

Secret World App Says Local Businesses Should Create Value Before Asking for Attention

Secret World App introduces a value-first model where local businesses earn visibility by offering jobs, deals, events and useful opportunities.

NEW YORK CITY, NY, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- [Secret World App](#), a platform connecting creators, local businesses and opportunities, is developing a value-first approach to [local business marketing](#): give people a reason to care before asking for their attention.

Local businesses spend significant time trying to become more visible. They post on social media, run promotions, distribute flyers and compete for attention across crowded digital platforms.

Secret World is approaching that problem differently.

Rather than asking a business to simply advertise itself, the Secret World app gives businesses ways to contribute something useful to the people discovering them.

A restaurant can post a limited-time deal.

A retail store can announce that it is hiring.

A gym can introduce a creator offer or membership.

A business can highlight a new product, menu item or promotion happening that day.



A creator uses the Secret World app outside a local business. Secret World helps people discover nearby jobs, pop-ups, business deals and other opportunities happening around them.

Each one gives someone a reason to discover the business beyond simply seeing another advertisement.

Turning Local Business Marketing Into Participation

Secret World is building this model around its growing [creator community](#).

Creators use the platform to make themselves discoverable, connect with other people, find opportunities and see what is happening around them.

Local businesses can participate in that same ecosystem by adding jobs, deals, events, promotions and other opportunities that may be valuable to the community.

The idea is simple:

“

Machines copy data. They can't copy you showing up.

Post the job. Give the deal.
Not tomorrow today.
Because in an AI world, your community doesn't need your intentions. They need your action.”

Atul Malhotra

promotion.

A creator who visits may also choose to tell friends, bring someone with them or share the business with their own audience.

Instead of treating every customer as a person who must first be reached through an



A local business promotes a creator discount and an open job. Secret World gives businesses a place to post deals, hiring opportunities and other reasons for people in the community to walk through the door.

Business creates value — creators and local users have another reason to engage — the business gains another opportunity to be discovered.

For businesses, that can create several different paths to visibility at the same time.

One person might find a restaurant because it is hiring.

Another might discover it through a creator discount.

Someone else may come across an event or limited

advertisement, Secret World is designed to help businesses become part of the activity already happening within a local community.

From Paying for Attention to Creating Reasons for Attention

Traditional digital advertising often begins with the business paying for placement and hoping the right person notices.

Secret World's approach begins one step earlier:

What can the business contribute that makes someone want to notice?

That could be an opportunity to earn money, save money, attend something, try something new or connect with a local business.

Secret World believes those reasons can make local discovery more useful for both sides.

Businesses gain another channel for local visibility, while creators and users gain a community with more opportunities inside it.

The company describes the model as a reciprocal value loop rather than traditional interruption-based advertising.

The more useful opportunities businesses contribute, the more reasons people have to participate. As participation grows, businesses have more chances to be discovered by creators, customers and people nearby.

For Secret World, the goal is not simply to put another advertisement in front of someone.



Creators come from different backgrounds and industries. Secret World is designed to help local photographers, barbers, DJs, food creators, trainers, sellers and other independent people become easier to discover.



Secret World is built around real-world participation. Creators discover local businesses, visit in person, share what they find and introduce new people to places in their community.

It is to give local businesses a way to earn attention by becoming useful to the community they want attention from.

Kaixiong Zhang
Fastbuck LLC
+1 6466788585
[email us here](#)



Secret World team member Atul describes the idea behind the platform: technology can spread information, but local communities grow when people, businesses and creators take action in the real world.

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