



FOR IMMEDIATE RELEASE

**COGOBUZZ™ TO ATTEND FLORIDA RESTAURANT & LODGING SHOW,
SHOWCASING LOYALTY-FOCUSED CUSTOMER ENGAGEMENT SOLUTIONS**

Recently Launched Mobile Marketing Platform on Display at Largest Statewide Restaurant & Foodservice Conference; Demonstrations of Solutions Tailored to Dining, Entertainment Industries Available at Booth #1410 September 15 – 16



Melbourne, FL (September 6, 2019) – [CoGoBuzz™](http://www.cogobuzz.com), an innovative customer engagement solution powered by NConnections, today announced its participation at the Florida Restaurant & Lodging Show, taking place September 15-16 at the Orange County Convention Center in Orlando. The company will showcase its recently launched integrated digital marketing and automation platform, which is designed to drive customer engagement and provide loyalty solutions for independent restaurants, cafes, bars and franchise concepts. Executives will be on hand at booth #1410 to demonstrate the CoGoBuzz™ platform, its marketing automation capabilities and the ways it can encourage customers to dramatically increase their social media engagement rate, ultimately boosting loyalty.

“We look forward to attending this year’s conference and officially introducing CoGoBuzz™ to one of the largest restaurant and foodservice audiences in Florida,” said Stephen Gould, CEO and founder of NConnections. “As a complement to a venue or brand’s overall sales and marketing efforts, our affordable and flexible platform helps business owners drive loyalty, customer engagement and repeat business.”

CoGoBuzz™ has everything a business owner needs, located in one simple box, which plugs directly into an existing internet connection - with no professional IT assistance needed. Once connected, CoGoBuzz™ instantly downloads the business’ settings from the highly secured cloud. On average, a business can be up and running in 60 seconds or less and once connected, clients have access to real-time customer service.

CoGoBuzz™ packages start at \$99 per month and include the following options:

- **CoGoWiFi™**– an easy “plug & play” HotSpot that allows businesses to provide instant, branded WiFi to their guests, and begin building extensive guest profiles. The information collected provides insightful and useful statistics as well as real-time analytics for managers and marketers. Extensive customized reports can be scheduled, automatically e-mailed and conveniently viewed and managed in the CoGoBuzz™ Dashboard, any time.
- **CoGoText™**– a standalone full-service text messaging program that provides personalized texts to customers, unlimited keywords, market segments and more. When integrated into the CoGoBuzz™ solution, the CoGoWiFi™ automatically adds customers to SMS remarketing lists and begins fully automated engagements and delivers social media loyalty offerings. Guests can select the type of messages they receive, such as events and coupons, and a business can tailor those messages on a real-time basis. This feature can also be viewed and managed in the CoGoBuzz™ Dashboard or provided as an additional marketing service.
- **CoGoTV™**– a service that helps drive customer engagement using digital menu boards, interactive digital signage and social media engagement. This platform gives a business the ability to display customer photos as they post using a company’s unique hashtag, creating a sense of excitement, loyalty and enhanced on-site guest engagement.

Developed to provide unique marketing tools to franchise and independent brands in a multitude of industries, CoGoBuzz™ turns guests into brand advocates increasing typical venue social activities utilizing social media and mobile marketing. The solution is built as an open platform and therefore can be a complete ecosystem running independently or easily integrated with any existing marketing programs and services. Whether a local venue or a large-scale business, CoGoBuzz™ is an innovative customer engagement tool for hospitality, food and beverage businesses, main streets and more.

Dan Davis, Central Florida Regional Manager of Votey Enterprises, who operates three Mellow Mushroom franchise locations in Orlando, FL had the following to say regarding their experience with CoGoBuzz™:

“In the world of technology and who has the latest and greatest, we were challenged to find a platform that fit us. When we came across CoGoBuzz, it checked all the boxes. Allowed us to gather information without having to spend time putting in the data ourselves. CoGoTV gives us the ability to show our beer selection or what specials or promotions we may have going on. And finally it was so simple to install and get up and running. They sent us the equipment with clear, plug and play instructions on what needed to be done and once we had purchased and hung up the TV that is the video board, we were up and running 15 minutes later.”

For more information about CoGoBuzz™, please call 866-928-7834, email info@cogo.buzz or visit www.cogo.buzz. To set up a media interview or appointment during the FRLA show, please contact cogobuzz@hemsworthcommunications.com or call 561-441-9692.

About CoGoBuzz™

CoGoBuzz™ powered by NConnections is a powerful mobile marketing solution that combines all the best features of WiFi, SMS, digital signage, social media and customer loyalty through CoGoWiFi™, CoGoText™ & CoGoTV™. The platform provides an innovative way to collect customer data for personalized messages and drive customer engagement to generate loyalty for independent and franchise concepts. For more information about CoGoBuzz™, contact 866-928-7834 or visit www.cogo.buzz.

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