



How-To Guide: Foursquare Marketing

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Foursquare Marketing

About Foursquare

- Foursquare is a location-based check in application.
- Your customers can check into your small business with a GPS-enabled mobile app.
- The app has evolved to incorporating restaurants' menus, reviews, and promoted specials and deals.
- For brick and mortar locations, Foursquare enables customers to be able to physically check into your store, restaurant, beauty salon, etc.



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Step 1: Claim Your Venue

- To claim your venue, search for it on Foursquare.com
- It's likely that someone has already created your venue to check into it, and you can claim it by proving that you own it.
- If you can't find it or you are opening a new venue, click "Add a new venue to Foursquare," which is at the bottom of the page.
- Fill out the information in the wizard.
- Once all the information is plugged in, your venue page will come up.
- Click "Claim here" on the venue page.

Name:

Address: Cross Street:
Not sure? Check [Google Maps](#). Like: "at 5th Ave." or "btwn Essex & Ludlow"

City: State:

Postal Code: Country:

Twitter: Phone:

Category:



Step 2: Verification

- Foursquare will ask you a few questions about the business (i.e. “Is this a chain?”) and whether you are authorized to claim the venue.
- Then it will ask how you’d like to verify your ownership — either by phone or by mail.
- If you verify by phone, Foursquare will call you and provide a 4-digit PIN that you can enter on the site.
- If you opt to verify by mail, the PIN will be sent via postcard. Once you’re verified, you will also receive a Foursquare window cling so customers know you are a Foursquare-friendly establishment. (Fear not, efficiency lovers: If you have numerous locations, you can verify in bulk.)

Step 3: Adding Specials

- You can use Foursquare's Merchant Platform to create specials to reward your customers.
- Two specials can run simultaneously at a given location. Types of specials include:

- Swarm Special
- Friends Special
- Flash Special
- Newbie Special
- Check-In Special
- Loyalty Special
- Mayor Special



- Confirm the special you'd like to offer and fill in the requirements for unlocking the special. Once you finish entering the stipulations and select what venues will feature the special, it will be live (though it won't show in the "Nearby Specials" filter until a human verifies that the special is legitimate).
- There are two one-sheets you can print off to explain Foursquare — one for employees, so they know how to recognize a special, and one for customers, so they know how to get in on the Foursquare action.

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Sample of Adding Specials

Start a Campaign — Add a Special

Create a new special by following the steps below, or use an existing special.

1. What type of special do you want to run?

Attract new customers

- Swarm Special**
Like, "If 30 people check in at once, get 25 cent wings"
- Friends Special**
Like, "Check in with 3 friends and get a free dessert"
- Flash Special**
Like, "The first 10 people that check in after 8pm get 25% off their order"
- Newble Special**
Like, "Get a free cupcake on your first check-in"
- Check-in Special**
Like, "Get a free appetizer when you check in"

Reward existing customers

- Loyalty Special**
Like, "Get a free cookie every 3rd check-in"
- Mayor Special**
Like, "Mayor gets 20% off their entire bill"

Next Step

2. When does the special get unlocked?

3. What is the offer?

You're done!

Your campaign is live at your venue.

What should you do next?

HOW TO RECOGNIZE A FOURSQUARE SPECIAL



Teach your employees how to recognize and award the special.

- Print out the **Employee Flyer** and share it with your staff.
- Post the flyer where your employees will regularly see it, like behind the cash register.

CHECK IN HERE TO UNLOCK A SPECIAL



Tell your customers about the special.

- Print out the **Customer Flyer** and post somewhere where customers can see it.



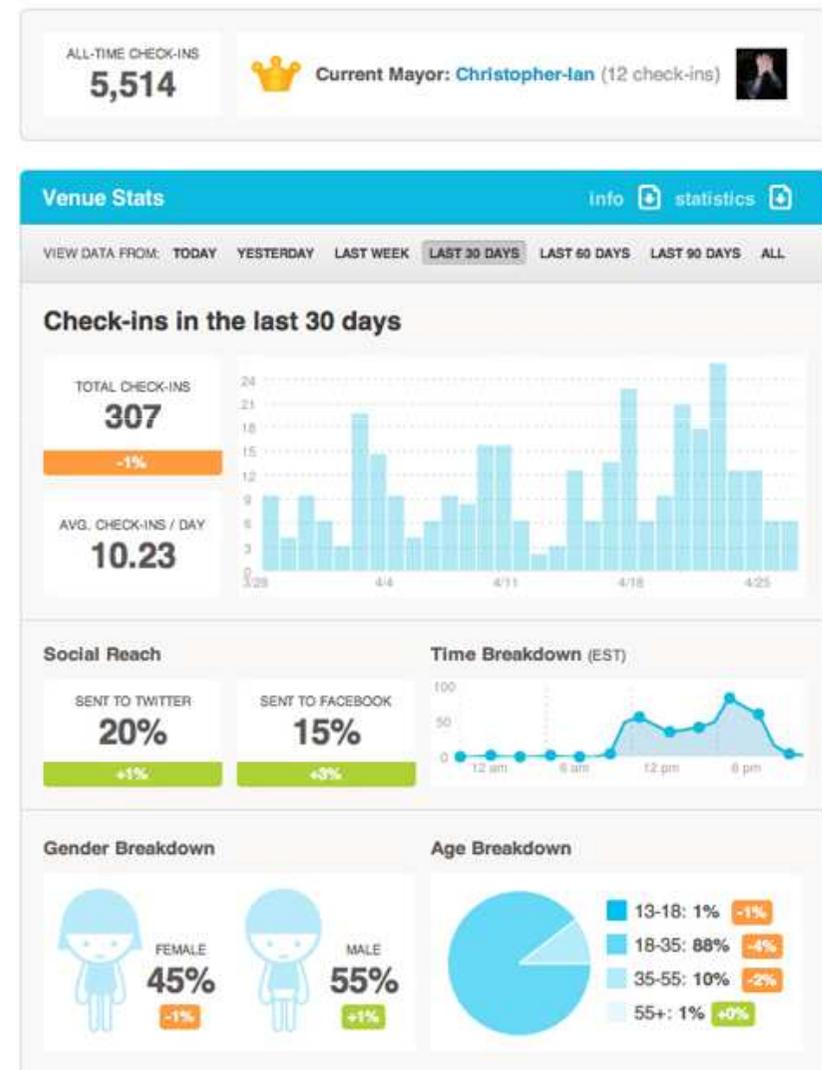
Monitor your campaign's performance.

- Visit the **Venue Manager Dashboard** on foursquare

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Step 4: Access Dashboard Analytics

- The dashboard can show how many check-ins you get each day, the time of each check-in and a breakdown of the genders and ages.
- There are two lists: one of your top visitors in the past 60 days and one of your most recent customers, along with their Twitter handles.
- Typically, about 25% of people push their Foursquare check-ins to Facebook and Twitter, so having access to the Twitter handles of loyal and new customers provides businesses with an opportunity to reach out, follow up and see how a customer's experience was.
- Foursquare is flexible, and you can make changes in real-time.
- With the right campaign, you could actually be saving money on advertising.



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Foursquare Pages

- Businesses without a physical presence can use Foursquare Pages and Partner Badges to reach consumers.
- Visit foursquare.com to manually setup your Foursquare page.
- Business owners must submit a form that the Foursquare team will review and reply to in about two weeks.
- Foursquare Pages are highly customizable. You can have a custom banner to incorporate your logo, populate info about your brand or link to your website or social media sites.
- You can also leave tips for your followers that can be timeless or promote an event, but follow these best practices:
 - Tips can direct people to a certain place or instruct users to try a certain item.
 - Don't leave a tip that is obvious — try to share insider information, a secret menu item or a fun tidbit.

The screenshot shows a Foursquare profile page for 'UNCOVER LONDON'S HISTORY WITH HISTORY'. The page features a blue header with the Foursquare logo and navigation links. Below the header is a search bar and a navigation menu. The main content area is a blue banner with a white wavy line and a red shield icon. The banner text reads: 'UNCOVER LONDON'S HISTORY WITH HISTORY™ Get the HISTORY ♥ London badge, which leads to exclusive offers and entry into the prize draw'. Below the banner is a 'TIPS' section with three entries: 'Tower of London', 'Queen's House', and 'Kew Bridge'. Each entry includes a description, a checkmark, and the number of likes. To the right of the tips is a 'FOLLOW HISTORY CHANNEL' button and a text box with a quote: 'HISTORY is made every day and everywhere. Check in on foursquare and unlock history in your city. Impress your friends by collecting our historical tips, some of which you'll find in the most unlikely of places. The more you uncover, the closer you get to unlocking the Historian badge in the US and the HISTORY ♥ London badge in the UK!'. At the bottom right, there is a quote: 'It makes Foursquare into a kind of real world Pop-Up Video.' -TechCrunch and a mention of '2010 Omnia Award Winner, Mobile Marketing: In-App Advertising'.

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Foursquare Badges

- Once a brand has a Page, it can also offer badges for Foursquare users.
- Foursquare has its own badges that users love unlocking, including:
 - **Crunked.** Four stops in one night.
 - **Photogenic.** Checking in to three places with a photo booth.
 - **Swarm.** Checking in to a place with 50 other people.
- Brand badges are more self-promotional, and they're unlocked for checking in to places and doing fun things that are relevant to your brand (Note: costs for Foursquare badges vary).
- Users must "follow" a brand on Foursquare to unlock badges.



Making the Most of Foursquare

- The best kind of Foursquare specials are those that make users feel special!
- You don't need to give a discount and lose your margins.
- Offering exclusive access to a sample sale or a special dessert that is *only* available for Foursquare users is a great way to get people coming back and checking in.
- Plus, not offering discounts means you can attract and maintain customers without affecting your bottom line.
- Remember to utilize the fine print when you're filling out your special.
- Use Foursquare to grow your business — run a special during your slow times to keep a steady flow of customers all day.
- Make sure you train your staff on how to recognize and reward Foursquare users.
- Remember to set an end date for a campaign if it's a limited-time offer or a one-day special.

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