

SOCIAL MEDIA GUIDE



Location Based Services

A Small Personal Agency With **BIG** Results

Location-Based Services: Introduction To Location-Based Services

Mobile is on the Rise

By the end of 2011, Nielsen expects that 1 in 2 Americans will have a SmartPhone*.

That means more people will access the web from their mobile device and connect with brands on the fly than ever before.

Using Location-based services, your organization can tap into that on-the-go market by producing special offers and making it easy for your customers to spread the word about your business.



<http://blog.nielsen.com/nielsenwire/cons.../>

What is a Location-based Service?

Location-based services like foursquare, Gowalla, Where, and Facebook Places use the geolocation functionality of a mobile phone or smart phone to provide people with information and entertainment.

These services allow your customers to “Check-in” wherever they go – like coffee shops, events, restaurants, hotels, airports, or even

private residences – in exchange for both tangible and intangible rewards.



Why do People Check- in?

OK, it might seem crazy at first that people would “check-in”, but they do (and in very large numbers)! The truth is that people check-in for a number of reasons... to tell their friends where they are, to keep a record of what they do, to earn gaming rewards like badges and mayorships, and to unlock specials from participating businesses and venues that reward check-ins.

As a business owner, you can use these features to offer specials, discounts, and prizes for your loyal customers.



Who's Checking-in?

Demographic Profile of US Smartphone vs. Total Mobile Phone Users Who Are Check-in Service* Users, March 2011
% of respondents

	% of total mobile users	% of smartphone users	% of check-in service users
Gender			
Male	48.0%	53.9%	49.2%
Female	52.0%	46.1%	50.8%
Age			
13-17	7.1%	6.0%	8.3%
18-24	12.5%	17.5%	26.0%
25-34	17.6%	27.3%	32.5%
35-44	16.8%	21.8%	18.7%
45-54	17.8%	15.0%	9.7%
55-64	14.1%	7.8%	3.0%
65+	14.0%	4.7%	1.7%
Employment			
Full time	38.9%	53.3%	46.6%
Part time	10.5%	9.0%	10.2%
Not employed but not retired	15.1%	12.5%	13.5%
Full-time student	14.6%	16.5%	23.3%
Retired or other	20.9%	8.8%	6.3%

Note: numbers may not add up to 100% due to rounding; three-month average for period ending March 2011; *e.g., Facebook Places, foursquare and Gowalla
Source: comScore MobiLens as cited in press release, May 12, 2011

127842 www.eMarketer.com

Select Mobile Activities of US Check-in Service* and Smartphone Users, March 2011
% of respondents

	% of smartphone users	% of check-in service users	Index**
Used application	85.0%	97.5%	115
Used browser	82.3%	96.3%	117
Accessed news	47.2%	61.9%	131
Accessed restaurant information	27.6%	45.9%	166
Accessed tech news	27.1%	40.3%	149
Recall seeing web/app ads	27.5%	38.7%	141
Accessed online retail	17.9%	32.6%	182
Media tablet user	19.6%	28.2%	144
Accessed shopping guides	14.3%	25.0%	176
Accessed travel service	11.8%	22.0%	186

Note: three-month average for period ending March 2011; *e.g., Facebook Places, foursquare and Gowalla; **percent of check-in service users/percent of smartphone users x 100
Source: comScore MobiLens as cited in press release, May 12, 2011

127844 www.eMarketer.com

<http://www.emarketer.com/Article.aspx?R=1008410>

LBS Are Good For Business!

While Location-based services (LBS) aren't for everyone, they can be good for business!

How?

Location-based services give you a great way to **identify and reward** your **frequent customers**.

Best of all, these services offer **FREE word-of-mouth advertising and promotions**. Every time one of your customers checks-in at your location, they're telling their friends about your business.

There are several Geolocation or Location Based Services out there. You can choose to use one or all of them -- it's really up to you. In this section, we're going to look at foursquare and show you how to **set up your account, claim your venue, create specials, and run campaigns**.

Know Your Options: foursquare

Foursquare is one of the most popular geolocation services in the US. We're going to show you how to claim your listing on foursquare and how to use game mechanics like "mayorships" and badges to promote word-of-mouth advertising for your business.



Did you know? In 2011, foursquare increased its user base to over 7 million registered users.

Know Your Options: Facebook Places

Facebook Places leverages the existing Facebook network of over 500 million users to let you share where you are, connect with nearby friends, and find local deals.



Know Your Options: Gowalla

Gowalla is currently one of the top three most buzzed about location-based services.

Using Gowalla you can check-in to a location, share your location with friends, post photos, and even earn Passport Stamps.



Know Your Options: Yelp

You may know Yelp as a ratings and reviews site, but their mobile app lets you check-in to and review the stores and restaurants you visit.



Know Your Options: WHERE

WHERE's especially big on the East Coast, and can help you locate the nearest gas station or Starbucks using their mobile app.

WHERE has a range of location-based services, including mobile advertising as well as search and recommendation services.



What the Experts Are Saying

Don't just take our word for it, see what Chris Heine from ClickZ News and Steffan Antonas from Lifecast Media have to say about Foursquare and its significance to small businesses.

(When viewing in a browser this would be video or other non-printable content. Please visit <http://www.socialquickstarter.com/content/84-introduction-to-location-based-services> to view.)

Location-Based Services: Overview of foursquare

What Can Users Do on Foursquare?

For starters, they can use their mobile phone to check in at a venue. This lets their friends know where they are – so they can meet up, or ask questions about the cool places they've been.



Points, Badges, and Mayors

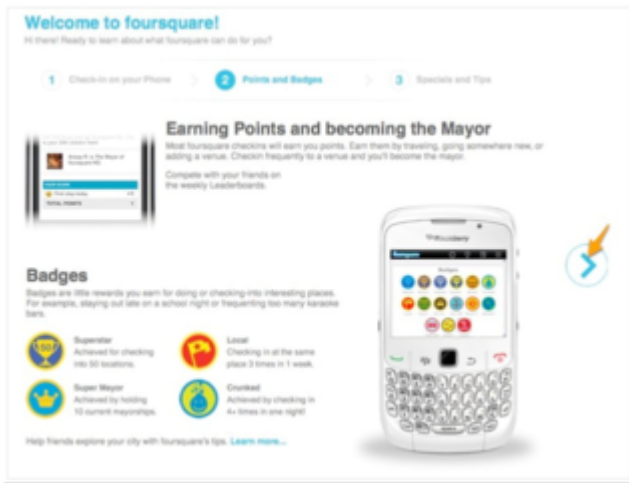
Users can earn points and badges when they check-in, and when they check-in at a certain place on a regular basis, they could become the "Mayor" of that location and tell the world about it!

Later we'll discuss how you can reward your loyal customers for checking in at your venue by running Specials.

What is a foursquare "mayor"?

Foursquare mayorships are awarded to your customers with the most days checked into your venue over the last 60 days (as long as they've uploaded a profile photo).

The mayor will always be visible on your foursquare venue page as well as on all the mobile clients (good for special verification/redemption). This title is up for grabs for customers that visit you often, you can't do it if you're an employee or owner. You can provide rewards to those crowned once your venue has been claimed by using the specials management section.



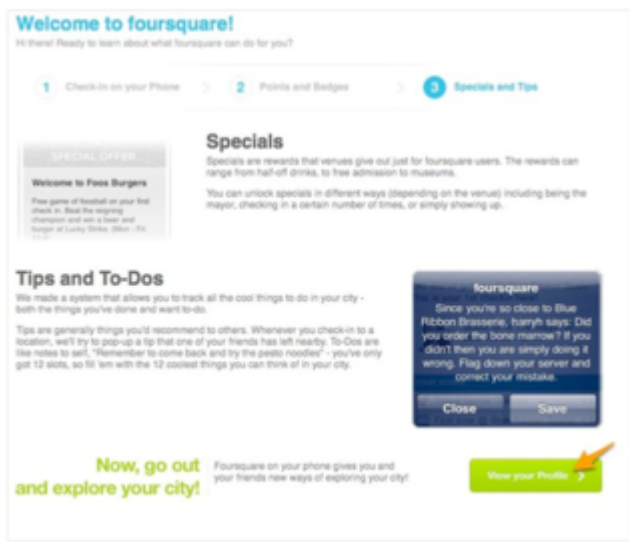
What Foursquare Can Do For You

Enough playing around! Let's talk about what foursquare can do for your business.

As a Venue, you can list Specials that will be shown to users and customers when they check-in.

Your customers can also post Tips and To-Dos about your business for people who check in at – or near – your location.

So treat everyone like a VIP and reap the rewards!



Here's What You Need to Do

- Claim your listings
- Ensure the information is correct

-
- Monitor your check-ins and reviews

Remember: People will check-in even if you don't claim your page. So why not take the opportunity to reward and recognize loyal customers?

Let's Get Started.

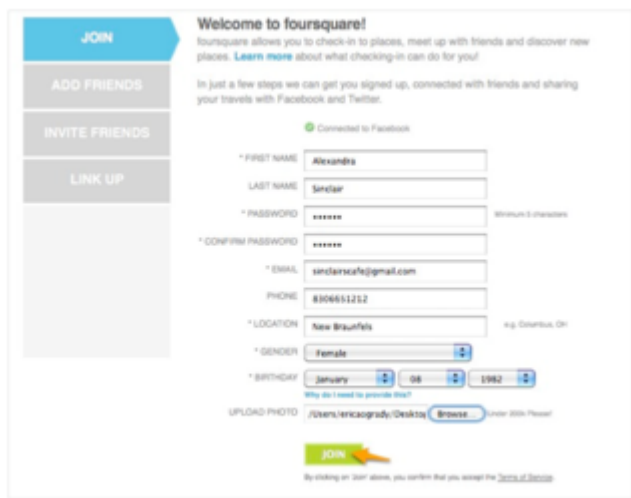


Location-Based Services: Creating Your foursquare Account

If you already have an account, you can skip ahead to [Claiming Your foursquare Venue](#).

Step 1

Create a foursquare Account. Start by filling in your info, and **Click Join**.



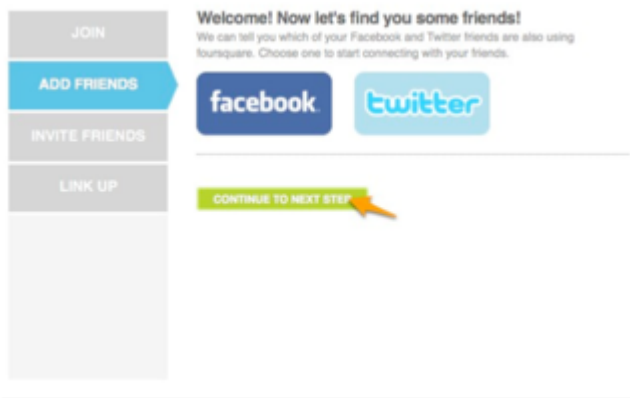
The screenshot shows the 'Welcome to foursquare!' sign-up page. On the left is a vertical navigation menu with buttons for 'JOIN', 'ADD FRIENDS', 'INVITE FRIENDS', and 'LINK UP'. The main content area contains a form with the following fields: 'FIRST NAME' (Alexandra), 'LAST NAME' (Singer), 'PASSWORD' (masked), 'CONFIRM PASSWORD' (masked), 'EMAIL' (sincarsafe@gmail.com), 'PHONE' (800661212), 'LOCATION' (New Braunfels), 'GENDER' (Female), and 'BIRTHDAY' (January 08, 1982). There is also an 'UPLOAD PHOTO' section with a 'Browse' button. A green 'Join' button is at the bottom, with a note: 'By clicking on "Join" above, you confirm that you accept the Terms of Service.'

Step 2

If you'd like to add your friends from Facebook or Twitter to foursquare you can. Just click on the buttons.

We're going to continue on.

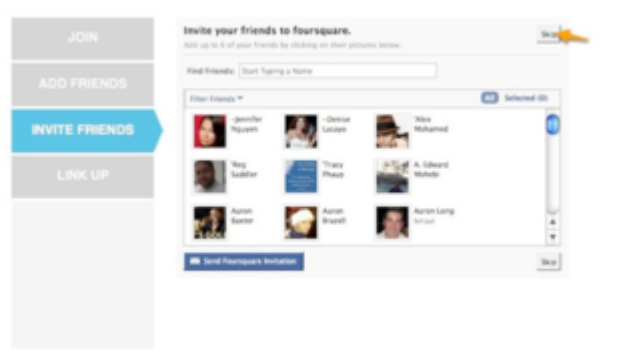
Click Continue to Next Step.



Step 3

If you'd like to invite friends to join you on foursquare, you can from this screen.

For the moment, we're going to keep going, so **Click Skip**.



Step 4

By connecting your Facebook and Twitter accounts, you can make it easy to share your foursquare check-ins with friends on other Social Networks. There are several reasons why this is a good idea, but we'll cover those later.

For now, let's skip ahead.

Click Okay! I'm Done!

- JOIN
- ADD FRIENDS
- INVITE FRIENDS
- LINK UP

Share your foursquare updates with other services?

You can post your foursquare checks and accomplishments to your Facebook and Twitter profiles.



OKAY! I'M DONE!



Please remember you can always go to your [User Settings](#) page to adjust your account and contact info, privacy controls, email preferences and options linking to Twitter and Facebook.

Location-Based Services: Claiming Your foursquare Venue

Step 1

In a browser **Go To:** <http://foursquare.com/business/>

Click on Venue Owners and scroll to the middle of the page to see foursquare's great tutorial on how to claim and promote your venue.

The screenshot shows a navigation bar with the following items: Quick Start Guide (highlighted), Foursquare Specials, How Users Discover Specials, Promoting Specials, Specials Redemption, Venue Stats, and Get started! Claiming your Venue. Below the navigation bar is the 'Quick Start Guide' section, which includes three steps:

- 1. Claim your venue**
Log in to foursquare, find your business's page (by searching for your venue), and then click on "Claim this venue."
- 2. Create a Special**
After claiming your venue, you can start creating Specials to get new customers and keep your loyal ones coming back.
- 3. Tailor your campaigns to maximize your business**
Use the data in our Venue Stats Dashboard to help you figure out what's working and get more people in your doors.

Illustrative images for each step include: a 'Do you manage this venue? Claim here' button, a 'SPECIAL OFFER' card, and a 'Venue Stats' dashboard with a bar chart. At the bottom right, there is a 'Next >' button with an orange arrow pointing to it.

Step 2

Start with the basics. Enter your business name and location.

Click Search.

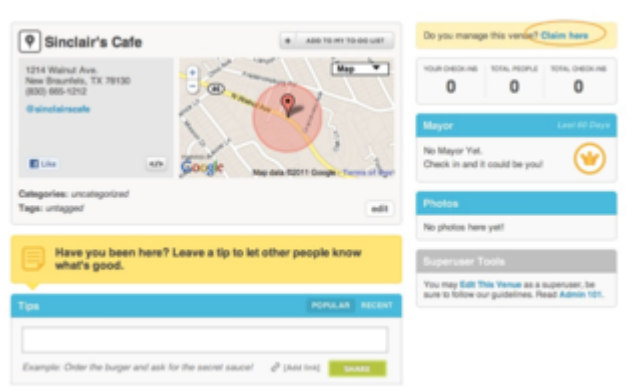


Step 3

Foursquare will locate your venue for you. To claim it **Click Claim Here**.

This will take you to a set of prompts asking you to verify your phone number and create your first special.

Make sure you're authorized and then just follow along. Remember to ask for a Check-in on foursquare Sticker for your window.



Location-Based Services: Understanding foursquare Specials

Make Your Customers Feel Special

Offering specials gives customers a reason to check-in, and even return to your business.

There are lots of different types of specials that you can offer. No matter what the type of special, make sure it's one your customers want, and one you'll be able to easily handle!

Remember that every time someone checks-in to your location, it's the equivalent of a word-of-mouth referral, so customer experience is key.

Type of Special	How it Works	Your Goal	A Successful Example
Mayor Special	The foursquare Mayor is the most frequent visitor to your venue over the past 90 days. This is a way to reward your best customer, while sparking competition for the prize.	Helps encourage repeat visitors, and creates a fun game around frequenting your venue.	The Mayor gets one free drink, every day of his/her reign. Plus, your favorite burger will be named for you on our menu if your reign lasts at least a week!
Frequency Special	Like a loyalty card or punch card, this is a Special that customers can redeem every X times they visit (you get to set how many visits).	Any customer can earn this reward, like a free coffee every five visits. It encourages people to stay loyal to your business and keep coming back.	Free side dish every 2nd check-in, with purchase of a dinner entree!
Count Special	This is a one-time Frequency Special. Use it to reward people on their first visit, or give them a special treat after their fifth one.	This is great for attracting new customers, with a reward for a first visit or a Special one-time offer for coming back.	On your fifth time dining with us, meet the chef for the option of a custom meal not on the menu (at regular price)!
Custom Special	These Specials are available to customers on every check-in, but based on whatever conditions you choose.	This is great for promoting deals specific to your venue, like a discount on a specific item.	If 12 or more people are checked in to the bar, a round of bartender's choice shots on the house!
Venue Regulars Special	This Special encourages users to come back in short time spans, for instance, it could be three visits in a week.	This is good for increasing short-term repeat customers, like trying to get people to come three times a week.	Enjoy March Madness at J. Fury's and unlock free buffalo wings!! Check in 3 times during the NCAA Tournament's first two weeks and get a free double order of wings!

Three Ways For Users To Discover your Specials

How users discover Specials within foursquare

To help our users find Specials, we show them Specials nearby to where they are. For instance, if a user is in your venue, they'll see your Special presented within their foursquare app on their phones. But they don't have to be visiting your place; if that user is nearby, they'll also see your Special, and they'll know that they can stop by to redeem it.

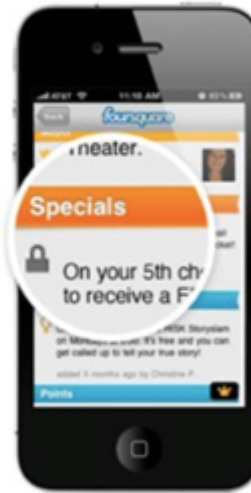
There are three ways that users can discover your Special within foursquare:



When users are looking at the nearby "Places" tab on their phone, venues that have active Specials are highlighted.



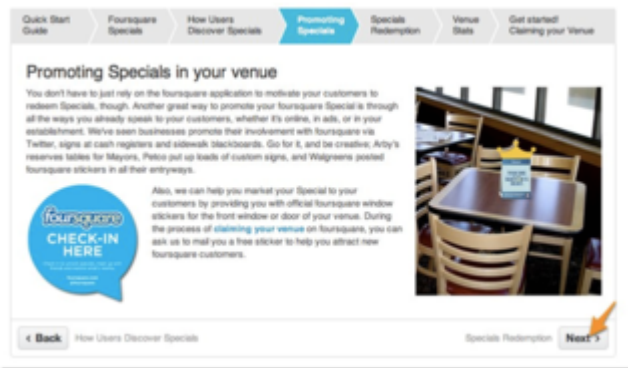
If a user checks in close to your business, they'll see that there is a "Special Nearby." By clicking through, users can get more detail on your Special.



When a user checks in to your business, they'll see that you are offering a Special.

Spread the Word

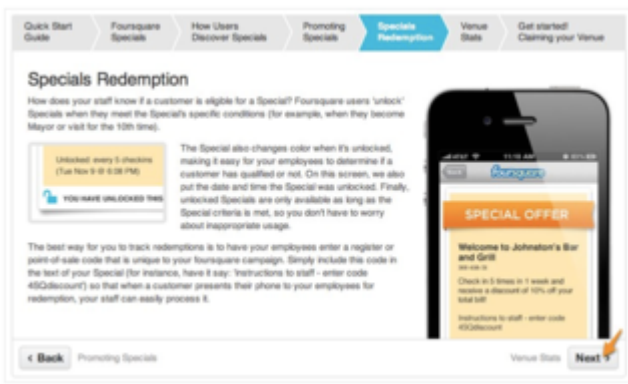
With any promotion, it's only effective if people know about it! Make sure you use in-store signage to let people know they can find you on foursquare (foursquare offers this for free to venues), include it in your email newsletters, and make mention of it on social networks like LinkedIn and Twitter.



Successful Specials

Offering specials is only effective if your staff can easily and enthusiastically redeem them. Here are three tips for making your staff a part of providing a great check-in experience:

1. **Educate Your Staff.** Post the offer in the break room and explain how foursquare works in the process.
2. **Reward Your Employees.** Give a reward to the employee who redeems the most offers in a week or month.
3. **Make The Offer Easy.** Post the offer...and instructions on how to redeem... at the register so it's easy for your staff to fulfill the offer.





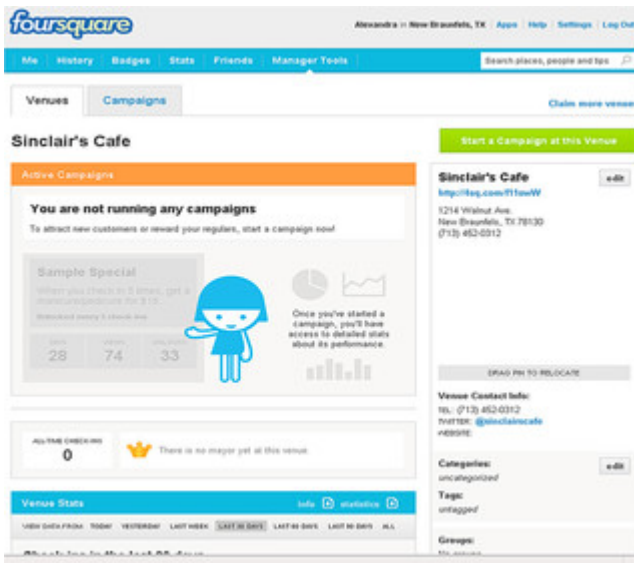
Location-Based Services: Setting Up foursquare Campaigns

Step 1

Log into foursquare and **Click On Manager Tools**.

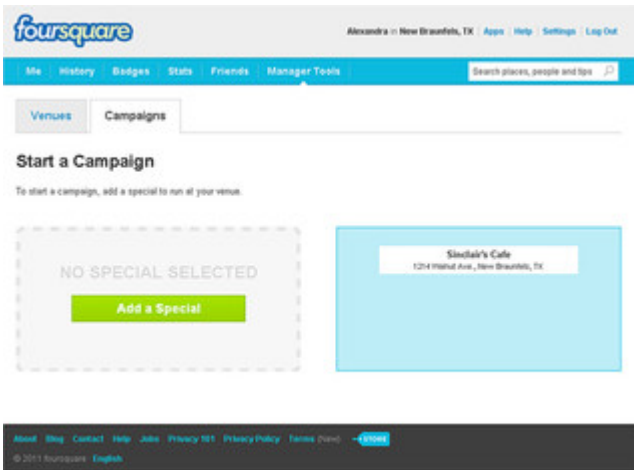
Step 2

Here's your campaign dashboard. It's pretty empty because this is your first campaign. **Click On Start a Campaign at this Venue**.



Step 3

To start a campaign, you'll need to choose your venue and **click Add a Special**.

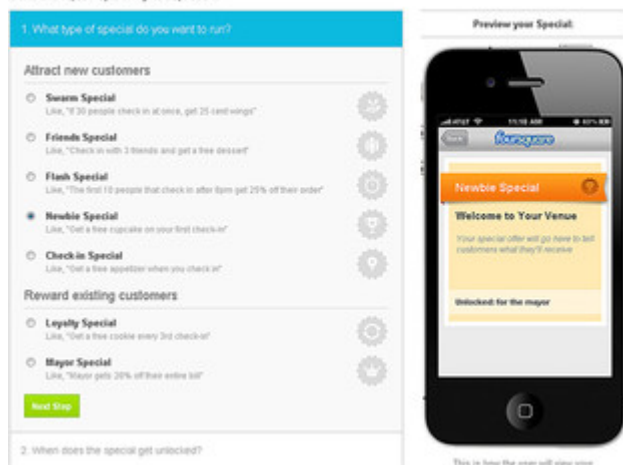


Step 4

Choose which kind of special you want to run and then **Click Next Step**. In this case we'll choose a newbie special, so we can reward people checking in for the first time.

Start a Campaign — Add a Special

Create a new special by following the steps below.



Step 5

Now you need to decide when the special gets unlocked. With a newbie special the special is unlocked when a user checks in for the first time. **Click Next Step**.

Step 6

Write the text that will let customers know what kind of offer they're in for, and show them how to redeem it. Then **Click Next Step**.

Venues Campaigns

[Back to your campaign](#)

Start a Campaign — Add a Special

Create a new special by following the steps below:

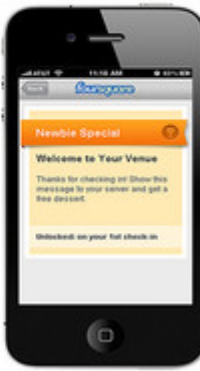
1. Attract new customers with a **Newbie Special**
2. Unlocked when a customer checks in for the first time
3. What is the offer?

Offer Description
The offer the customer sees when they view your special.

Thanks for checking in! Show this message to your server and get a free dessert.

Advanced features (optional)

Preview your Special!



This is how the user will view your special after they've unlocked it.

Step 7

Add in the fine print – like rules or conditions on the offer – and then **Click Create Special**.

Congratulations!

Your Campaign is ready to go! You might want choose an end date. Then **Click Start Campaign Now** and you're on your way.

foursquare Alexandra in New Braunfels, TX | [Apps](#) | [Help](#) | [Settings](#) | [Log Out](#)

[Me](#) | [History](#) | [Badges](#) | [Stats](#) | [Friends](#) | [Manager Tools](#)

Venues Campaigns **Specials**

Start a Campaign

To start a campaign, add a special to run at your venue.

Newbie Special 6/20/11

Thanks for checking in! Show this message to your server and get a free dessert, on your first check-in.

Stetler's Cafe

124 West Ave., New Braunfels, TX

Your campaign is complete and ready to activate!

Set an end date for this campaign (optional):

By setting an end date, your campaign will automatically end at 11:59PM in your local time zone.

[Or save this campaign for later.](#)

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Location-Based Services: Checking Your Venue Stats

Know Your Stats

For businesses, one of the most valuable parts of becoming a verified venue on foursquare is the awesome statistics platform. It helps you connect with your best customers and monitor who's checking in and when.

The mayor appears at the top, followed by graphs of the venue's check-in statistics (which can be broken down by different time periods), including:

- Total check-ins, check-ins per day and a graph showing the days users have checked in
- The "social reach," or what percentage of check-ins are shared with Twitter and Facebook
- Breakdowns of check-ins by gender, age and time