

'I'm bored' extends to Durban, adds Facebook app

The family-friendly, event-listing platform, 'I'm Bored' has extended its services to Durban. It has also added an in-Facebook App, reportedly unique as a South African development, bringing 'What's On' information to Johannesburg, Cape Town and Durban parents and the opportunity to win weekly prizes in each city.

The digital app, which launched in December 2013, is attracting interest from parents, kids and from events and services focused on entertaining and building family cohesiveness, with a Facebook fan-base approaching 30,000 likes.



High quality content

"The new Facebook app allows us to deliver the same high quality, curated content from our mobile app, to users of Facebook within the familiar environment of Facebook and without any extra downloads," says Lorraine Steyn, founder and developer of the app.

"We post daily updates of events in each city, but unlike a Facebook page, where the posts vanish quite quickly in the timeline; our app allows fans to look for events for any day with a simple date selection. Fans also get the 'I'm Bored' suggestions of great places to go with kids, and fans can easily share these events, information and suggestions with their friends.

Because of the popularity of the platform and the success of some of the events that have benefitted from being promoted via I'm Bored, the company has no shortage of prizes for its new in-FB app. For a fraction of the cost of traditional advertising methods, event promoters receive targeted exposure that is proving to have excellent conversion ratios and returns, while the fans not only become aware of the new events/products and services, also get rewarded by checking in daily and earning points and additional opportunities to win.

For more information, go to http://imbored.co.za/?page_id=84.