




# The Location-Based Social Networking Website For Mobile Devices

A close-up photograph of a person's hand holding a black smartphone. The hand is positioned on the left side of the frame, with the thumb resting on the screen. The phone is held vertically, and the background is plain white.

The reward-based social networking app that announces a user's location to select friends, awarding the user prizes when they visit their favorite public places more than others in their area



# Using Foursquare for Business

## Introduction

New social media mobile apps allow users to update their followers on everyday whereabouts - from pumping gas at the service station or stopping for a quick bite to eat at their favorite restaurant or heading off to the Laundromat. "Checking in" is a new feature offered by mobile apps and many social sites like Facebook and Twitter. Foursquare took the status update concept and created an entire social media site around this one feature. Foursquare provides a way for users to "check in" when shopping at their favorite store or eating at their favorite restaurant. The user can let their friends and family know where they are and also where they like to be.

Businesses can take advantage of Foursquare's features and use it to expand the awareness of their business, which can turn into revenue increases. The best part -it's FREE! The Foursquare Merchant Platform provides an outlet for your business to give special deals to your loyal patrons who "check-in" to your business as well as engage with your customers and fans. The following "How to" Quick Guide will give directions on how to setup this platform for your business and make the most out of your Foursquare experience.

## Foursquare History

Foursquare was launched in March 2009 by co-founders Dennis Crowley and Naveen Selvadurai. This social medium was developed to provide a new way for users to meet up, explore new places to patronize, and gain a special deal through the convenience of their cell phone. As of September 2011 Foursquare serves a community over 10 million worldwide with over a billion "check-ins". The Foursquare Merchant Platform contains over 500,000 businesses.

Why sign up?

The following are benefits of signing up:

- It will open your business up to more customers. It allows your business access to monitor your business growth/progress throughout your special offers.
- It provides your loyal patrons with great deals which guarantees they'll return.



# What do I have to do? You have to "Claim, Create, & Grow!"

## Claim

To begin, you will have to "claim" your business on the foursquare site by visiting this page: <https://foursquare.com/business/merchants/claiming>.

1. Find your listing on foursquare by entering your business name and location then click search



2. Once you've found your business (franchisee, make sure you verify the proper address), you will need to click the "Do you manage this venue? Claim here" link on the right side of the page with your listing. \*\*Make sure you are logged in so that you are able to see the "claim" link. No account? Create one here!\*\*
3. Manager verification will be sent via phone or mail to make sure that you are the owner of the claimed business.

## Create

Once your listing is claimed and verified, the next step is to create a special promotion for your business. Based on the type of special promotion you offer your patrons, your listing will display one of the icons below which will raise awareness of your business' special promotion among the Foursquare community.





Here are some tips provided by Foursquare that can help you get the most out of your specials:

- Try running two Specials at once. That way, you can target two different groups, like one for your loyal customers and another for new ones.
- Track the performance of your Special. Make sure to keep a record of how things are doing (you can use the data from your [Merchant Dashboard]) and adjust to make it as successful as possible.
- Try new things! Having a slow day? Put up a foursquare Special (they go live right away) to get more people in the door. Want to attract a lot of attention? Run a Swarm Special (it only unlocks if you pass a certain number of people checking in) so that people will bring their friends!

There are also creative ways to advertise your business' participation in Foursquare. Upon sign up, you will receive a window cling to display within your business to remind patrons to "check-in".

To make sure your special promotion is functioning properly for your patrons; your staff can view an "unlocked" special which can be redeemed. In addition, some businesses may have special codes to use at their registers in which makes the redemption process easier.

**\*\*Remember: You can only create a special when you've claimed your business\*\***

Grow!

Once you have claimed your business and created a special you have the ability to view and track your business growth by having full access to the Merchant Dashboard. The Merchant Dashboard provides real time data regarding your customers daily check ins, most recent and frequent visitors, gender, times of day customers check in, some of your Foursquare check ins are even displayed via Twitter and Facebook. The Merchant Dashboard is a very useful tool that can aid in creating the type of specials you offer.





## Conclusion

This guide should prepare you to utilize this social media outlet to enhance and grow your business. Foursquare not only offers ways for everyday patrons to gain deals from their favorite places, businesses can use this tool to their advantage as well as track their performance by registering, claiming, and providing a special for customers.

To read how other businesses have benefited from Foursquare business, click here to read Company Case Studies. <https://foursquare.com/business/merchants/casestudies>.

Are you ready to grow your business? Click here. <https://foursquare.com/business>

### Quick Tip

One way to see how it works from a Customer side is to sign up as a member. Use it to check in and get specials to see what you like and do not like. It is always good to see it from the Customer's perspective. To sign up for Foursquare, click here. <https://www.foursquare.com/>