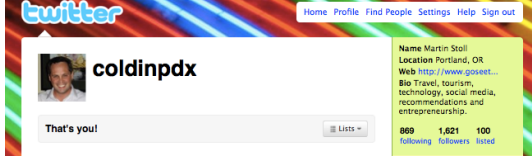


Social Media Trends & Tactics

Martin Stoll & Allison Park
GoSeeTell Network



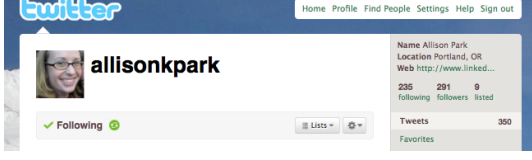
© GoSeeTell Network 2010 - Confidential



twitter Home Profile Find People Settings Help Sign out

Name Martin Stoll
Location Portland, OR
Web <http://www.goseteetell.com>
Bio Travel, tourism, technology, social media, recommendations and entrepreneurship.

869 1,621 100
following followers listed




twitter Home Profile Find People Settings Help Sign out

Name Allison Park
Location Portland, OR
Web <http://www.linked.com>

235 291 0
following followers listed

Tweets 350
Favorites




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GoSeeTell Social Media "Marketing" is...

...Different




Social media


1:11
Online minutes spend
on social media
November, 2009

 Social media


5.5 %
of all time spent online
(in the US) was spent on
Facebook
Comscore, November 2009

 Social media

18,000
new tweets every minute
November, 2009

 Social media

1,000,000,000
YouTube videos served
each day
December, 2009

 Social media

2
Rank of YouTube as a
search engine
November, 2009

Go SeeTell Meet GoSeeTell

Logos for various media outlets are displayed around the photo:

- Twitter
- VentureBeat
- The New York Times
- AP Associated Press
- REUTERS
- Virginia
- Holland.
- travel2 PORTLAND
- Future of Flight
- port city

Go SeeTell Are you "media social"?

Twitter	have account 10 points	100+ followers 30 points	500+ followers 50 points
RSS feeds	heard of it 10 points	use it 30 points	understand it 50 points
Tripadvisor	read 10 points	every trip 30 points	have contributed 50 points
Blog	read daily 10 points	have written 30 points	write 1+ / week 50 points
Foursquare	heard about it 10 points	used it 30 points	mayor in 3+ places 50 points
YouTube	watch weekly 10 points	have account 30 points	have uploaded 50 points

Go SeeTell Buzz word confusion

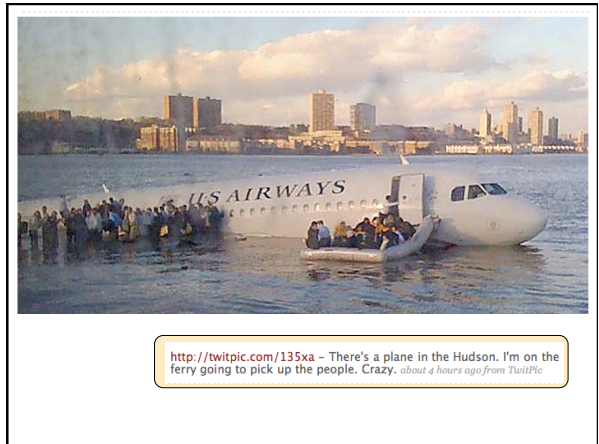
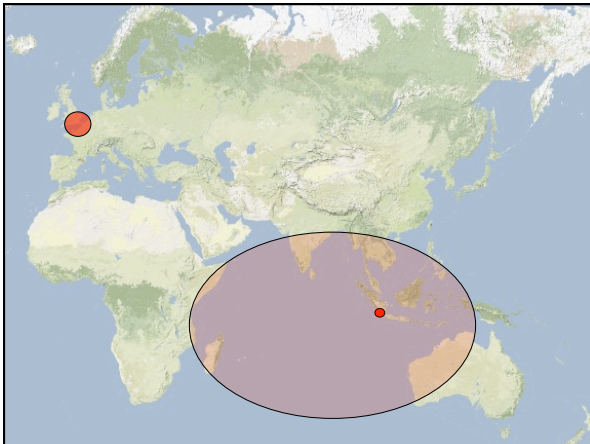
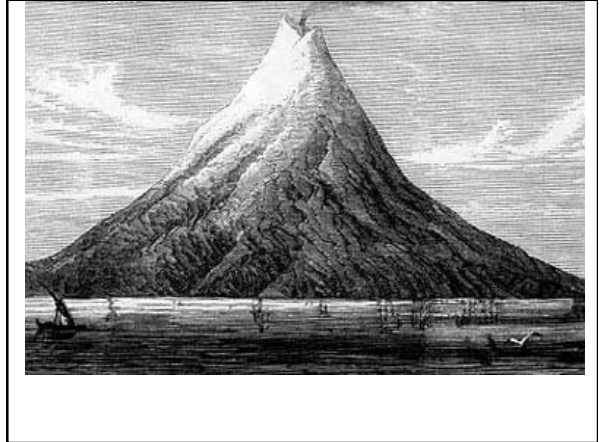
Buttons include:

- Social media
- Web 2.0
- Community
- Influencer marketing
- User generated content
- Mobile
- Cloud computing
- Augmented reality
- Location based
- Apps
- Social graph

Go SeeTell The evolution of the web

Timeline markers:

- 1960s: TIME magazine cover with a lightbulb
- 1994: YAHOO!, http logo, amazon.com logo
- 1999: E*TRADE, ebay logo, amazon.com logo
- 2006: YouTube logo, flickr logo, myspace.com logo, TIME magazine cover with 'You.' on it



Go SeeTell Marketing is changing

From interruption to permission

YouTube
Broadcast Yourself™

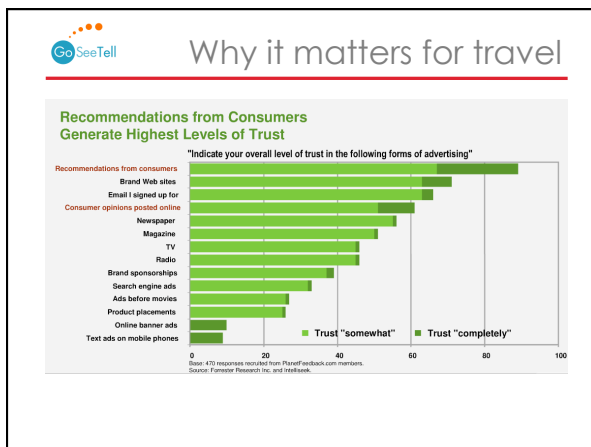
PRICKEE

delicious
facebook

Go SeeTell Why it matters for travel

Travel is a high risk purchase

No test-drive, no refund, no resell, subjective



Go SeeTell Things to consider

SOCIAL MEDIA

- ... is not the panacea
- ... must be measured
- ... doesn't have to be expensive
- ... can be done efficiently
- ... means: be the talk of the town
- ... B2B should be in the game

Go SeeTell Social Media trends


What was hot in 2009?

- Customer Service
- Contests
- Influencer Marketing
- Metrics & ROI

Social media for customer service

Go SeeTell © GoSeeTell Network 2010 - Confidential

Go SeeTell Do you care about visitors?



Go SeeTell Portland Twistor Center



Where are good vegan restaurants in Portland? #inpx

Go SeeTell Portland Twistor Center

Go SeeTell What to do with \$75?

Go SeeTell Listen to the conversation

Key markets:


- Vancouver BC
- Seattle
- Spokane
- Boise
- Sacramento
- San Francisco
- Los Angeles
- New York City

Keywords:

- Oregon
- Portland
- Vacation
- Wine
- Hotel
- Flight
- PDX
- Trip

Go SeeTell Listen to the conversation

Social media contests



© Go See Tell Network 2010 - Confidential

Listen to the conversation

Island Caretaker Blog
THE BEST JOB IN THE WORLD

QUEENSLAND AUSTRALIA ISLANDS OF THE GREAT BARRIER REEF

[HOME](#) | [BEN'S ITINERARY](#) | [ABOUT THE BEST JOB](#) | [ABOUT THE ISLANDS](#) | [WIN THE BEST EXPERIENCE](#)



Enter Now

THE BEST EXPERIENCE IN THE WORLD



Listen to the conversation

ORLANDO
ORLANDO-ORANGE COUNTY CONVENTION & VISITORS BUREAU, INC.

My Trip Planner | Buy Discount Tickets | Get a Free Planning Kit | Win a Trip!

A Few Clouds 87°F International Search Our Site

[Home](#) | [Places To Stay](#) | [Things To Do](#) | [Visitor Info](#) | [Discounts & Promotions](#) | [Event Calendar](#) | [Corporate](#)

67 DAYS OF SMILES
In ORLANDO



67 Days of Smiles in Orlando

Follow, Friend, Watch and Enjoy All 67 Days of Smiles!


Blog


Facebook


Flickr


Twitter


YouTube

Kyle Post and Stacy Doombos are spending 67 days experiencing everything Orlando has to offer and sharing each amazing experience with you. As Orlando's Smile Ambassadors, they will visit more than 100 Orlando attractions including everything from roller coaster riding to hang gliding, swimming with dolphins, spa-ing, golfing, gator-wrestling, museum exploring, theatre-going, dining and more.

Kyle and Stacy were selected as Orlando's Smile Ambassadors after the Orlando CVB conducted a worldwide search for an adventurous duo with great smiles that resulted in hundreds of submissions from more than a dozen countries.

Follow along as Kyle and Stacy take on the top social media job in the world.

Listen to the conversation


YouTube

bevan/farmer Sign Out

Home Videos Channels Shows Subscriptions History Upload

Orlando Makes Me Smile OrlandoOrlando Channel

Subscribe All Uploads Favorites








(Cheesy Reenactment)

0:00 / 2:01

Info Comments Favorites Share Playlists Flag

Meet Kyle and Stacy - 67 Days of Smiles 5 ratings ★★★★★

Date Added | Most Viewed | Top Rated

-  67 Days of Smiles - Hard Smiles 11 views - 1 hour ago
-  Stacy's Skydive 177 views - 21 hours ago
-  67 Days of Smiles - Kyle's Skydive 108 views - 22 hours ago
-  Wild Bird Adventures 22 views - 1 day ago
-  Richard Petty Driving Experience 111 views - 2 days ago

International Drive: Skydiving, Tennis, and

Go SeeTell Listen to the conversation

flickr+ from YouTube You aren't signed in Sign In Help

Home The Tour Sign Up Explore Search Visit Orlando - OrlandoInfo.com

Visit Orlando - OrlandoInfo.com's photostream

Collections Sets Galleries Tags Archives Favorites Profile

Hard Knocks 11 photos	Slydive Space Coast 84 photos	Blizzard Beach/Mini Golf 45 photos	Gay Pride 41 photos	Warbird Adventures 20 photos	Hyatt Regency Grand Cypress 22 photos
Champagne Brunch at La Coquina 10 photos	Shula's Steakhouse 16 photos	Richard Petty Driving... 21 photos	Grand Cypress Golf 20 photos	Dine Around Tour 41 photos	I-Drive 21 photos

Go SeeTell Facebook contests

facebook

Holland Go to Fan Page Find Promotions | Your Promotions Search Promotions

TRADE YOUR WAY TO AMSTERDAM

Details Enter Contest Judging Vote Now View Winners View Entries View Finalists Invite Friends Sponsor Official Site

TRAVEL + LEISURE \$10,000 Trip \$500,000 in prizes every one enters

HOME DESTINATIONS IDEAS TRIPS

Most Votes See all Entries Recently Added

Love her like a sister... 14 Votes James

Pawn For Cl... by Charles Stahl

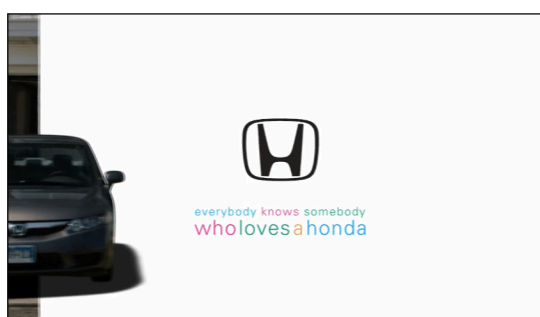
Trade Your Way to Amsterdam
Now - December 7th
What would you give up for a 3-night trip to Amsterdam? Your clever answer (and photo) might get you a friend round-trip airfare, and 3-nights at Amsterdam's design-y Lloyd Hotel (a \$3,500 value).

Influencer marketing

Go SeeTell

© Go SeeTell Network 2010 - Confidential

Go SeeTell Influencer marketing



everybody knows somebody who loves a honda

Go SeeTell Influencer marketing

A screenshot of a video player. The video content shows the Honda logo in the center, with the text "facebook.com/honda" below it. The video player interface includes a play button, a progress bar at 0:14 / 0:15, and an HD icon.

Go SeeTell Influencer marketing

A screenshot of a website titled "FIESTA MOVEMENT". The page features a grid of images and text, including a green car, a person, and various mission-related content. The layout is clean and modern, with a focus on visual storytelling.

Go SeeTell Influencer marketing

A screenshot of a website titled "FIESTA MOVEMENT". The page features an "AGENT PROFILE" for Bliss Dennen, including a photo of her wearing a red beanie and a white shirt. The profile includes a bio and social media links for Twitter, Facebook, MySpace, MyFriend, and MySpace.

Go SeeTell Buy stuff with me!

GROUPON Collective Buying Power

Today's Deal: \$15 for \$35 Worth of Fire-Grilled Cuisine and Drinks at Lapellah

\$15 Buy!

Value	Discount	You Save
\$35	57%	\$20

Buy it for a friend!

Time Left To Buy: 42 minutes 57 seconds

1,378 bought

The deal is on!
Tipped at 7:00AM with 50 bought

The Fine Print
Expires 10/17/2010
Dine-in only. Limit 1 per person. May buy multiple as gifts. Limit 1 per table of 2, 2 per tables of 4 or more. Not valid with other offers including happy hour. Tax and gratuity not included.
[Read the Deal FAQ for the basics.](#)

Highlights

- Local, sustainable ingredients
- Simple, creative preparations
- Comfortable, rustic environment
- Eco-conscious business

Go SeeTell Buy stuff with me!

<p>Feb 12, 2010</p> <p>\$94 for Hot-Air-Balloon Ride and Picnic With Sunrise Balloon</p> <p>1652 Crowds Bought</p> <p>Price: \$94 Value: \$165 Savings: \$71</p>	<p>Feb 08, 2010</p> <p>\$25 for \$50 Worth of Upscale Comfort Food at Taste</p> <p>2344 Crowds Bought</p> <p>Price: \$25 Value: \$50 Savings: \$25</p>
<p>Feb 05, 2010</p> <p>\$49 for Round-Trip Luxury Bus Trip from LA, OC, Inland LA to Las Vegas from Blue</p> <p>888 Crowds Bought</p> <p>Price: \$49 Value: \$99 Savings: \$50</p>	<p>Feb 01, 2010</p> <p>\$29 for Three Fresh, Healthy Meals and Two Snacks from The Fresh Diet (\$60)</p> <p>1567 Crowds Bought</p> <p>Price: \$29 Value: \$60 Savings: \$31</p>
<p>Jan 28, 2010</p> <p>\$150 for Ocean-View Room at SeaCrest Resort, and Wine Tasting, Tour, and Bottle</p> <p>641 Crowds Bought</p> <p>Price: \$150 Value: \$424 Savings: \$274</p>	<p>Jan 28, 2010</p> <p>\$18 for a Dozen Chocolate-Dipped Strawberries from Rocky Mountain</p> <p>463 Crowds Bought</p> <p>Price: \$18 Value: \$36 Savings: \$18</p>


Go SeeTell

Crowd sourcing

© GoSeeTell Network 2010 - Confidential


Go SeeTell Crowdsourcing

Go SeeTell Crowdsourcing

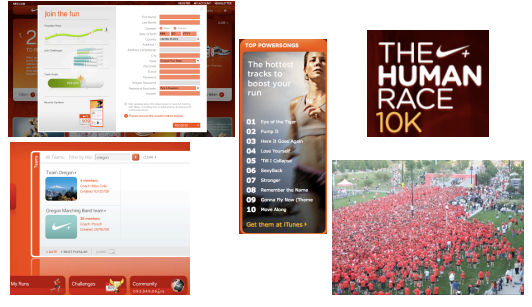


Online – meet offline

© Go See Tell Network 2010 - Confidential



Social means to meet



Go See Tell Network 2010 - Confidential



Tweetup!

Event Details

Who: @FutureOfFlight, @AlaskaAir, @HorizonAir & @CustomModels

When: 10:00 AM - 12:00 PM PST

Where: Future of Flight Museum Aviation Center at Paine Field Everett, WA

Future of Flight Aviation Center, Alaska Airlines, Horizon Air & Custom Models are partnering to host 48 lucky aviation geeks at an all-out Aviation Cocktail where you'll have a chance to win tickets to the Future of Flight Foundation's 1st party to view the first flight of the 787!

You heard us right - this Sunday starting at 3:00 pm, 48 lucky ticket holders will be treated to an extended tour of the Everett plant (where the 787, 747 & 777 are assembled).

After the experience tour, you'll join Boeing employees & others at the Future of Flight for scrumptious pizzas, beer, and live DJ DJ DJ!

After the experience tour, you'll join Boeing employees & others at the Future of Flight for scrumptious pizzas, beer, and live DJ DJ DJ!

- 2 Tickets to the 1st 787 flight (Date TBD)
- \$200 worth of Alaska Airlines gift cards
- A wooden @CustomModels Alaska Airlines 737-900.

Let's face it - out of 48 people, your chances are looking pretty good. 3 Don't miss out on what could be an event of a lifetime.

Terms & Conditions

Tickets go on sale 12:00 AM PST. The event is free, but space is limited to 48 people. We will wait list up to 20 people. You are only allowed 1 ticket per person/purchase. If you are unable to use your ticket, please notify the event organizer so they may give your ticket to someone else. 1 ticket is good for 1 person - we cannot accommodate friends and family.

*Flight dates to be determined. Must be flexible, as date could change. Target date for 1st flight before the end of the year. Future of Flight, Alaska Airlines & Horizon Air employees are not eligible.

Follow Future of Flight on Twitter for future events.
@FutureOfFlight

Future of Flight Aviation Center & Boeing

1015 Paine Field Blvd
Mukwonago, WA 98255



Other Maps:
Yahoo! | Mapquest | Microsoft

Hosted By

@FutureOfFlight, @AlaskaAir & @HorizonAir

View other @FutureOfFlight, @AlaskaAir & @HorizonAir events

Contact the Host



Tweetup!

twitvite

Invite Who is going? (70) Tweets (27) Tools

A 'deLuxe' Tweetup

Listen up Portland! Hotel deLuxe, Alaska Airlines & Horizon Air are partnering to put on a tweetup of 'deLuxe' proportion.

Join us February 17th for an evening of wine, food & fun. Free wine for the first hour, plus awesome food from Gracies Restaurant (@GraciesPDX).

Check out what Hotel deLuxe has to offer while previewing their hotel rooms. Hotel deLuxe will also be giving away free stays to the following hotels: Hotel deLuxe, Hotel Lucie, Hotel Max (Seattle) and Hotel Murano (Tacoma).

Alaska Airlines & Horizon Air will be giving away more than \$500 in free travel.

See you there!

Add to your calendar: Outlook | Google | iCal | Yahoo!

Join the Conversation!

Use this hashtag when you tweet!
#deluxepdx

Are you going?


This is a public event. Learn how it works... There are 83 spots left in this Tweetup.

Yes | Maybe | No

NOT on Twitter? RSVP here!

Who's going? Yes (67) Maybe (2)

You have to measure



© GoSeeTell Network 2010 - Confidential

Measure

Twitter Management Report

onlyinsf
10/01/2009 - 10/31/2009

October 2009

GoSeeTell Network Confidential

Measure

Click-Thrus	Subject	Theme	Source
	Portland Perks, tied to OR Brewer's Fest	Perks	Travelportland.com
	Vote for Portland's Farmers Markets	Destination	Huffington Post
	Vote for Portland's local food scene	Destination	Huffington Post
	Actor Steven Baldwin to open film production company in Portland	Arts & Culture	KGW.com
	Pug pushes stroller through Portland	Destination	YouTube.com
	Family-friendly Portland hotel package	Perks	Travelportland.com
	Food carts are set to be a permanent fixture on Mississippi	Culinary	Oregonlive.com
	Portland Art Museum Tattoo Exhibit	Arts & Culture	Portlandartmuseum.org
	Clinton / Division Street Fair	Event	Oregonlive.com
	Portland International Beer Fest	Event	Travelportland.com

For the month of July these are the top 10 links with the highest click-thrus, tracked using budart.com

Measure

Travel PORTLAND

Travel Portland Ambassadors

jenngrove Love following @travelportland...makes me want to go there every day. Too bad I'm trapped on the east coast!

11:37 AM Jul 13th from web

discoverourtown @travelportland has excellent tweets. I have loved everything you guys post!

6:15 PM Jul 28th from Tweetie in reply to travelportland

LetaRussell @ItsScot Portland, PDX, is a gr8 getaway. I live near PDX and there is always a ton 2 do over the summer. Check out @travelportland

11:28 AM Jul 14th from web in reply to ItsScot

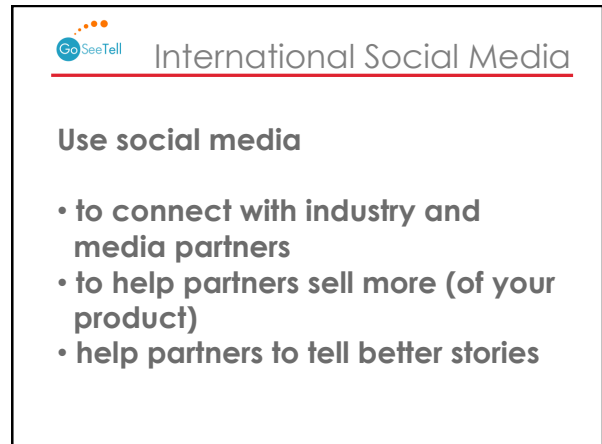
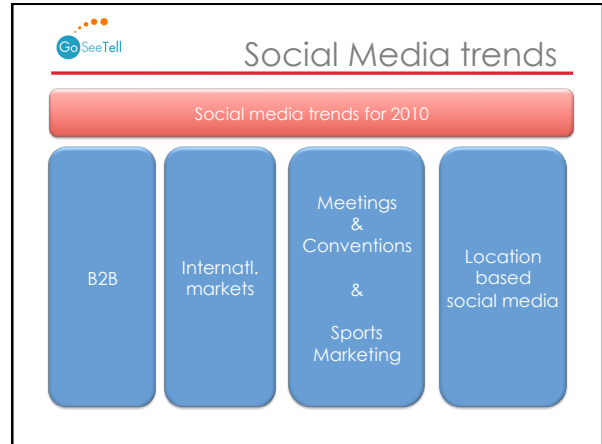
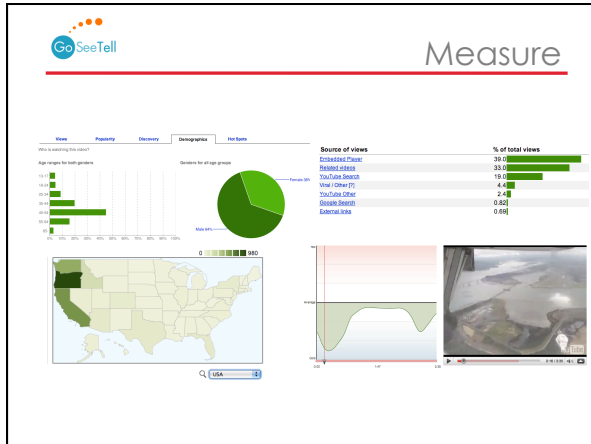
michellechilids @sunyik Oooh nice Gelato! Thx. Yes I am following @travelportland... they have come in handy quite a bit already :)

12:43 PM Jul 15th from TweetDeck in reply to sunyik

my_name_here @puttana you should follow @travelportland

4:17 PM Jul 30th from web in reply to puttana

GoSeeTell Network CONFIDENTIAL



Social media for Meetings & Conventions



© Go See Tell Network 2010 - Confidential

Meetings & Conventions






Connect with industry






Pre-conference

Search Results (18)

- 
High Performance Computing (HPC)
 A group for the professionals involved in the field of supercomputing, hardware and/or software. Manufacturers, software architects, scientists, high-performance computer experts, you're welcome.
 Owner: **Stephane Teacas** | 2,242 members | Share

- 
SC09: SuperComputing 2009
 Now in its 21st year, SC09 is the international conference for High Performance Computing, Storage, and Analysis.
 Owner: **Rich Brueckner** | 601 members | Share

- 
SC08: SuperComputing 2008
 Group dedicated to people that attended the 2008 SuperComputing conference held in Austin, TX.
 Owner: **Michael Head** | 59 members | Share



Go SeeTell During the event

The PhoCusWright Conference

Tweet this Twub!

Attach: **Send Tweet**

Twubs & Events

Twub Feed

Twub Members (27)

Tweet Filter: All | Multimedia Only | Members Only Real Time Mode (closed)

wanderlustmagg: RT @PhoCusWright: RT @bellotting: The imminent Q1 review on backdrop of #phocuswright conf. http://is.gd/phocuswright2009_best_wor...
7 hours ago from TweetDeck

BusinessTravel: RT @PhoCusWright: Reading between the lines at the Travel Technology Conference by Raf Garrison in Hotel News Now | #phocuswright http: ...
1 day ago from web

#phocuswright
The PhoCusWright Conference

View The Travel Industry Event of the Year live and on-demand through 3/11/11. Go to www.conference.phocuswright.com for info.

Verified Tweet
@bellotting

Twitter Actions
Retweet Like Reply

Go SeeTell Apps for conferences

The PhoCusWright Conference

Conference What's On Program Speakers & Presenters Attendees Frammers' Official Page Frammers' Unlimited Sponsors

THE TRAVEL INDUSTRY EVENT OF THE YEAR NOVEMBER 17-19, 2009 - ORLANDO, FLORIDA (USA)

Nov 17

8:00 AM PhoCusWright Reception Desk Open For The Travel Innovati...
7:00 PM

9:00 AM The Travel Innovation Summit
9:00 AM

8:00 AM Coffee and Connections
9:00 AM

8:00 AM Exhibitor and Innovator Showcase
7:00 PM

11:30 AM Break and Lunch
12:30 PM

2:45 PM Afternoon Break and Snack
3:45 PM

Exhibitor and Innovator Showcase Network Adu...

Speakout Board

How do you guarantee that each review is official and not made by a loose leaf or by a competitor? What's your policy in terms of guarantees for both consumer and hotelier?

Travel Support (e.g. check-in via Transaction vs. visitation) (e.g. video hand guide) on mobile devices: Importance of each? Convergence of these services or specialization?

How should a company analyze and track real time/anonymous customer behavior? Stephen TrackingTourism.com

How do you deliver weekend availability at great boutique hotels? Surely they are already...

Go SeeTell Conference concierges

blocher
The community for women who blog

A listing of BlogHer concierge highlights are as follows

Total Number of Tweets: **676**

Total Number of Inquiries Answered: **201**

Total Number of ReTweets: **55 tweets retweeted a total of 140 times**

Total Number of Map Views: **3,931 views**

Total Number of Followers Gained: **319 followers**

Total Number of Clickthroughs: **4,143 clickthroughs**

Go SeeTell Post event

flickr — by Yahoo!

Home The Tour Sign Up Explore Search


Search: supercomputing

Supercomputing 09 - Portland

141 photos | 41 views

Photos are from between 14 Nov 2009 & 16 Nov 2009

Location aware
social media



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Go See Tell Foursquare



Search! Try places, people, tags... [Go!](#)

You're near Salt Lake City, UT

Salt Lake City International Airport (SLC)
SLC
Salt Lake City, UT 84116
(801) 575-2400



Map data ©2010 Google [Terms of Use](#)

CHECKING IN HERE **1255** UNIQUE VISITORS **743** 

WHO'S BEEN HERE



FROM THE TOP 12 LISTS









 **roy e. did this...**
Use Terminal 1's security as it is connected to all of the gates and is usually

TAGS

Use tags to let people know what they can expect to find here:

Go See Tell Foursquare

FROM THE TOP 12 LISTS

-  **roy e. did this...**
Use Terminal 1's security as it is connected to all of the gates and is usually less busy. (2 weeks ago)
-  **Vince R. did this...**
Nowhere decent to eat in e trrminal (2 weeks ago)
-  **Jordan H. did this...**
One of the security lines has a millimeter wave scanner. Avoid it if you don't want your junk ogled. (2 weeks ago)
-  **Justin W. did this...**
Cibatta sandwiches at the dell in T2 are dry. Skip it. (2 weeks ago)
-  **Wee N. did this...**
Use the "professional traveler" security line to get through the quickest (January 4, 2010)
-  **Amber D. did this...**
Skip all the Starbucks's and get some OOOO coffee at Milkcreek Coffee Roasters at Terminal D (worth the walk, even if that isn't your terminal) (December 27, 2009)
-  **Jason S. did this...**
wave hi to Bryon Roberts (November 2, 2009)
-  **Bryce R. did this...**
It's easy to miss, but first (Southwest) terminal has a first class/A group boarding lane at the south end of the security que. Saves loads of time as it's rarely used. (October 15, 2009)

Go See Tell Foursquare



home | sign up | log in | help

Search! Try places, people, tags... [Go!](#)

You're near Salt Lake City, UT

Bryce R.
Salt Lake City, UT
[Facebook Profile](#)

164 TOTAL NIGHTS OUT **648** TOTAL CHECKINS **0** TO DOES NOW DONE **7** TOTAL THINGS DONE

TOP 12 | **TO DO**

1. @ Red Iguana 2: Two words: Mole, Amarillo. (2 weeks ago)
2. @ Costa Vida: Best fish tacos anywhere. Seriously. You won't be disappointed. (January 15, 2010)
3. @ Salt Lake City International Airport (SLC): It's easy to miss, but first (Southwest) terminal has a first class/A group boarding lane at the south end of the security que. Saves loads of time as it's rarely used. (October 15, 2009)

BADGES



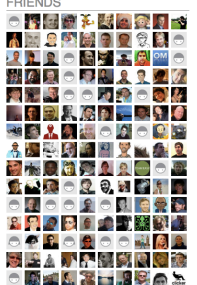
Go SeeTell Foursquare

MAYORSHIP


Bryce is currently the mayor of 25 places (view)

- + Bornaville Elementary (Salt Lake City, UT)
- + Central Collision Center (Salt Lake City, UT)
- + Costa Vida (Salt Lake City, UT)
- + Costa Vida (Salt Lake City, UT)
- + Cosleno - Salt Lake City (Salt Lake City, UT)
- + Desert Industries (Salt Lake City, UT)
- + Fine Candy (Salvestopol, CA)
- + Great Clips (Salt Lake City, UT)
- + Heymarket Hotel (London, UK)
- + Jewish Community Center (Salt Lake City, UT)
- + John's House
- + Momo's Kiosk (Amsterdam, Netherlands)
- + Monument Park 2nd Ward (Salt Lake City, UT)
- + Monument Park North Stake Center (Salt Lake City, UT)
- + Monument Park Stake Center (Salt Lake City, UT)
- + Salt Lake City International Airport (SLC) (Salt Lake City, UT)
- + Salt Lake Temple (Salt Lake City, UT)
- + Silhouette Design Studio (Salt Lake City, UT)
- + Snowbird Ski & Summer Resort (Snowbird, UT)
- + Sports Den (Salt Lake City, UT)
- + The Fitness Club at Forest Hill Village (Salt Lake City, UT)
- + Tutoring Toys (Salt Lake City, UT)
- + W San Francisco (San Francisco, CA)
- + XYZ (San Francisco, CA)
- + Z Pizzeria (Salt Lake City, UT)

FRIENDS



Go SeeTell Foursquare



Go SeeTell Foursquare

Hotel Lucia

400 W Broadway
at SW Stark St
Portland, OR 97205
(503) 225-1717
On Twitter: @hotel_lucia

special offer

@ Hotel Lucia: Come in, show our front desk that you checked in on Foursquare and get a \$20 gift card to use towards your next stay and be entered into a raffle to win a free stay!

[Click to learn how to add a foursquare promo to your venue!](#)



CHECKING HERE 62

UNIQUE VISITORS 38

MAYOR 

WHO'S BEEN HERE



TAGS

Use tags to let people know what they can expect to find here:

- + boutique

Go SeeTell Foursquare

Hotel deLuxe

729 SW 15th Ave
SW Yamhill St
Portland, OR 97205
(503) 219-2094

special offer

@ Hotel deLuxe: Come in to the restaurant, show your wellperson that you checked in on Foursquare, and receive a free appetizer when you purchase an entree!

[Click to learn how to add a foursquare promo to your venue!](#)



CHECKING HERE 43

UNIQUE VISITORS 32

MAYOR 

WHO'S BEEN HERE



TAGS

Use tags to let people know what they can expect to find here:

- + hotel
- + max pge park

The screenshot shows the Foursquare website interface. At the top, the Go SeeTell logo is on the left and the word "Foursquare" is on the right. Below the navigation bar, the "Brooklyn Museum" community page is displayed. It features a large "B" logo, a photo of a group of people, and a text block that reads: "The Brooklyn Museum believes in community and in the importance of the visitor experience. In this area you'll find a number of ways to connect with us: blogs, photo and video submissions, podcasts, and more. We look forward to hearing from you."

The screenshot shows a Foursquare map view centered on St. Johns Marketplace. A callout box for "Task (Membership)" provides a tip: "Unexpected gem. They take standard deli fare up a notch w/ choices like foiegras, avocado, and cucumber for made-to-order sandwiches made carefully with love!" (December 11th, 2009). To the right of the map, a list of nearby businesses is shown, including 3D Bakery, Algori Caffe, Bar Sapia, Beast, Blue Marble, Brooklyn Central Library, Chavelita, Cheryl's Global Soul, Christa's, Cornelius, Desserts by Michael Allen, El Gran Castillo de Jagua, Franklin Park, Glen, Glass Shop, James, Joy Indian Restaurant, and Joyce Bakeshop.

A slide with a red horizontal bar at the top. The text "Know what you are (or are not) doing" is centered on the slide. At the bottom left is the Go SeeTell logo, and at the bottom center is the copyright notice: "© GoSeeTell Network 2010 - Confidential".

The slide is titled "Get the word out" and features two main visual elements. On the left is a screenshot of the Southwest Travel Guide website, which includes a "Where to Go & What to Do" section with a map of the United States and various travel tips. On the right is a photograph of a physical display board in a public space, which replicates the website's content and includes a "Thank You" message from Southwest Airlines: "From all of us at Southwest... Thank You for flying with us. Liked your trip? Tell us about it on Travel Guide. Your friends at Southwest Airlines."

Go SeeTell Prepare

Our thoughts are with the passengers of flight TK1951 and their families.

visitiholland
Vise Holland

Go SeeTell Know the law

Federal Trade Commission
PROTECTING AMERICA'S CONSUMERS

FTC Publishes Final Guides Governing Endorsements, Testimonials

The Federal Trade Commission today announced that it has approved final revisions to the guidance it gives to advertisers on how to keep their endorsement and testimonial ads in line with the FTC Act.

The notice incorporates several changes to the FTC's Guides Concerning the Use of Endorsements and Testimonials in Advertising, which address endorsements by consumers, experts, organizations, and celebrities, as well as the disclosure of important connections between advertisers and endorsers. The Guides were last updated in 1980.

Under the revised Guides, advertisements that feature a consumer and convey his or her experience with a product or service as typical when that is not the case will be required to clearly disclose the results that consumers can generally expect. In contrast to the 1980 version of the Guides – which allowed advertisers to describe unusual results in a testimonial as long as they included a disclaimer such as “results not typical” – the revised Guides no longer contain this safe harbor.

The revised Guides also add new examples to illustrate the long-standing principle that “material connections” (sometimes payments or free products) between advertisers and endorsers – connections that consumers would not expect – must be disclosed. These examples address what

Go SeeTell Know the tools

Become a friend of Crandon on Facebook. Search "Crandon Chamber"

Crandon Chamber

Facebook

Go SeeTell Social Media

2009: a differentiator

2010: a necessity

It pays to be a first mover!

Thank you!
(D me at @coldinpx)



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