we will introduce interactive maps to help people get around Waterford, find your business and discover what's nearby. Whether they're looking for coffee, shopping or something to do after a show, the aim is to make the next stop easier to find.

**Smarter search:** we will develop search using WIYP's own listings and information, helping people find relevant places and experiences by asking what they need. For visitors, that means easier planning; for locals, fresh discoveries; for businesses, another route to customers looking for what they offer.

We will also grow our event coverage and practical local guides. Maps and enhanced search are planned developments, to be introduced in stages after launch.

### Join us at the start

Our ambition is to become **Waterford's digital front door** - the starting point for discovering the area and a valuable promotional platform for local businesses. With affordable opportunities to get involved, now is the time to put your business in the picture. **Explore the options on this accounts page and contact the WIYP team to discuss your promotion.**