

Secret World App Introduces Digital Storefronts Where Creators Can Find Deals, Jobs, Memberships and Menus

Secret World app introduces digital storefronts where creators can discover local deals, jobs, memberships and business menus.

NEW YORK CITY, NY, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- The Secret World app is expanding its creator platform with digital storefronts that give local businesses a simple way to provide more value to the creator community.

Instead of functioning as traditional advertisements, Secret World app's digital storefronts are designed around useful information people may already be looking for in everyday life.

That includes [local deals](#) to save money, jobs and hiring opportunities to earn money, memberships that provide ongoing benefits, and menus that help people understand what a business offers before visiting.

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When businesses give creators ways to save, earn or find opportunities, they create real value—and real value gives people a reason to discover them.”

kevin zhang- founder of secret world

The idea is simple: creators should be able to discover more than other creators.

They should also be able to discover useful opportunities around them.

A creator looking for work may find a local business that is hiring.



Someone trying to save money may find a nearby restaurant deal.

A regular customer may discover a membership that gives them additional value.

Someone looking for somewhere to eat can view a menu before deciding where to go.

Secret World app brings these different types of information together inside one local discovery system.

A Digital Storefront Built Around Useful Information

Traditional business listings often answer one basic question:

Where is this business?

Secret World digital storefronts are designed to answer a second question:

What can this business offer me today?

A participating business can use its digital storefront to provide information including:

- Deals
- Hiring and local job opportunities
- Memberships
- Menus
- Business information and location details

Secret World calls this a living digital storefront because the information can reflect what the business is offering to its local community.



Secret World app helps creators discover local businesses, save through deals, find hiring opportunities and access memberships.



A creator discovers HomeTaste Kitchen through the Secret World app, where local businesses can share hiring opportunities, memberships, menus, and other value with the creator community.

A restaurant may have a lunch deal.

A salon may be looking to hire.

A coffee shop may offer a membership.

A restaurant may want people to see its menu before walking through the door.

Each storefront gives creators another reason to discover the businesses around them.

Helping Creators Save Money and Find Ways to Earn

Secret World app was built around the belief that opportunities should be easier to discover.

For creators, an opportunity does not always mean the same thing.

Sometimes an opportunity is a job.

Sometimes it is a way to earn extra money.

Sometimes it is finding a business offering something useful nearby.

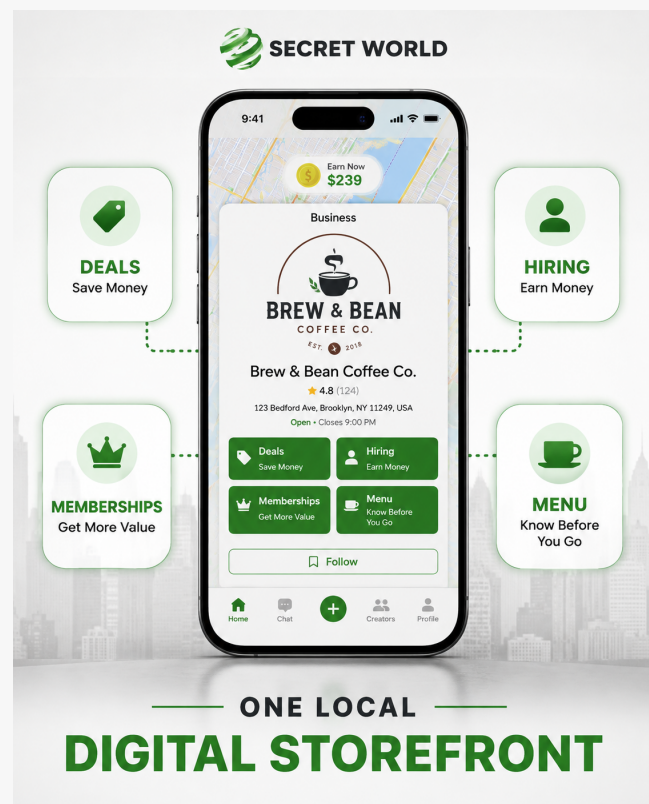
Sometimes it is simply saving money on something the person was already planning to buy.

By allowing local businesses to add deals, hiring, memberships and menus, Secret World can give creators more reasons to return to the platform even when they are not actively looking for another creator.

A person might open Secret World looking for [local jobs](#).



A local business connects with a creator through the Secret World app, where businesses can post hiring opportunities and creators can discover ways to earn.



One local digital storefront. Secret World brings deals, hiring, memberships, and menus together so people can save money, earn money, get more value, and know before they go.

Another may be looking for ways to make money.

Someone else may want to find nearby deals and save money.

Another user may simply want to see what a restaurant serves.

Those different needs can exist inside the same local community.

Secret World describes this as an opportunity layer connecting people, businesses and useful local information.

Businesses Add Value Before Asking for Attention

The business side of Secret World is built around a value-first idea.

Instead of asking businesses to simply place another advertisement in front of people, the Secret World app encourages them to contribute something useful.

A deal helps someone save.

A job helps someone earn.

A membership can reward someone for returning.

A menu helps someone make a decision.

That contribution gives people a reason to discover the business naturally.

Secret World believes this creates a healthier relationship between businesses and creators.

The creator receives something useful.

The business receives another opportunity to be discovered.

Neither side has to exist only for the benefit of the other.

Creator Cards and Digital Storefronts

The Secret World app now organizes its community around two different types of identities.

Creator Cards represent people.

They help creators show who they are, what they do and how others can discover them.

Digital storefronts represent businesses.

They help businesses show what they offer to the community through deals, hiring opportunities, memberships and menus.

The two can exist inside the same local network.

A creator may discover a business.

A business may discover a creator.

A person looking for work may find a local job.

Someone trying to save money may find a nearby deal.

A customer may discover a membership.

Someone deciding where to eat may check a menu.

Secret World app is designed to organize those small everyday opportunities so they are easier to find.

Building a More Useful Local Creator Community

Secret World remains a creator-first platform.

Businesses are being added to the ecosystem because they can make the creator community more useful.

The goal is not to turn creators into an advertising audience.

The goal is to allow local businesses to participate by contributing things creators may actually need.

As more businesses add jobs, deals, memberships and menus, the platform can contain more useful local information.

As more creators participate, businesses gain more opportunities to be discovered by people in the communities around them.

Secret World describes this as a two-sided value loop:

Creators discover opportunities.

Businesses create opportunities.

The community becomes more useful for both.

The company believes local discovery should go beyond simply showing what exists nearby.

It should help people understand what they can do, earn, save, join or discover around them.

That is the role Secret World app is building its digital storefronts to serve.

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