

foursquare[®]

for business

A tactical guide to enhancing your presence



Social Local Mobile

- Intersection of social, local and mobile media
- Evolving UI requires new strategy
- SoLoMo platforms help brands and businesses acquire more engaged audiences
- GPS-enabled phones allow users to “check-in, ” earning points and badges

+ ROI: Businesses, Brands, Benefits

- 1 billion check-ins as of last week
- 10 million users as of June
- 500,000 “merchants” on foursquare
- Brand Loyalty 2.0: be where your people are

foursquare™ FOR BUSINESS





Adding another platform

Questions to answer before creating a new social media account

- Is your campaign location based?
- Who are your customers?
- Can you commit the resources?
- Are you comfortable with the platform?
- Will you make this part of a long-term strategy?

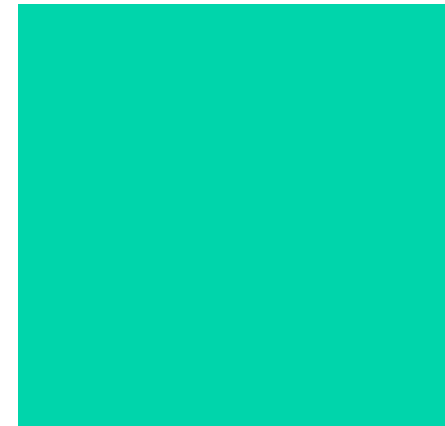


+ Where to start

- Create a Twitter account if you don't have one already
- “Create a Page” on foursquare
- Connect the account to your Facebook page
- Leave tips
- Create Specials



The screenshot shows the Yext PowerListings dashboard. At the top, there are navigation icons for Places, Listings, Reports, and Account, along with the Yext logo. The main content area displays a listing for 'Silver Moon' at 309 N Roberts St, Fargo, ND 58102, with a phone number (701) 306-9097. A yellow banner highlights the offer: 'Free appetizer with any entree!'. Below this, a message states 'Your offer has been updated. Last updated less than an hour ago.' and an 'Edit Offer' button is visible. A 'PowerListings Status' section shows a 'Foursquare ACTIVE' badge. A modal window titled 'Customize Foursquare Special' is open, providing options to use a normal special or create a customized one. It lists several special types: Swarm special, Friends Special, Flash Special, Newbie Special, Check-in Special, Loyalty Special, and Mayor Special, each with a brief description and a 'Next Step' button.



Foursquare's API

+ Mobile scavenger hunt



“We have early indications that many of our customers are eager to interact with us on Foursquare, and we intend to increase our activity on it going forward.”

– Gabrielle de Papp
VP Corporate Public Relations
Neiman Marcus

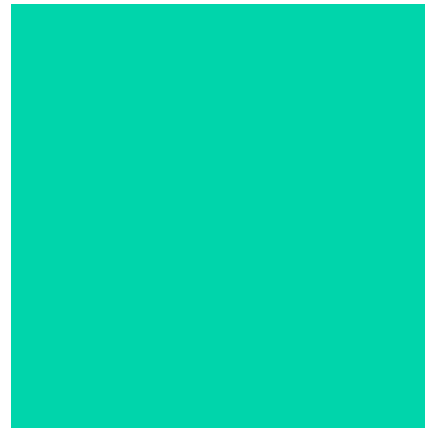
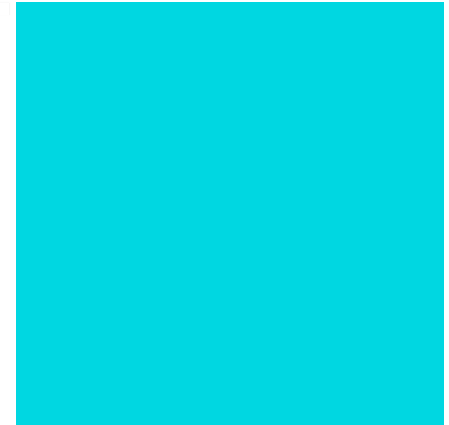


+ Brands beyond Borders

- Brands vs. brick and mortar
- ESPN
- Pepsi
- Nonprofits and NGOs



Monitor
Listen
Participate

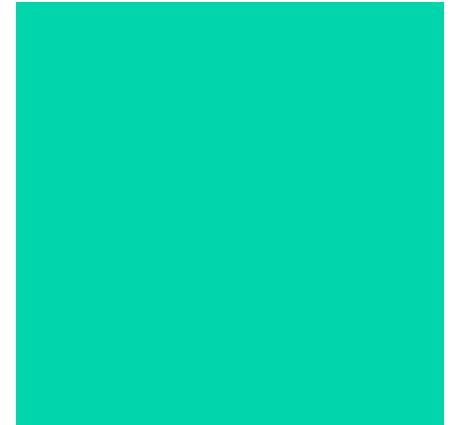


Beyond Tactics

Making foursquare part of the strategy

Digital Rx

- Create a plan
 - Creatively find ways to encourage your audiences' active participation
 - Integrate the strategy with your broader digital media plan
- Show, don't tell
 - Make sure your story gives people reason to interact
- +
 - Measure and adjust
 - Use data to inform your next steps and targeted branding strategies





SANDRA PEREZ
@sandramperez
sperez@levick.com

