

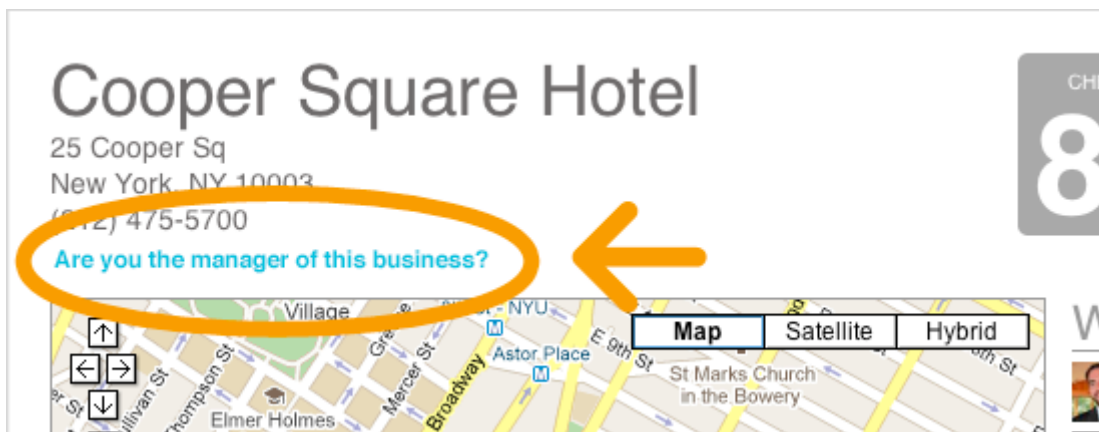
Foursquare

Foursquare aims to encourage people to explore their neighborhoods and then reward people for doing so.

We do this by combining our friend-finder and social city guide elements with game mechanics — our users earn points, win Mayorships and unlock badges for trying new places and revisiting old favourites.

As a business owner, you can use foursquare to engage your increasingly mobile customers with foursquare "Specials," which are discounts and prizes you can offer your loyal customers when they check in on foursquare at your venue. Don't forget to show extra love to your venue's Mayor! Additionally, if you offer foursquare Specials to your customers, you will be able to track how your venue is performing over time thanks to our robust set of venue analytics — for free!

If you want to dive right in, get started by claiming your venue right from its foursquare venue page:



Simple tools to create engaging Specials

We've built simple self-service tools to allow you, the business manager, to create different kinds of foursquare Specials, manage multiple Specials and ultimately track how these Specials perform. We think these services will empower you to develop more engaging ongoing relationships with you customers. You'll be surprised how effective a little friendly competition — over the Mayorship, over free fries! — is at driving customers back to your venue.

Use our tools to create a variety of foursquare Specials, customized just for your venue and for your customers:

- **Mayor Specials:** unlocked only by the Mayor of your venue. Who's the Mayor? It's your single most loyal customer! (the user who has checked in the most in the last 60 days)
("Foursquare has deemed you the Mayor? Enjoy a free order of french fries!")
- **Check-in Specials:** unlocked when a user checks in to your venue a certain number of times.
("Foursquare says you've been here 10 times? That's a free drink for you!")
- **Frequency-based Specials:** are unlocked every X check-ins.
("Foursquare users get 20% off any entree every 5th check-in!")
- **Wildcard Specials:** always unlocked, but your staff has to verify some extra conditions before awarding the Special.
("Show us your foursquare Swarm badge and get a free drink!")
- **And more to come!**

Promoting your Specials in-store

We've seen venues promote their involvement with foursquare via Twitter, signs at cash registers and sidewalk blackboards. Go for it, and be creative! Also, we can help you market your Special to your customers by sending you official foursquare window clings. **Let us know** if you're interested in some and we'll get you on the list (they'll be ready for distribution in June)!

Or, download the pdfs (**green, blue**) and create your own!



Real-time venue stats

Once you claim your venue on foursquare, you'll be able to check real time stats about your venue, including:

- most recent visitors
- most frequent visitors
- the time of day people check in
- total number of unique visitors
- histogram of check-ins per day
- gender breakdown of customers
- portion of foursquare check-ins broadcast to Twitter and Facebook
- ... and more coming soon!

Promoting Specials across the mobile experience

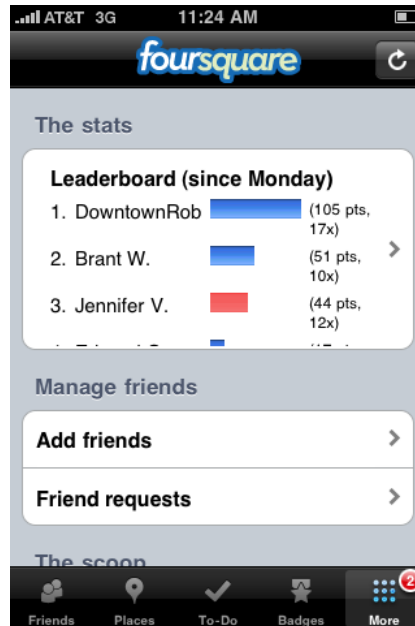
We've woven the Specials platform tightly into all of our official foursquare mobile clients (iPhone, Android and Blackberry) and we actively call attention to venues that offer Specials for foursquares users. For example, if a foursquare user is at your bar/restaurant, we'll tell them what they have to do to unlock a free snack or discounted drink. If they happen to be across the street or two blocks away from your venue, we'll let them know that your business gives special treatment to foursquare users and that they should swing by for a visit.

The Game

To those of you not playing, it may sound like a joke, but don't knock it till you try it. You earn points for every check-in — unless of course you check-in at the same locale all the time. You're rewarded with more points for being adventuresome (exploring different parts of the city), for hitting up multiple spots in one night, and eventually for the tips other people try and the to-dos you complete.

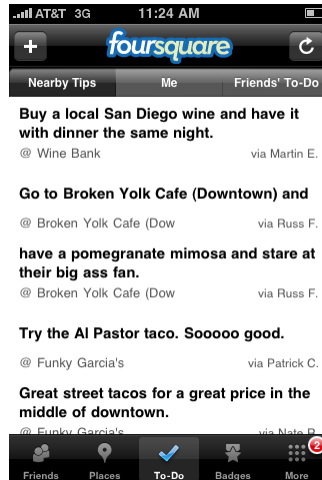
The screenshot shows the Foursquare interface for a venue named "It's A Grind". At the top left, the venue name is displayed in a large font, followed by its address: "690 1st St, West G St, San Diego, CA 92101". To the right of the address, there are three statistics: "CHECKINS HERE" with a large number "11", "UNIQUE VISITORS" with a large number "3", and a "MAYOR" profile picture. Below the address is a Google Map showing the venue's location on a street grid. Under the map, there is a section titled "FROM THE TOP 12 LISTS" with a list item: "Jennifer V. did this... make sure you get a frequent buyer card if you come here often...getting a free drink pretty much rocks (1 week ago)". To the right of the map, there is a "WHO'S BEEN HERE" section with a row of small profile pictures. Below that is a "TAGS" section with the text "Use tags to let people know what they can expect to find here:" and an "Add a tag:" input field with an "add" button. Below the input field, there is a small note: "(separate with commas, not spaces - true)".

Mayorship is key. Should you check-in at the same location a few times, you'll become the mayor of that spot, and though it sounds silly in theory, in practice it's incredibly sticky. Being mayor is pretty nifty, and you might find yourself trying to actively maintain your power, which is good for your game stats, good for the business, and great for creating competition amongst friends.



The stats themselves are also quite interesting. On one level you're competing against just your immediate circle of Foursquare friends, on another you're competing against everyone in your city on a weekly basis. The stats reset to zero on Sunday night so everyone, even the noobs, has a fair playing ground come Monday morning.

Tips and To-Dos: Another differentiating factor about Foursquare are tips and to-dos. As a user, you can add tips to locales to tell your friends and the general public about the key things they need to know about a venue. Say for example the local pizza place has a discount every Tuesday night, you'd add that info into Foursquare, and then anyone nearby can see the tip and save it as a to-do to their personal check list.



Once your city sees an uptake in Foursquare users, you'll find that the GPS-aware tips offer an incredibly useful way to find out about drink specials, dinner discounts, delectable desserts and the like. Also, eventually you'll be rewarded for points if others complete your tips as to-dos, and vice versa.

Twitter Tie-Ins: Yes, almost every social savvy app and startup now how has some type of Twitter integration, but Foursquare has done it better. You'll have to figure out what works best for you, but you can optionally tweet out every check-in (it's not automatic, which you'll find to be a great way to stay under the radar), you can optionally DM your Foursquare friends when you do check-in somewhere, and of course you can find your Twitter friends that are using Foursquare.



Here's a sample real-life example of why this is a fantastic integration that really works to the advantage of the user. Foursquare user Matt has a small circle of Foursquare friends, a pretty extensive Twitter network, and a propensity for sharing his location only when he wants to be found. He uses his iPhone to check-in at the coffee shop down

the street and he doesn't want to be bothered, but he stills wants the points and potential mayorship. He check-ins, decides to only share with his Foursquare friends, and remains solo. Later in the week he's attending a conference out of town and is interested in connecting with like-minded people. This time when he checks-in, he's already configured his settings to DM his Foursquare friends, and he decides to publicly update Twitter with the check-in as well. He's made himself available with little to no effort, and really has the opportunity to tap into and connect with his Twitter network.

Coming Soon: 80% of users are using the iPhone app, which is probably because they haven't developed any other apps, other than the mobile-friendly site, at this point. That's going to change. The next stop on their immediate road map is a BlackBerry app.

As already alluded to above, you can expect the intricate gameplay to be complicated and improved by more rules and ways to earn points. This means you'll be rewarded conditionally based on different types of activities, and loyalty/engagement with the app. Foursquare is also working on adding an events layer to the places and venues schema they have now. This means that you can associate yourself with a book signing, concert, conference, or what have you, instead of just a place or venue.

They've also got businesses on the brain, and they'll be building in more features to make it possible for venues to get value out of the application. Keep reading for more details on that below.

Foursquare for Vendors: Where Status Meets Opportunity

Foursquare is in a position to be a boon for businesses. In the same way that savvy business owners can tap into the Yelp (Yelp is the fun and easy way to find, review and talk about what's great - and not so great, in your area) community to promote and encourage reviews, they can tap into Foursquare check-ins to get people talking about their establishment and rewarding them for their patronage.



As is, businesses in thriving Foursquare hubs like New York, San Francisco, and Los Angeles are already tapping into the potential that the location-based social game offers. Take The Marsh cafe in San Francisco — now this is genius — they've put up signs indicating that the Foursquare Mayor drinks for free. Think about it. The competition elements of the game mean that they've just manufactured a social contest like no other. They'll get intense mayoral battles, which means more frequent check-ins, and a grip of free online exposure.

Since this side economy has already developed on its own, Foursquare is working on tools to allow venues to more easily offer special deals to those that check-in, including location mayors. They want to be able to support the local business economy with tools and tracking, and in turn find a formidable business model that they can take to the bank themselves.