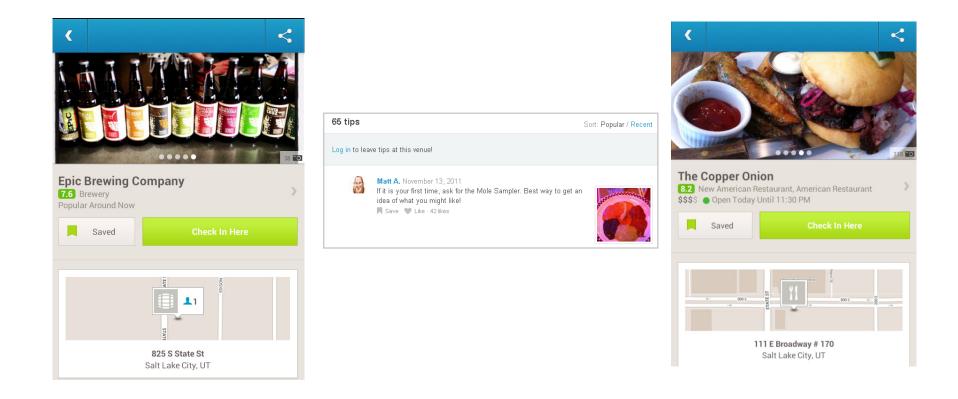




Why would I create a Foursquare page for my brand when we don't even have any retail locations?

Tips and Photos



Be a virtual guide for your fans.

Don't sell, help.

Don't spam, be human.



Doing it right.









Shares historical information.



23. National Baseball Hall of Fame and Museum HISTORY

MUSEUM

25 Main St. Fair St., Cooperstown, NY

"This is where the game's immortals are enshrined. The heart of the museum is the Hall of Fame gallery. The gallery has a plaque for each of the players who have been elected to the hall." HISTORY Channel · December 28, 2012

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#SLCSocial

Leaves tips from celebrities that relate to the venue.





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#SLCSocial

Directs users to trendy shops.



26. Erica Tanov Boutique 2408 Fillmore St. at Washington, San Francisco, CA

"No one captures San Francisco's boho-chic aesthetic like this celebrated local designer. Her metallicthread sweaters, flowy dresses and vintagey quilts perfectly blend free-spirited and luxe." Lucky Magazine - January 29, 2013

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#SLCSocial

How do you join the conversation?

Find your fit.

Ask employees for recommendations.

Pay attention to the response.



THANK YOU.

QUESTIONS?

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