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# Foursquare for Brands

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# Foursquare Overview

**Foursquare** is a location-based service where users can check into places (restaurants, stores, public places, movie theaters, sporting events, coffee shops – really, anywhere) via the Foursquare app on a smart phone.

The app allows users to discover what's nearby, save money and unlock deals.

Checkins earn the user points, rewards and ultimately mayorships if they have the most checkins at a venue in a given month.



# Foursquare Overview – Brand Example

foursquare

Search people and places...



Sign up Log in



EAT OUT WITH  
**RESTAURANT.COM®**  
AND FOURSQUARE

## Restaurant.com

EAT OUT WITH  
**RESTAURANT.COM®**  
AND FOURSQUARE

At Restaurant.com, we're all about exploring the local restaurant scene, without breaking the bank. As part of the Restaurant.com family, you'll have access to deals at 18,000 restaurants nationwide - we're talking everything from standard American fare to one of a kind ethnic gems. Be in the know with our participating restaurants and follow us for tips and "insider information... [show more](#).

[@restaurant\\_com](#) [Restaurant.com on Facebook](#) [Find restaurants in your area at Restaurant.com](#)

FOLLOW RESTAURANT.COM

Followers (3,695 total)



# What Users Can Do

- **Check-In**
  - Check-in to share what you are doing with friends
  - Keep track of the places you visit
- **Unlock Specials**
  - Foursquare specials can be unlocked with a check-in
- **Leave Tips**
  - Users can leave tips at any location on foursquare
- **Create Lists**
  - Easily organizes locations into a central list
- **Become the Mayor**
  - The user that checks in to a location the most in a one month period becomes the Mayor of that location
  - **NOTE:** Location owners are able to create Mayor Specials to encourage checkins, which are then awarded to the Mayor upon their Mayorship checkin
- **Gain Badges**
  - A user can earn badges for various achievements in Foursquare

# Key Features



- **Content Exploration:** Users can explore Foursquare to find places to go. They can check tips left by friends or brands they follow.
- **Content Curation:** Users can share tips with other people checking into the same locations. They can create lists to easily organize their favorite places. They can earn badges and specials put forth by brands.
- **Content Control:** How users create lists and tips is up to them, but brands can use these points to help build their reputation on social.

# What Can Brands Do?

- **Create Location Specials**
  - There are six different types of specials that can be created by a location owner (see slide 8)
- **Leave Tips**
  - Like users, brands can leave tips at any location on foursquare – both their own “owned” locations and others
- **Create Lists**
  - Again, like users a brand can also create lists which easily organizes locations into a central place
- **Create Badges**
  - Brands can create a badge to be awarded for particular actions; badges are created with Foursquare representatives for a fee

# What Brands Can Do: Curate Content

The screenshot shows the Foursquare interface for the 'Chipotle Mexican Grill' page. At the top, the Foursquare logo and search bar are visible. The main banner reads 'CHIPOTLE GROUPIE? EARN YOUR BADGE.' with a 'GROUPIE' badge icon. Below this, the official page header includes the Chipotle logo, the name 'Chipotle Mexican Grill', and a welcome message. Social media links for Twitter (@chipotletweets), the website (Chipotle.com), and Facebook are provided. A 'FOLLOW CHIPOTLE MEXICAN GRILL' button is present. The 'Followers (18,917 total)' section shows a grid of user avatars. The 'Photos' section, with a 'See all 5 photos' link, displays four images: a restaurant interior, a red pickup truck, a red Chipotle delivery truck, and a restaurant exterior.

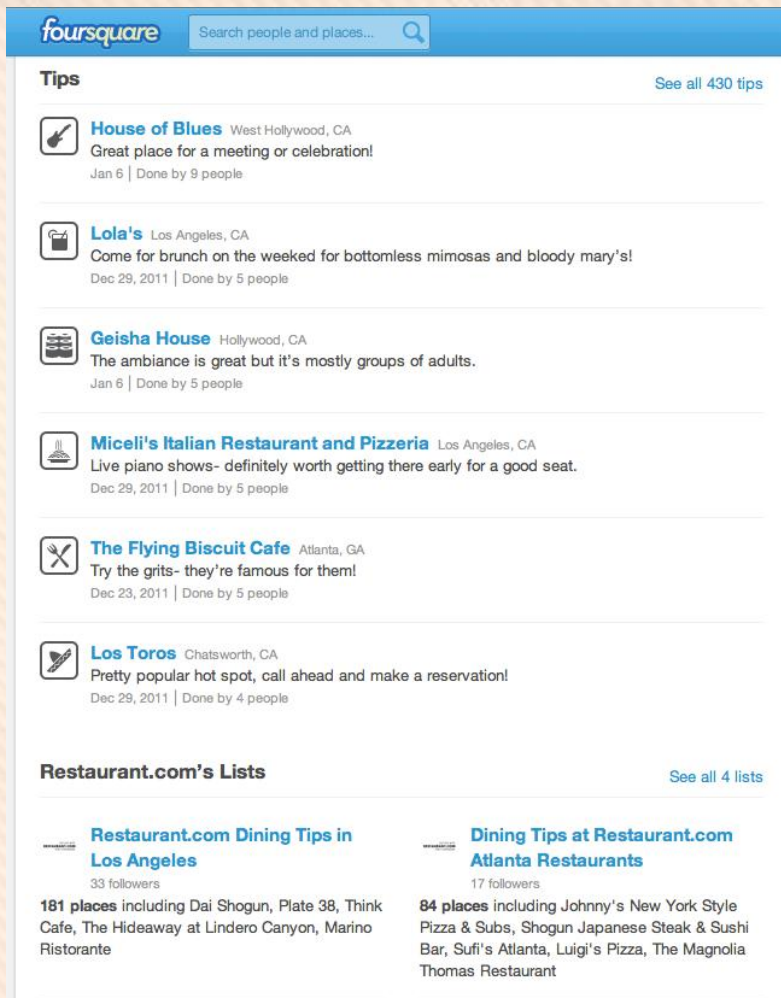
Create badges and specials for users to unlock

# Foursquare Specials

- **Flash Special**
  - These are typical door buster deals where the first people to arrive after a certain time get a special
- **Friends Special**
  - If you check-in with a certain number of friends at a location, everyone unlocks a special together
- **Swarm Special**
  - If a large group of people all check-in together on Foursquare, they unlock a special
- **Newbie Special**
  - A special you receive with your first check-in at a location
- **Loyalty Special**
  - If you check-in a certain number of times, you get a special every assigned time.
- **Mayor Special**
  - The mayor of the location receives a special



# What Brands Can Do: Curate Content



The screenshot shows the Foursquare interface. At the top is a blue header with the 'foursquare' logo and a search bar containing the text 'Search people and places...'. Below the header is a section titled 'Tips' with a link to 'See all 430 tips'. The tips list includes:

- House of Blues** (West Hollywood, CA): 'Great place for a meeting or celebration!' (Jan 6 | Done by 9 people)
- Lola's** (Los Angeles, CA): 'Come for brunch on the weeked for bottomless mimosas and bloody mary's!' (Dec 29, 2011 | Done by 5 people)
- Geisha House** (Hollywood, CA): 'The ambiance is great but it's mostly groups of adults.' (Jan 6 | Done by 5 people)
- Miceli's Italian Restaurant and Pizzeria** (Los Angeles, CA): 'Live piano shows- definitely worth getting there early for a good seat.' (Dec 29, 2011 | Done by 5 people)
- The Flying Biscuit Cafe** (Atlanta, GA): 'Try the grits- they're famous for them!' (Dec 23, 2011 | Done by 5 people)
- Los Toros** (Chatsworth, CA): 'Pretty popular hot spot, call ahead and make a reservation!' (Dec 29, 2011 | Done by 4 people)

Below the tips is a section titled 'Restaurant.com's Lists' with a link to 'See all 4 lists'. It features two list items:

- Restaurant.com Dining Tips in Los Angeles**: 33 followers. '181 places including Dai Shogun, Plate 38, Think Cafe, The Hideaway at Lindero Canyon, Marino Ristorante'
- Dining Tips at Restaurant.com Atlanta Restaurants**: 17 followers. '84 places including Johnny's New York Style Pizza & Subs, Shogun Japanese Steak & Sushi Bar, Sufi's Atlanta, Luigi's Pizza, The Magnolia Thomas Restaurant'

Create tips and lists to interact with Foursquare users

# What Brands Can Do: Contest & Giveaways

- Brands can run a contest in conjunction with following them on Foursquare and/or a badge.
- [Chipotle](#) is hosting a contest March – May 2012 that requires a user to follow them on Foursquare and check-in three times to earn a badge.
  - Grand Prize: A year of free burritos
  - Other Prizes: 10 free burritos



# Other Brands to Explore: Starbucks

foursquare Search people and places... Activity Explore Lists Christine

## Follow Starbucks on Foursquare



 **Starbucks**

Follow Starbucks on Foursquare to check in and earn great badges. Visit enough stores to become the envy of your friends with the Barista Badge.

[@starbucks](#)

Nearby (7,547 total)

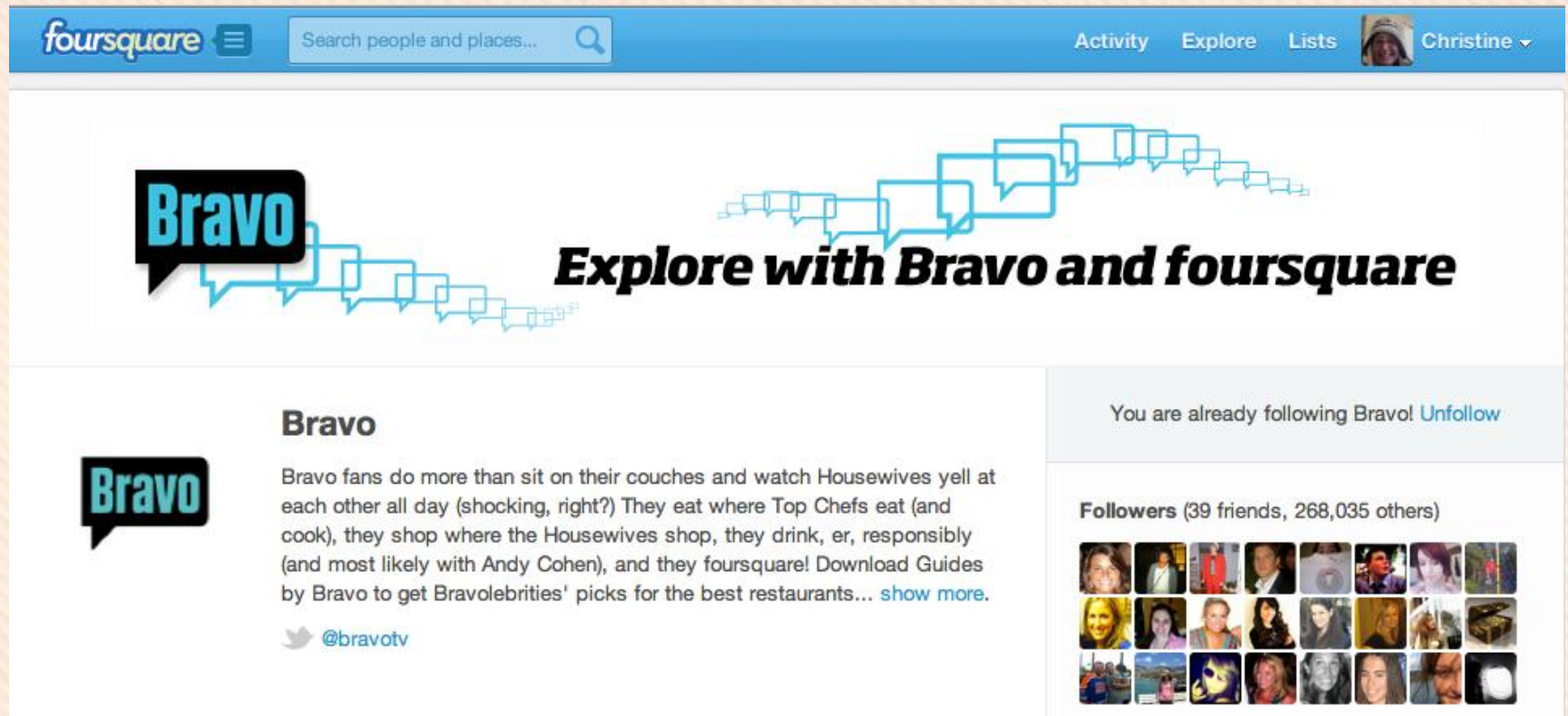
You are already following Starbucks! [Unfollow](#)

You and 63 friends have visited



**Starbucks** is a strong brand example on Foursquare. Fans can follow them, read their tips about Starbucks' history and earn a special Starbucks Barista badge after 5 check-ins at different Starbucks locations.

# Other Brands to Explore: Bravo



The image shows a screenshot of a Foursquare profile page for the brand Bravo. The top navigation bar is blue and contains the Foursquare logo, a search bar with the text "Search people and places...", and links for "Activity", "Explore", "Lists", and a user profile for "Christine". The main content area features the Bravo logo on the left and the text "Explore with Bravo and foursquare" in a large, bold, black font. Below this, there is a section for the Bravo profile, which includes the Bravo logo, the name "Bravo", and a description: "Bravo fans do more than sit on their couches and watch Housewives yell at each other all day (shocking, right?) They eat where Top Chefs eat (and cook), they shop where the Housewives shop, they drink, er, responsibly (and most likely with Andy Cohen), and they foursquare! Download Guides by Bravo to get Bravolebrities' picks for the best restaurants... [show more.](#)" Below the description is a Twitter icon and the handle "@bravotv". To the right of the profile information, there is a light blue box that says "You are already following Bravo! [Unfollow](#)". Below this box is a section titled "Followers (39 friends, 268,035 others)" which displays a grid of 24 small profile pictures of users following Bravo.

**[Bravo](#) uses Foursquare in a fun way for their fans. You can follow them, earn badges based on their shows and read tips written by the reality stars of their network.**

# Other Brands to Explore: History Channel

**foursquare** Search people and places... Activity Explore Lists Christine ▾

**UNCOVER LONDON'S HISTORY WITH HISTORY™**  
Get the HISTORY ♥ London badge, which leads to exclusive offers and entry into the prize draw

**HISTORY**  
MADE EVERY DAY

**HISTORY Channel**  
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! [Show more...](#)

@historychannel History

You are already following HISTORY Channel!  
[Unfollow](#)

**Followers** (37 friends, 297,813 others)

**[History Channel](#) uses Foursquare for education. Users can follow for interesting history facts around the globe and to earn badges for visiting famous locations in cities.**

## Other Brands

- [MTV](#)
- [VH1](#)
- [Zagat](#)
- [New York Magazine](#)
- [The Ellen Show](#)
- [CNN](#)
- [People Magazine](#)
- [H&M](#)
- [Krispy Kreme Doughnuts](#)
- [Red Bull](#)
- [ESPN](#)
- [Mashable](#)
- [New York Times](#)
- [The Onion](#)
- [Lucky Magazine](#)
- [The Huffington Post](#)