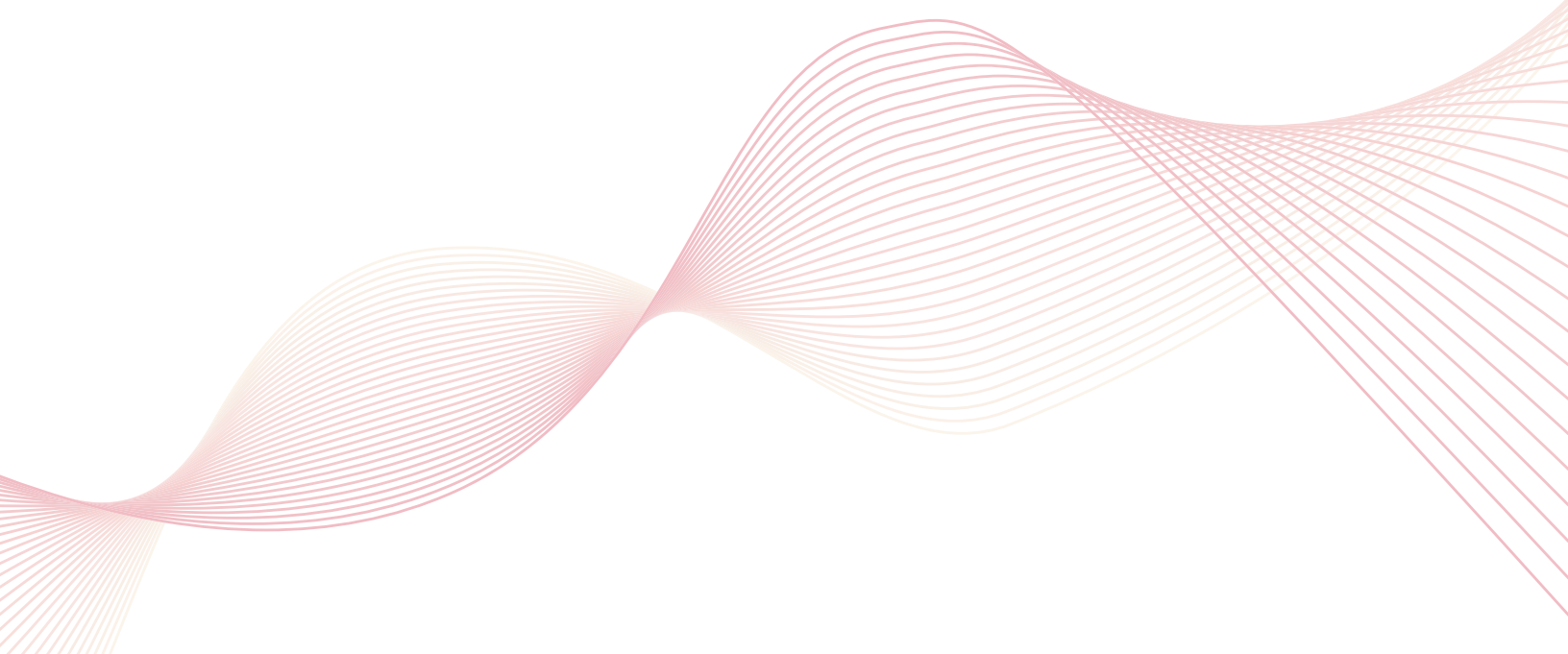# apptegy

THE CITY OF LATHRUP VILLAGE

PREPARED FOR

SUE MONTENEGRO

Hey Sue!

It was great connecting with you. Like we talked about, with the growing need to keep our communities engaged while also building a positive perception to encourage growth, it has never been more important to have an online presence that accurately reflects your city's identity and to share the great things happening every day in Lathrup Village.

With everyone always on their smartphones, mobile has become the biggest opportunity you have to reach your audience and build a strong online identity. And with Thrillshare, you now have one place where you and your staff can go to share the positive stories happening in your community. I hope you enjoy the examples provided, and I'm looking forward to speaking again!

Talk soon!

Ally

Ask me about being an artist - pet portraits are one of my favorite things to draw

Keys to a Mobile Strategy

Most people go wrong by thinking that just getting a new website is enough to connect with their surrounding community. The problem is, people spend the majority of their time online in mobile apps, not their browsers.

If you just need a depository of information, a simple website will be the way to go. In fact, there are many free websites you can use to accomplish this goal. In most cases, municipalities have other reasons to upgrade their websites: **to provide a better online user experience, attract people to your city, or to ensure accessible content for all of your audiences.**

To reach that goal, you have to meet people where they spend their time online. That's why we help you build a **mobile strategy.**
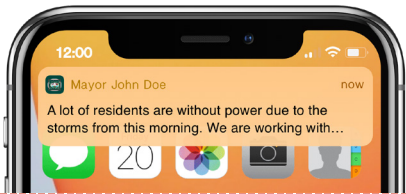
Push Notifications

Send push notifications to subscriber groups in the app to drive your community back to the app.

Live Feed

Allow users to see recent announcements in your community to keep them informed.

The Info People Want

Provide easy, native access to the content and information your community wants most.

Single Source of Truth

To reach your community, you first need to connect with them where they go the most: on their smartphones. That's why we use state of the art design and technology to create an intuitive user experience that your audience will love. Our native mobile apps load quickly and present information so it's easy to understand on a smaller screen.

Fully native for iOS and Android so your community has a great user experience no matter what phone they're using.

News

Events

Documents

Staff Directories
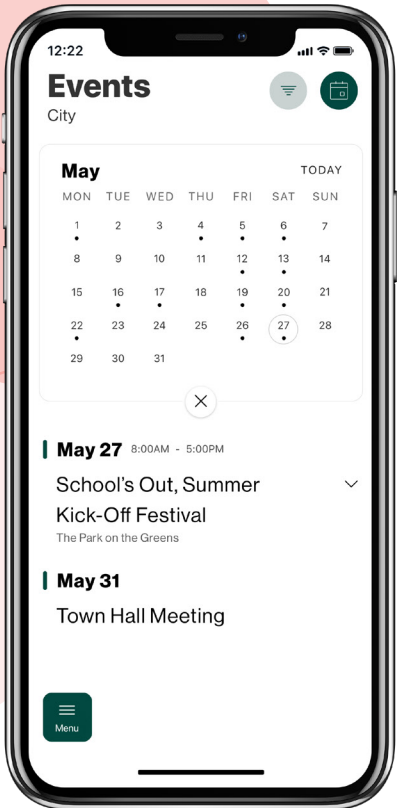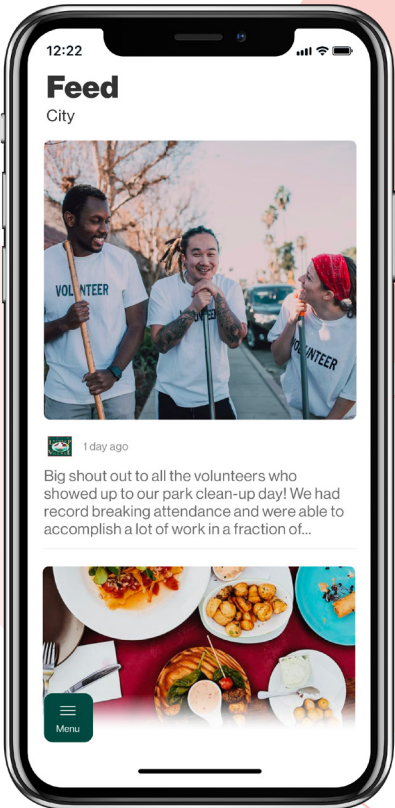
Crafting a Great User Experience

A good website stands out by offering a great user experience. That's the best way for you to make a positive first impression and get people to come back.

Responsive Design That Works On Any Device

Having a responsive website is a **must.** It's an important part of your mobile strategy, so we build all of your websites to be fully responsive. This also means you don't need to recreate content to make it accessible to smartphones. This helps users with visual or motor impairments navigate the website from all device types and screen sizes.

Language Translation

In today's world, you need to engage diverse audiences. Successfully doing so is about more than just translating your website and mobile app to other languages. Often, message formatting is thrown off after a translation feature is applied, and the user ends up with a message that's illegible.

No one in your community should feel like an afterthought. That's why we use the most robust translation services to power the translation of your website, mass notifications, and mobile app, all while retaining the same great user experience.
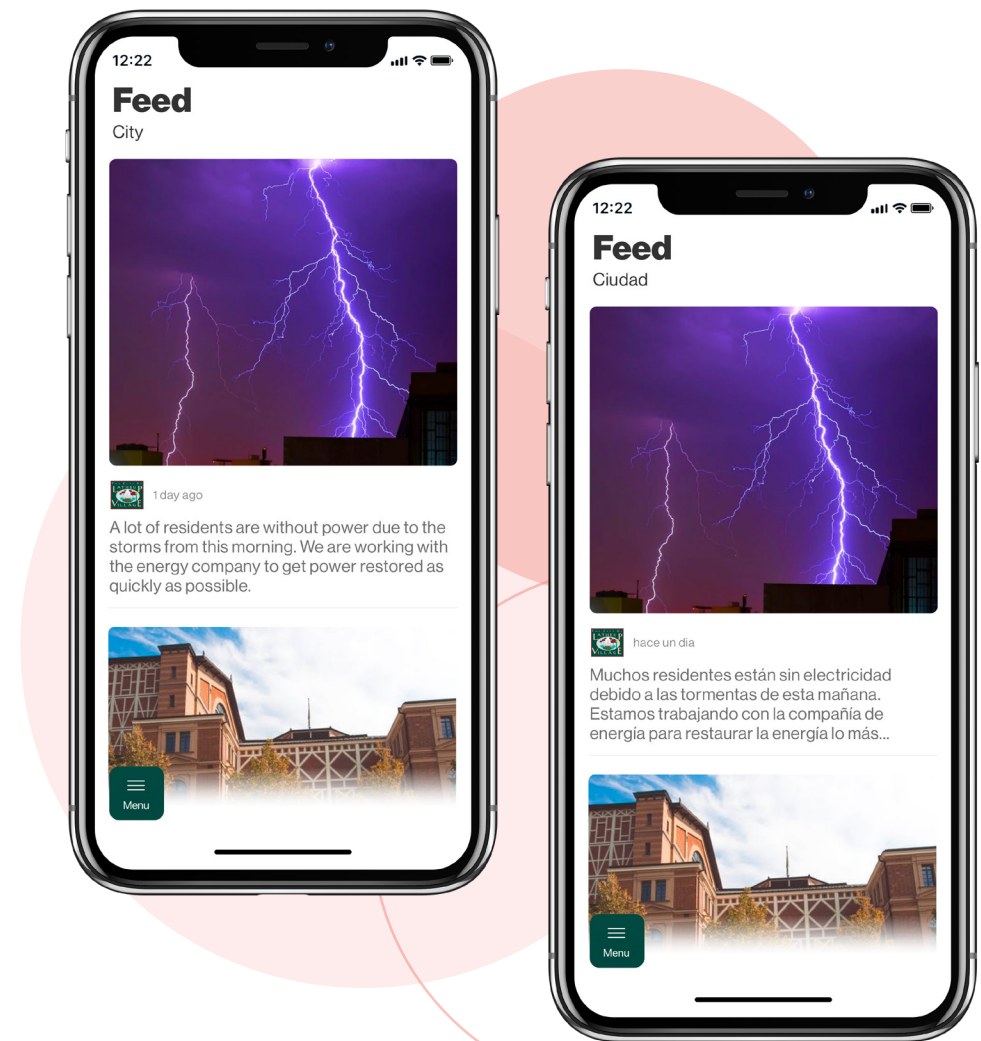
Your Website Could Look Like This:

We follow modern design best practices to offer a clean and appealing visual experience to your audiences. **Every website we build and host is ADA-compliant.** In addition to providing the tools to ensure compliance, we also provide ongoing **ADA training** for staff to ensure that added content is compliant as well.

Share What Makes You Stand Out!

Live feed
A place for short updates to keep everyone in the loop. It's like a Twitter feed reserved for municipal information.

Events
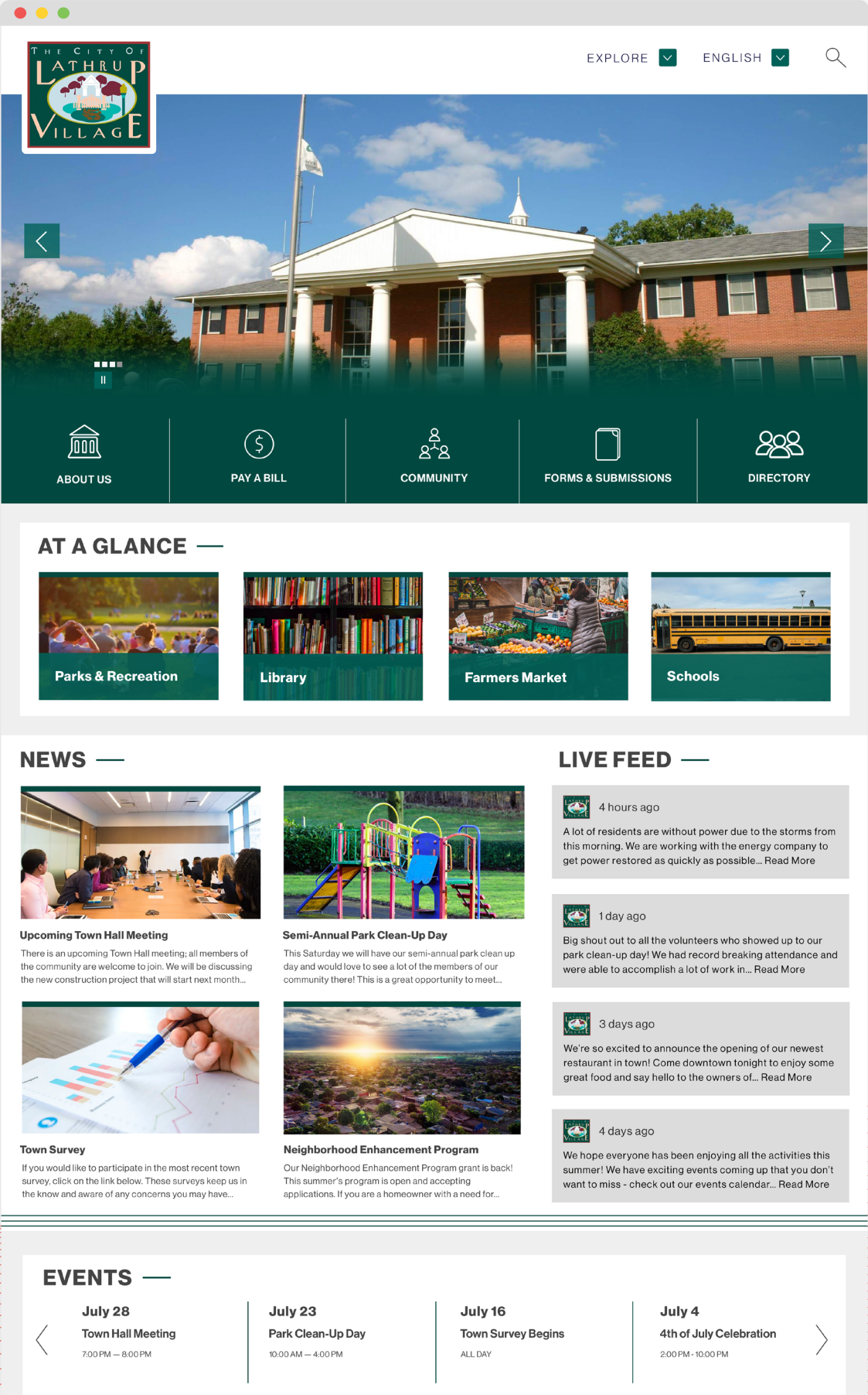Bring your community together with a simple and powerful events calendar.

News
Highlight the exciting stories and achievements going on in your city.

Programs
Highlight what really matters. We'd love to feature your programs and make it easy for your audiences to find what they're looking for.

EXPLORE   ENGLISH

THE CITY OF LATHRUP VILLAGE

ABOUT US   PAY A BILL   COMMUNITY   FORMS & SUBMISSIONS   DIRECTORY

AT A GLANCE —

Parks & Recreation   Library   Farmers Market   Schools

NEWS —

Upcoming Town Hall Meeting
There is an upcoming Town Hall meeting; all members of the community are welcome to join. We will be discussing the new construction project that will start next month...

Semi-Annual Park Clean-Up Day
This Saturday we will have our semi-annual park clean up day and would love to see a lot of the members of our community there! This is a great opportunity to meet...

Town Survey
If you would like to participate in the most recent town survey, click on the link below. These surveys keep us in the know and aware of any concerns you may have...

Neighborhood Enhancement Program
Our Neighborhood Enhancement Program grant is back! This summer's program is open and accepting applications. If you are a homeowner with a need for...

LIVE FEED

4 hours ago
A lot of residents are without power due to the storms from this morning. We are working with the energy company to get power restored as quickly as possible... Read More

1 day ago
Big shout out to all the volunteers who showed up to our park clean-up day! We had record breaking attendance and were able to accomplish a lot of work in... Read More

3 days ago
We're so excited to announce the opening of our newest restaurant in town! Come downtown tonight to enjoy some great food and say hello to the owners of... Read More

4 days ago
We hope everyone has been enjoying all the activities this summer! We have exciting events coming up that you don't want to miss - check out our events calendar... Read More

EVENTS —

| July 28	July 23	July 16	July 4
Town Hall Meeting	Park Clean-Up Day	Town Survey Begins	4th of July Celebration
7:00 PM — 8:00 PM	10:00 AM — 4:00 PM	ALL DAY	2:00 PM - 10:00 PM

A Marketing Team in Your Pocket

The positive stories happening in your community can make a big impact. Thrillshare's app for Android and iPhone allows the people closest to the stories to be the storytellers, wherever they are.

Simply take out your phone, write an update, and instantly share it across all the devices and social networks your community uses to find information.

Advocate for your community with a powerful brand.
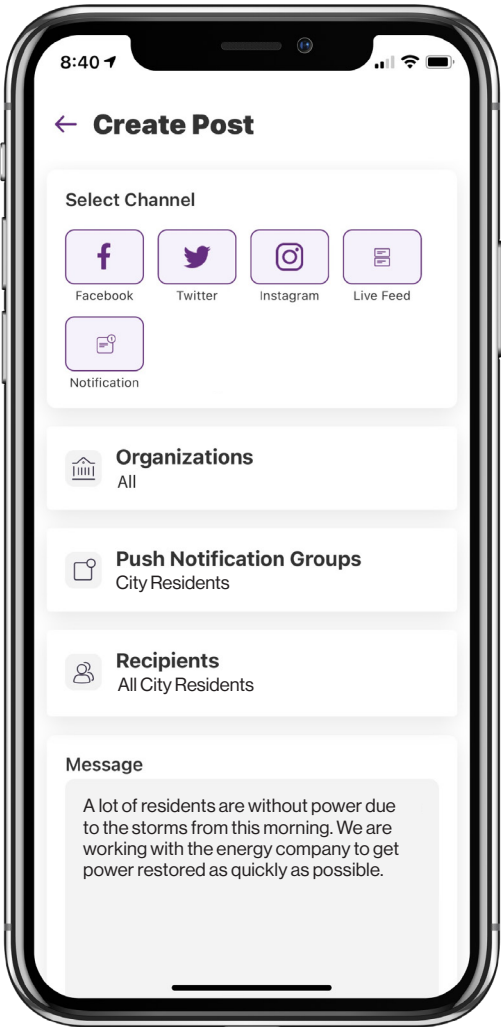
Ease of Use

Most municipalities have to make an impossible choice: use a system that is really simple but lacks functionality or use a system that's comprehensive but too complex for most users. That's why we built Thrillshare.

With Thrillshare, you can **write a message** once and automatically send it across your mobile app, website, Instagram, Facebook, Twitter, and push notifications. Sharing is simple, and you can be sure that each message makes it home.
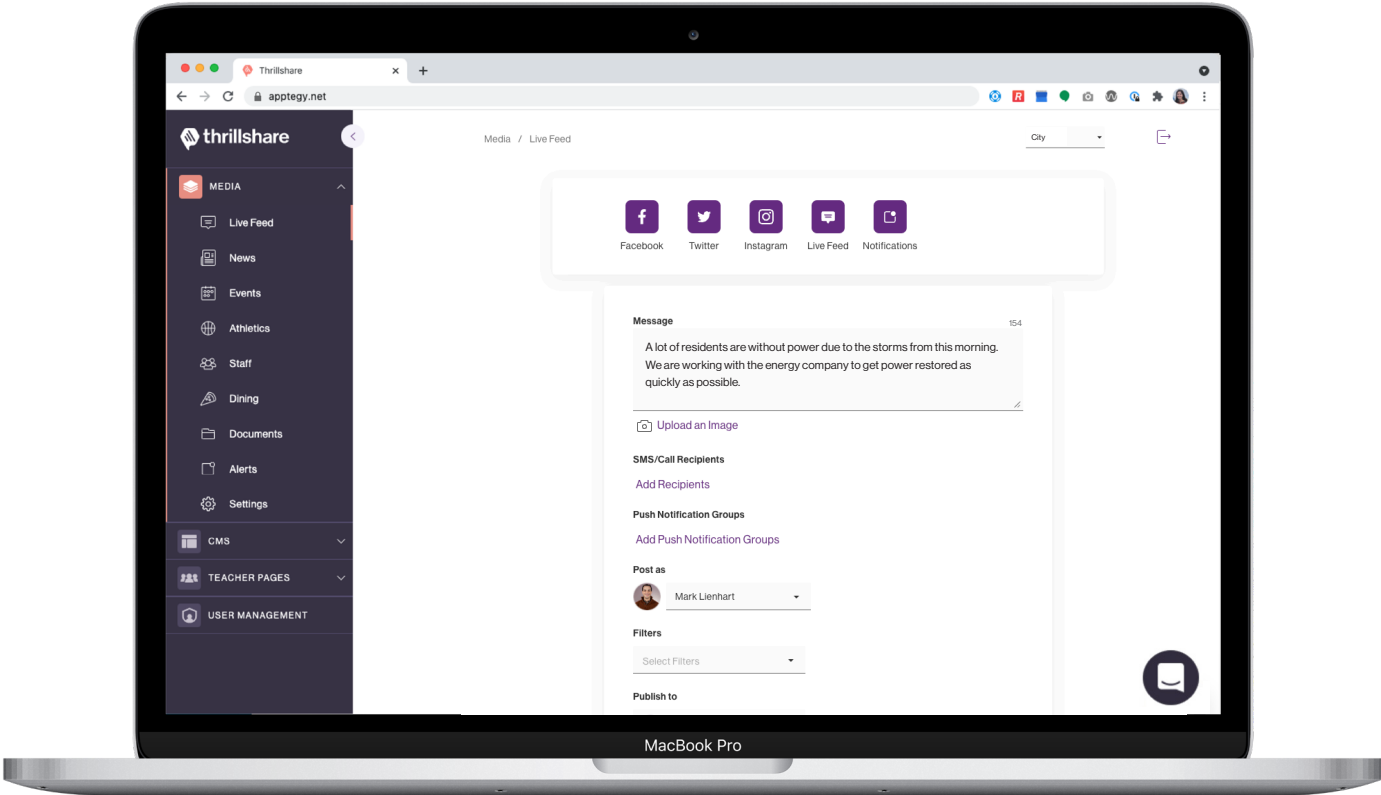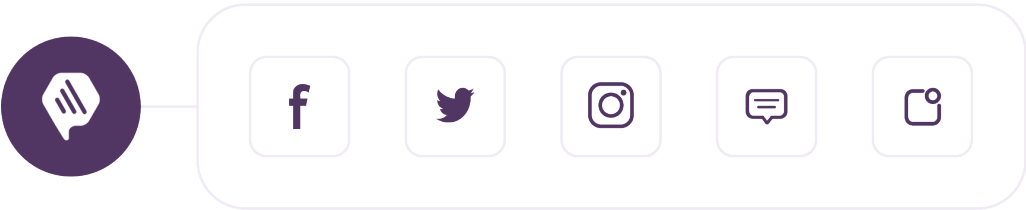
Training & Support

We won't charge for our initial training, and we will never charge for ongoing training — even if we did one per week. All of our trainings are done via zoom, so those sessions are recorded and available at your disclosure. Additionally, you can use tools like our help center or live chat to receive immediate assistance.

Client Success

"Support" is about more than helping with questions and addressing concerns. You will have a dedicated point of contact for:
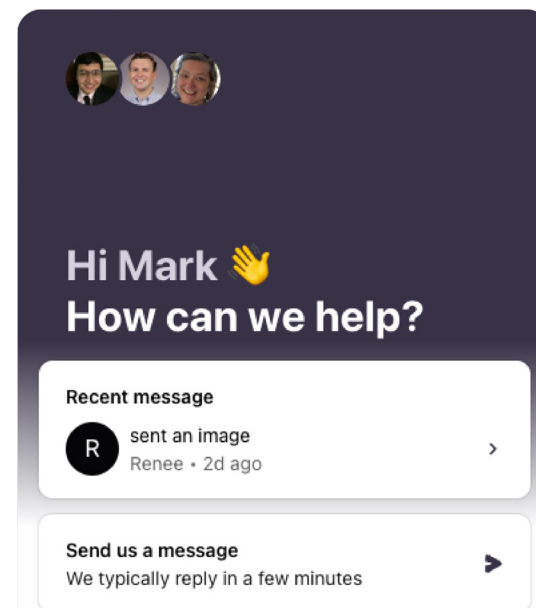
- Marketing Strategy
- Best Practices
- Feature Updates
- Product Rollout Campaign

All training is included & unlimited

Response Time

Our average response time is 60 seconds, and most requests for support are closed within 30 minutes. Here are some ways to reach us:

- Live Chat (online)
- Phone
- Email

Hi Mark 👋
How can we help?

Recent message

R   sent an image
Renee • 2d ago

Send us a message
We typically reply in a few minutes

Meet the Team

Jesson George
VP of Client Experience

Jesson leads Apptegy's Client Success, Onboarding, and Technical Operations/ Support teams. He brings 18 years of experience in project management, leadership, and customer service in telecommunications. He believes that deeply understanding the client's needs, the community, and providing the right tools at the right moment are at the heart of the work the Client Experience team does.

Amy Charpentier
Director of Implementation

As the Director of Implementation at Apptegy, Amy coaches her team to deeply understand the client's community in order to create an online platform that radically improves a district's ability to communicate.

Jared Dreher
Head of Support

Jared serves as our Head of Support, bringing 12 years of experience in customer service and leadership. At Apptegy, you'll see Jared carry over his technical expertise and empathetic approach to people and their problems to the entire Support team. This way, if you contact us for support, our team already understands the inner-workings of our products and can diagnose and offer solutions immediately without having to refer to a separate department.

Let's keep the conversation going.

📞 **(501) 209-0055**

✉ **ally.cantrell@apptegy.com**

Feel free to reach out to me through email
or my personal cell phone number.

To schedule a time to see
Thrillshare for yourself visit:

www.apptegy.com/Meet