



Relevnt

Discover and connect with
local culture around you.

**Driving Mobile Journalism
and
Setting Up a Registered Community**

What is Mobile Journalism?

“MoJo” is a unique blend of traditional web-based long form content with in-the-moment short form mobile content. This results in a more engaging, time-efficient experience that today’s social media addicted audiences want - and crave.

Relevnt™ is a location-based mobile network personalized by your interests.



Relevnt

Benefits of owning a Registered Community



INSTANT LOCAL DISCOVERY

We empower local media startups and established media brands with a more engaging way to publish content, get discovered, create a loyal following, and generate revenue. This all plays out on their own low cost, mobile-first domain, otherwise known as a Registered Community.



EXPAND REACH & DRIVE DEEPER ENGAGEMENT

Enable organic discovery with our advanced “Around You” location-based feature. Drive instant growth as local users and visitors within a specified geographical radius immediately discover your Community.

MoJo uniquely blends traditional web-based, editorial and investigative long form content with in-the-moment short form content such as pictures, videos, and live streams. All of this is styled as a type of social media user experience.



MONETIZE THROUGH GREATER RELEVANCE

Get more relevant with Relevnt “NOW” by having your content pinned to the top of users’ feeds. Complement your existing email newsletter and better enable your audiences to always see 100% of your content, 100% of the time! The more time your audience spends on your Community, the greater the advertising and sponsorship opportunities.

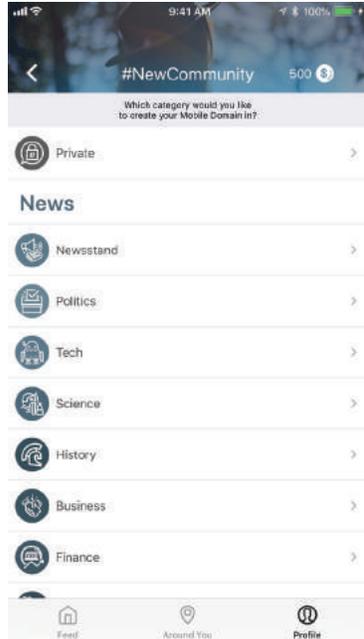
With the mainstream social networks soaking up the majority of digital ad dollars and audiences, MoJo offers the lowest cost and least risk option for restoring direct ownership, control and monetization of mobile audiences.



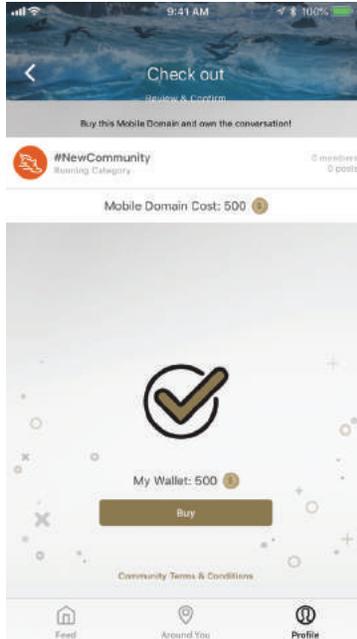
1. Type desired Community name and tap "Create New"



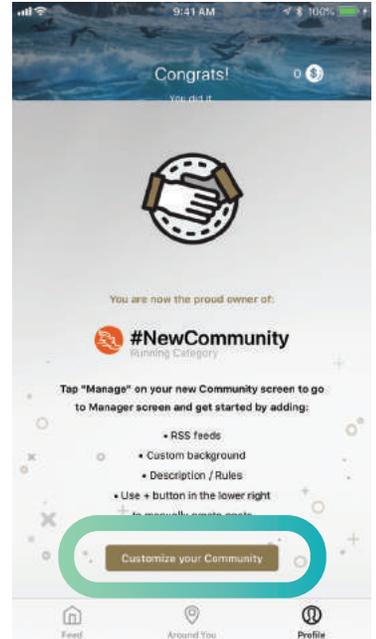
2. Register your Community in a category



3. Review and Buy



4. Customize your new Community

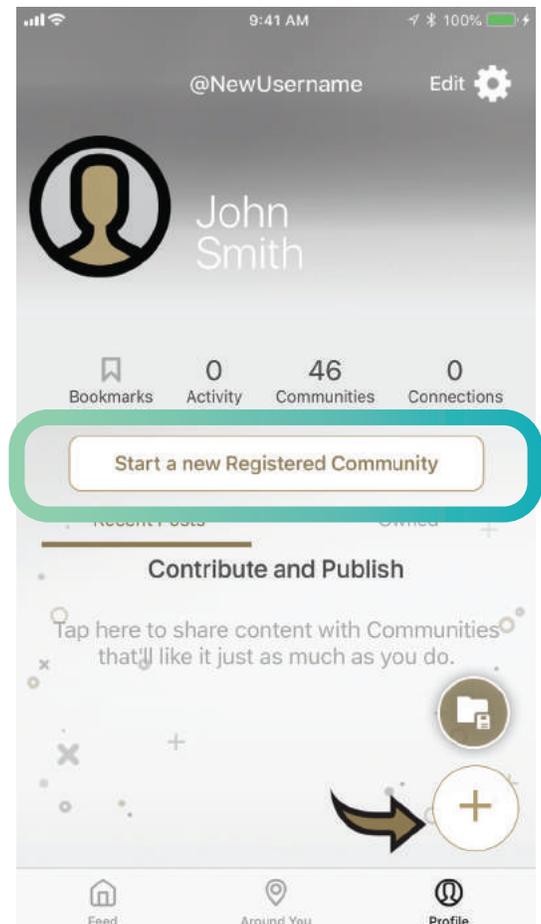


Need help or got questions?
Contact us at help@relevnt.com

STEP 1

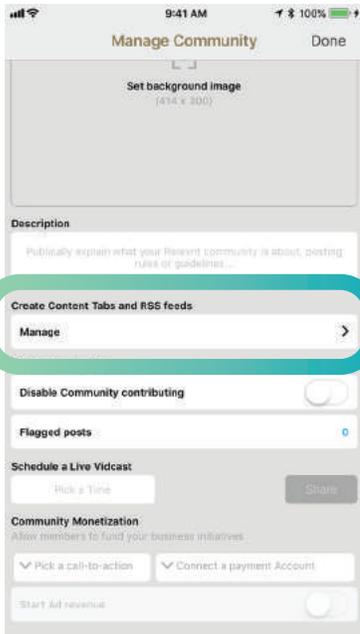
Register Your Community

Go to your Profile to create and buy your new mobile-first domain. Then map it directly to your website where it's uniquely searchable and discoverable on the web. If you're a startup without a website, you can use your Relevnt domain as your primary address.

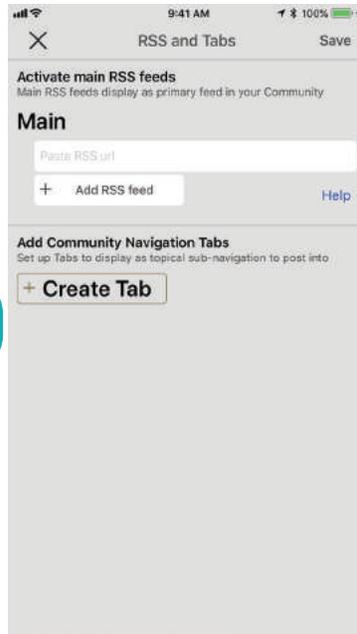




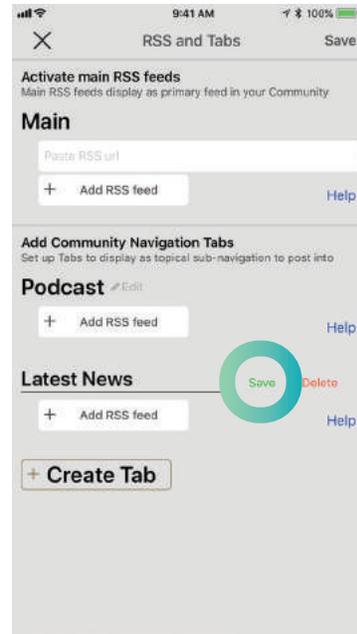
1. Tap Create Navigation Tabs and RSS Manage



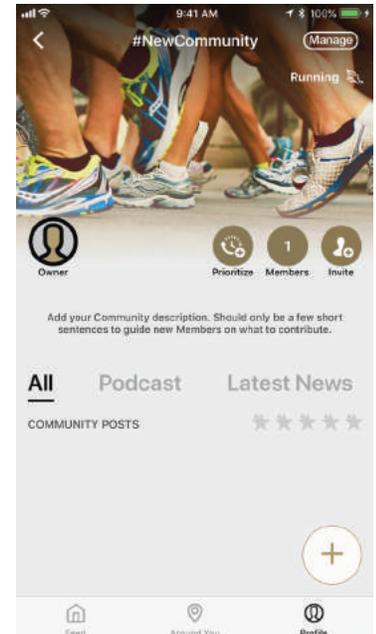
2. Add RSS feeds and/or create new sub Nav Tabs



3. Type in Community sub topics and tap Save



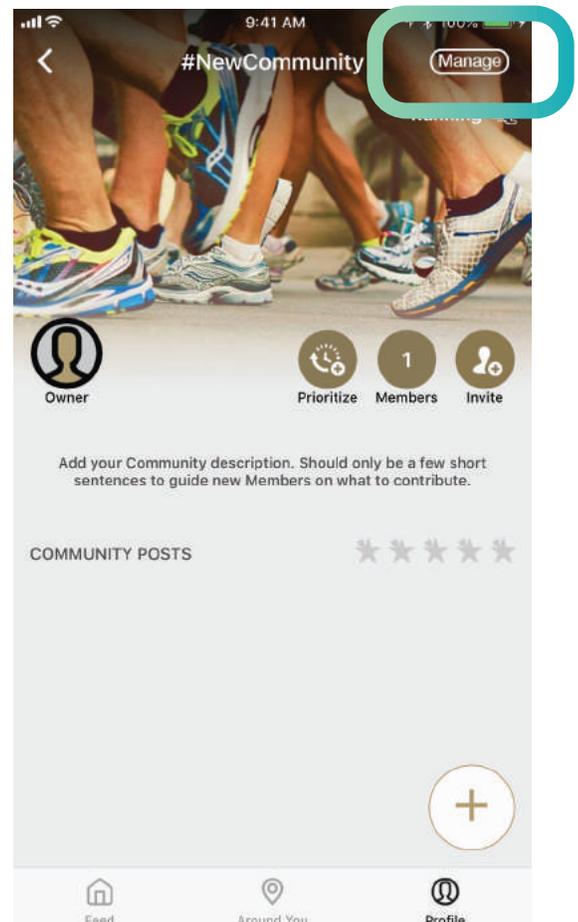
4. View your custom sub Nav Tab buttons



STEP 2

Configure Your Community

Connect your websites' pages RSS feeds to your new Community Navigation Tabs. Then power it up with all new mobile-only topical Nav Tabs where members can post and contribute.



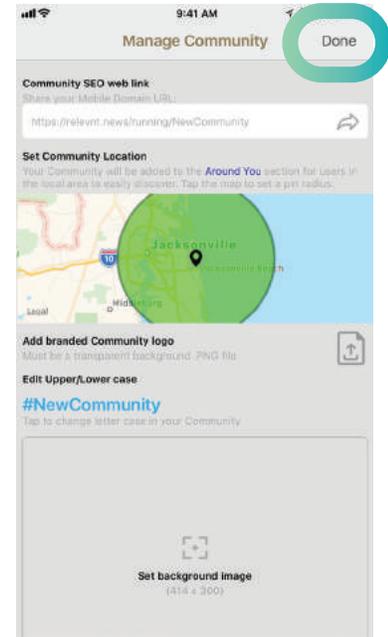
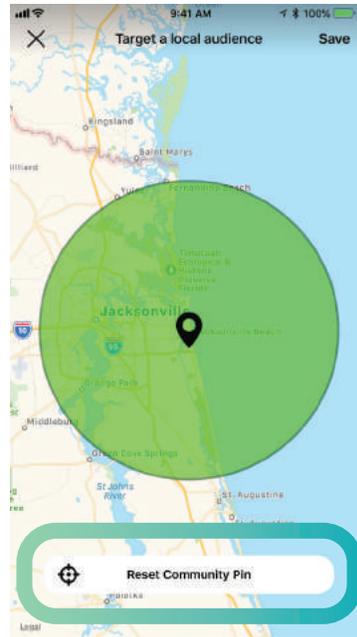
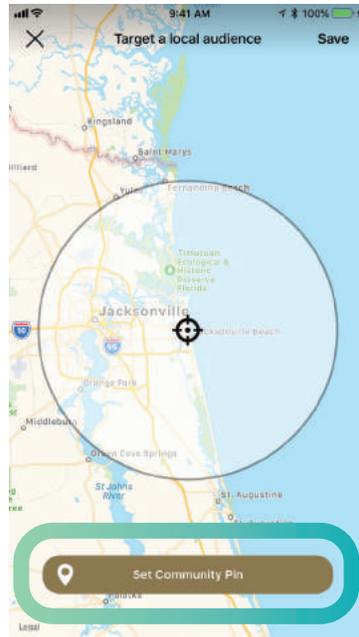
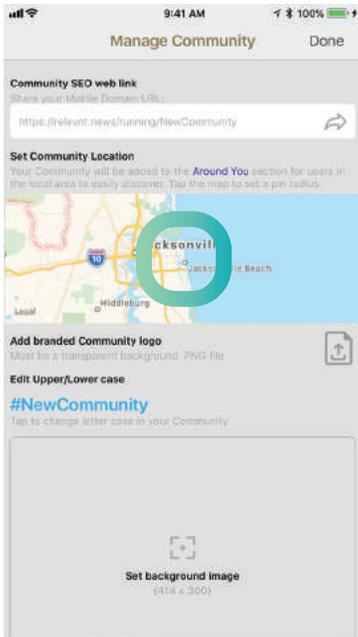


1. Manager - Tap the map to set Location Pin

2. Move the target to desired spot on map and tap Set Pin

3. To remove Pin or change location, tap Reset Pin

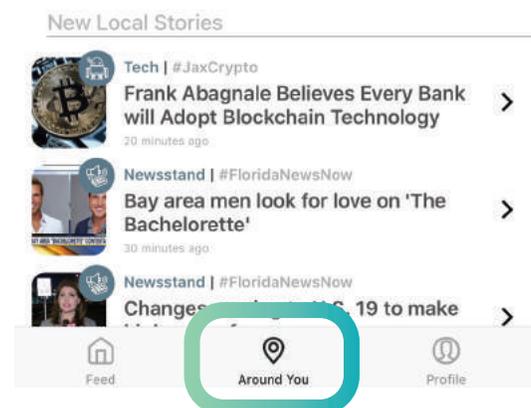
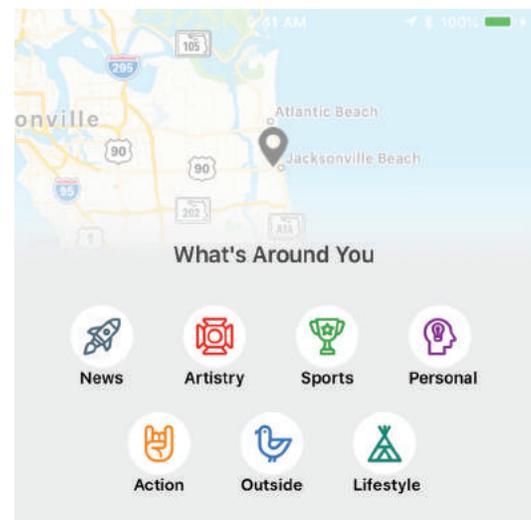
4. Tap Done to exit your Community Manager



STEP 3

Pin Your Community Location

Drop a 25 mile radius location pin for instant local discovery. Allow local users to easily find your content in a whole new way since your Community will be listed in their Around You screen.



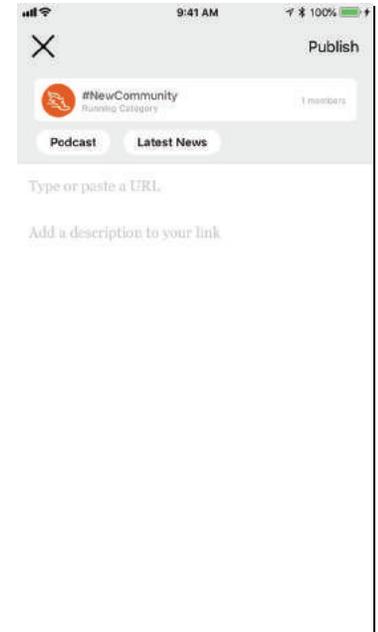
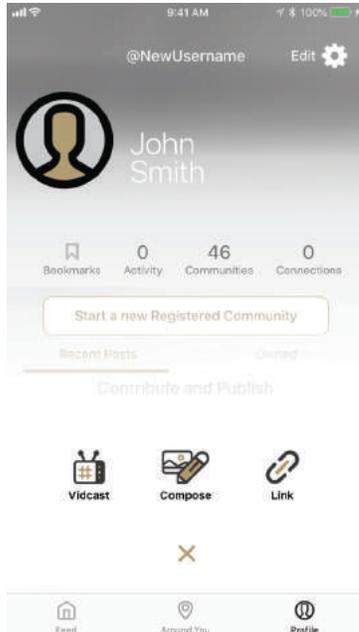


1. Contribute content from your Profile or Communities

2. Go live with a Vidcast show, or topical coverage

3. Compose micro blogs, with images, videos, and gifs

4. Share full content Links with a description

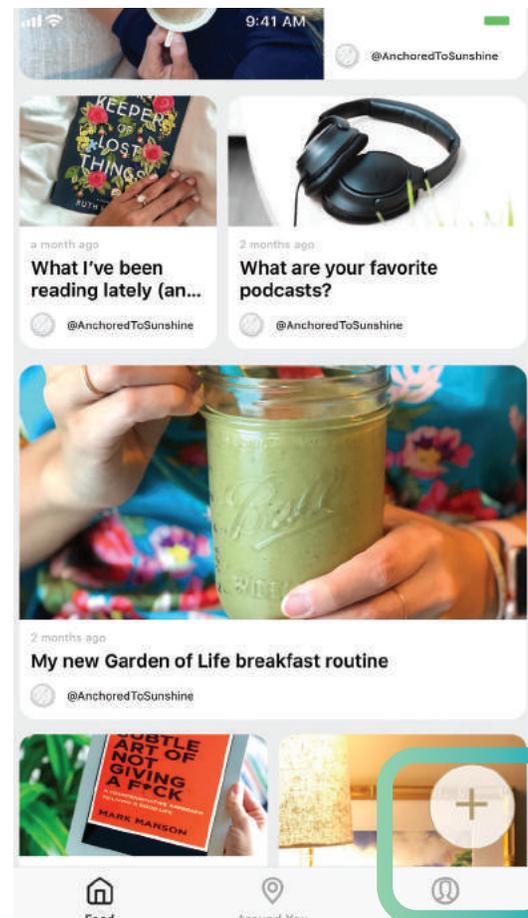


Note: See our Content Creators Guide for more insight and ideas!

STEP 4

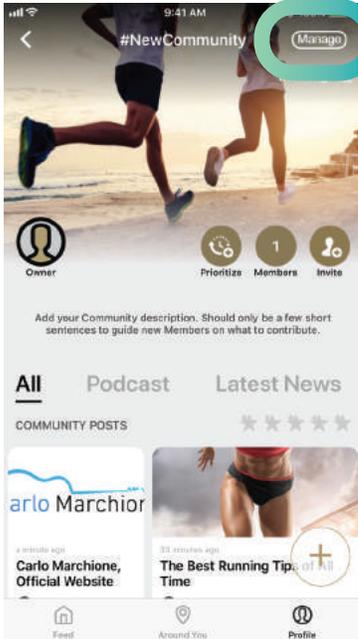
Start Creating and Publishing

Create engaging content with Value-Added Targeted Live Vidcasting, compose mobile-first stories with our full text editor, and share links from other apps and websites into your new Community. Members can rate and review contributed content.

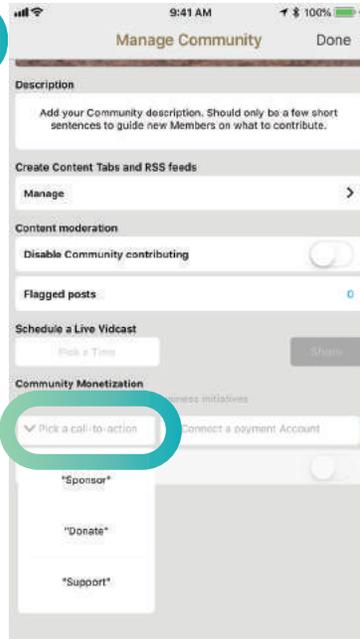




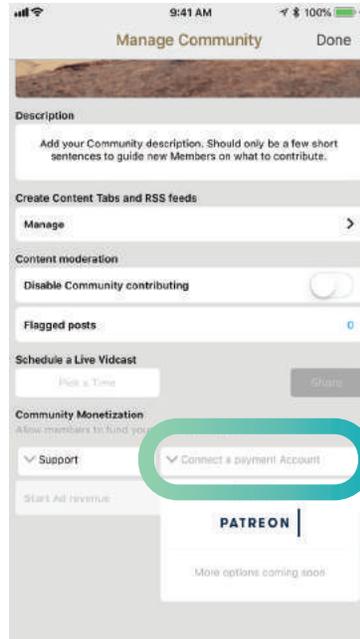
1. Go to Community Manager



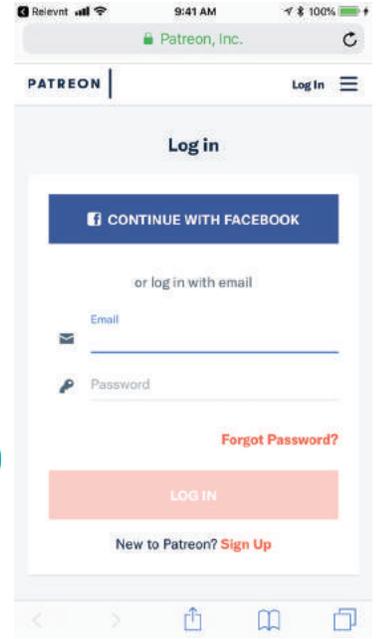
2. Under Community Monetization pick a label



3. Connect a Patreon account



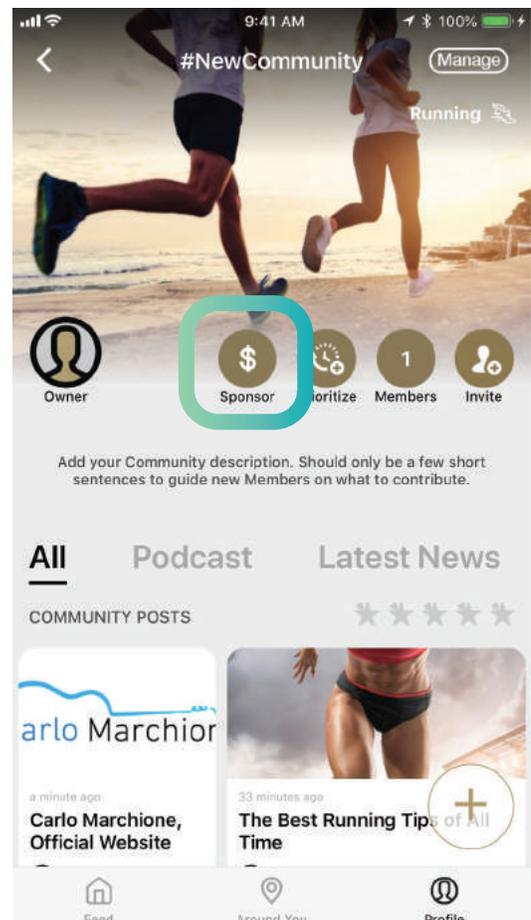
4. Link account by logging in



STEP 5

Monetize Your Content

Drive current and new advertising, sponsorship, and e-commerce partners in support of your new mobile-first Community. More monetization options coming soon.





Relevnt[™]

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local culture around you.



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