

Location-based Services  
in Our Community's Businesses

# Location-based Services in Our Community's Businesses

Before we get started...

- Q&A session after
- Get the slides at <http://bit.ly/smbnhlbs>



Presenter: Walter Elly | <http://walterelly.com> | [@walterelly](https://twitter.com/walterelly)

# Location-based Services in Our Community's Businesses

Before we get started...

- Your familiarity...
- How many of you have ever used foursquare?
- How many are checked in here right now?
- How many use foursquare on a regular basis?
- How many use other location-based services?

# Location-based Services in Our Community's Businesses

Location-based Services – quick context

Location-based Services and New Hampshire

Quick examples of use around the state

Local case studies



# Location-based Services in Our Community's Businesses

Location-based Services – quick context

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## “Checking-in” with Location-based Services

foursquare

Google™

scvngR

Gowalla

shopkick

yelp\*

LevelUp



facebook

loopt

Bizzy  
BETA

MICROARTS  
CREATIVE AGENCY

## “Checking-in” with Location-based Services

# foursquare



## Location-based Services in Our Community's Businesses



January 2010(!)

2006   2007

## Location-based Services in Our Community's Businesses



2011 is

2008   2009

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(18%)

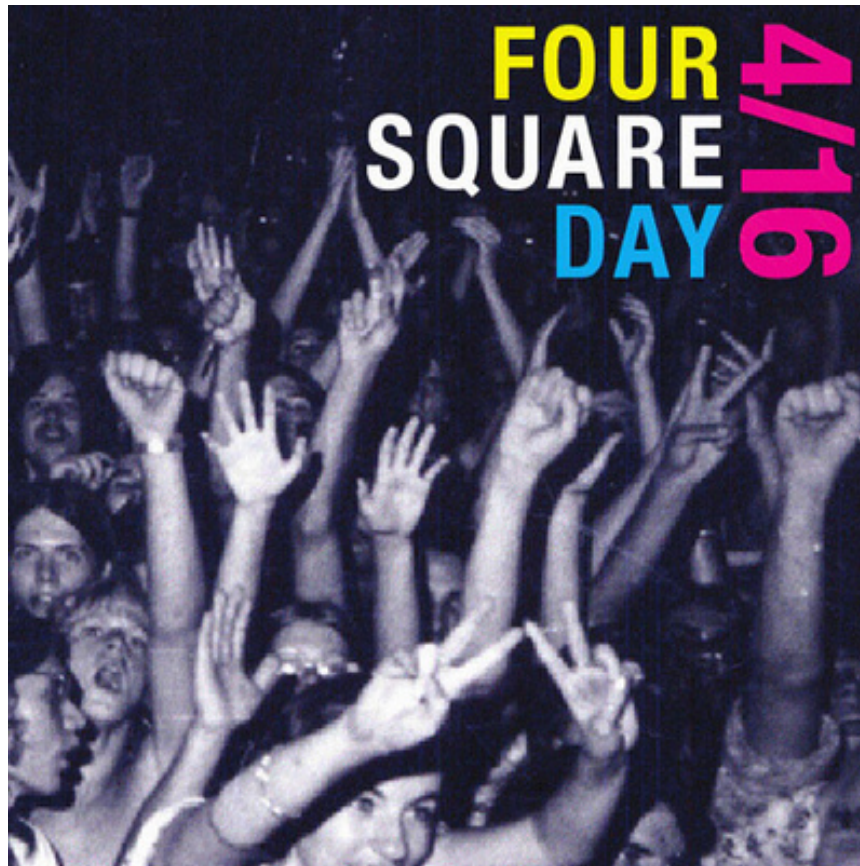
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# Location-based Services in Our Community's Businesses

3 months after foursquare's launch in the state



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# Location-based Services in Our Community's Businesses

**ABOUT**

**ADD NEW EVENT OR SPECIAL**

**BLOG**

**FAQ**

**VIEW THE MAP**

**RESOURCES**

**FOUR SQUARE DAY 4/16**

**Top Participating Cities**

- Portsmouth
- Tampa
- Miami
- North Andover
- San Diego
- Atlanta
- Chicago

**foursquare**

**Twitter Feed:**

- StacySturgis** Just loaded @4sqday specials for the DoubleTree Hotel #Savannah. Buy 1 get 1 50% off lunch buffet in John Ryan's Bistro and... #4sqday 4 minutes ago
- SchorrThing** Thx for the love @4sqday ... unless technology hates us, there will be video too :) 25 seconds ago
- StayInSavannah** Just loaded @4sqday specials for the DoubleTree Hotel #Savannah. Buy 1 get 1 50% off lunch buffet in John Ryan's Bistro and... #4sqday 4 minutes ago
- illuminantceo** Thanks, Creative Loafing Tampa <http://ow.ly/1z34q> for hosting tonite's #4sqday meeting! You guys rock! @cl\_tampa 3 minutes ago

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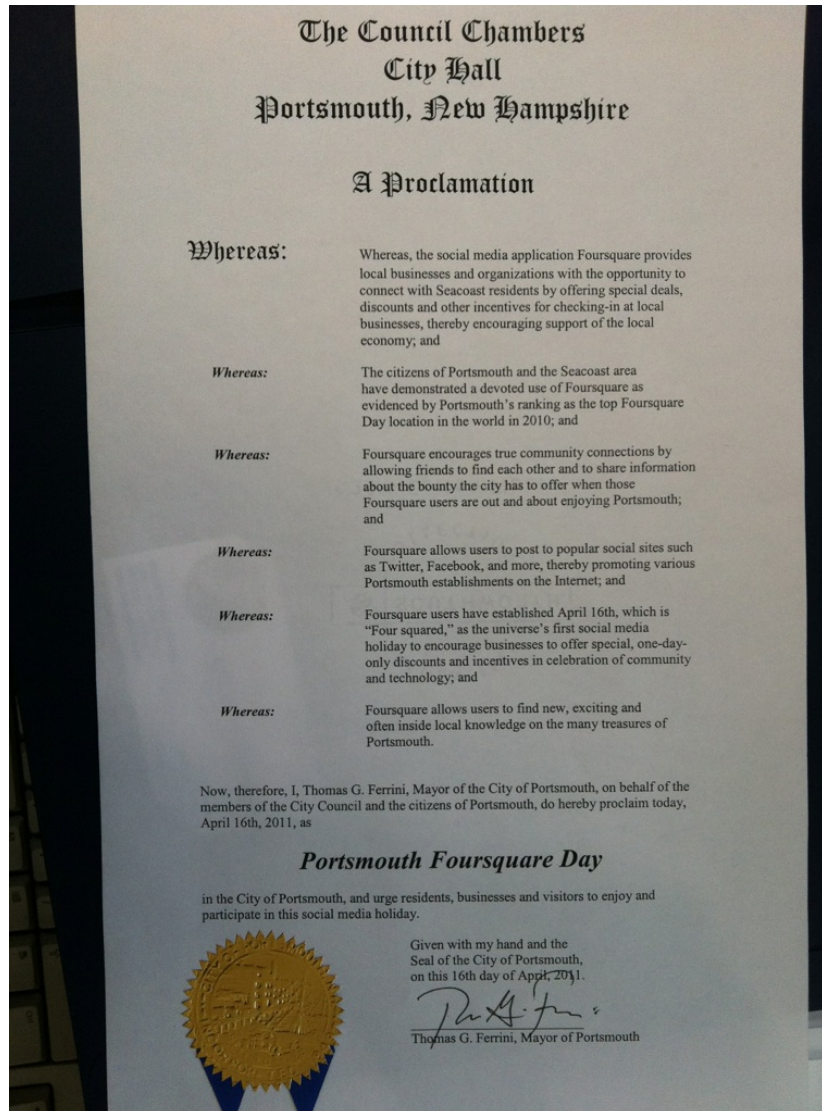
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## Location-based Services in Our Community's Businesses

- We're in the hot zone for LBS!

# Location-based Services in Our Community's Businesses

Quick examples of ways local business use foursquare

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# Location-based Services in Our Community's Businesses



## Loyalty Special

Half-off any appetizer

Unlocked on your 5th check-in



## Mayor Special

Mayor of something? No? Why not be the mayor of Sweet Kupp'in' Cakes. The mayor enjoys a free cupcake. And we will even display your name and photo for all to envy your accomplishment.

Unlocked for the mayor



# Location-based Services in Our Community's Businesses



## Newbie Special

Get a New Hampshire Association of Broadcasters business card holder with your first check-in!

Unlocked on your 1st check-in



## Special Offer

Friday Foursquare! Check in on Fridays and get a free comic of the day special! Check out our Facebook page for weekly details! Show us you checked in that Friday and get a free comic!

Unlocked for some other condition

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**Do you manage this venue? Claim here**

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# Location-based Services in Our Community's Businesses



Walter in Portsmouth, NH | [Apps](#) | [Help](#) | [Settings](#) | [Log Out](#)

Me

History

Badges

Stats

Friends

Search places, people and tips

## Portsmouth Regional Hospital

+ ADD TO MY TO-DO LIST

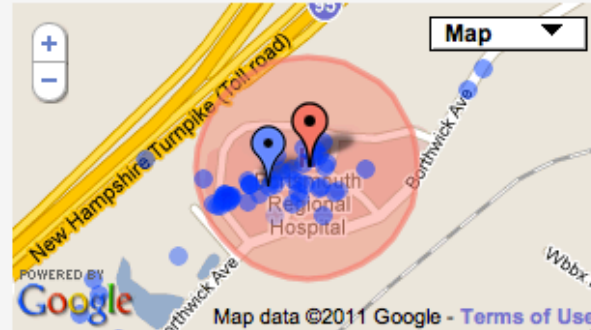
333 Borthwick Ave  
Portsmouth, NH 03801  
(603) 436-5110

@PortsmouthReg

[portsmouthhospital.com](http://portsmouthhospital.com)

 Like

</>



**Categories:** Hospital

**Tags:** doctor, physician, cancer care, heart care, maternity, surgical weight loss, neurosurgery, wellness, rehab, surgery, women's health, cardiologist, sports medicine, joint replacement, nutrition, diabetes, emergency care

edit

Venue Tools

[Edit Venue](#) | Please read our [Superuser Guidelines](#)

Tips

POPULAR

RECENT

Portsmouth Regional Hospital serves the people of Seacoast, New Hampshire, southern Maine and northeastern Massachusetts with comprehensive medical and mental health services. You can also find us at <http://facebook.com/portsmouthhospital> and <http://youtube.com/portsmouthhospital>.

YOUR CHECK-INS

0

TOTAL PEOPLE

100

TOTAL CHECK-INS

220

Mayor

Last 60 Days



**Craig L.**  
7 checkins




Staff



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# Location-based Services in Our Community's Businesses




Walter in Portsmouth, NH | [Apps](#) | [Help](#) | [Settings](#) | [Log Out](#)

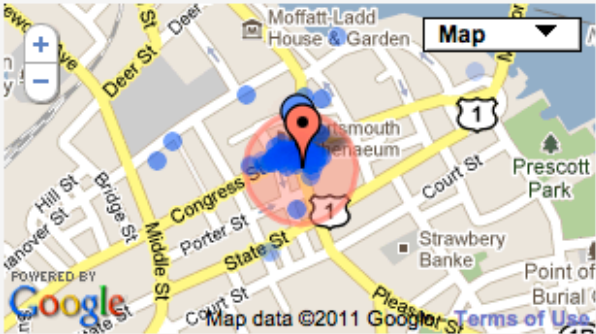
Me | History | Badges | Stats | Friends |


**Ri Ra**

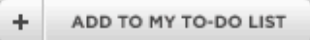
22 Market Sq  
Portsmouth, NH 03801  
(603) 319-1680



**Categories:** Bar, Pub  
**Tags:** irish pub, live music, bar, irish, trivia, pub



Map



**edit**

Venue Tools | [Edit Venue](#) | Please read our [Superuser Guidelines](#)

Tips

POPULAR RECENT

YOUR CHECK-INS

4

TOTAL PEOPLE


401

TOTAL CHECK-INS


1127

Mayor


Last 60 Days



**Devin M.**  
28 checkins

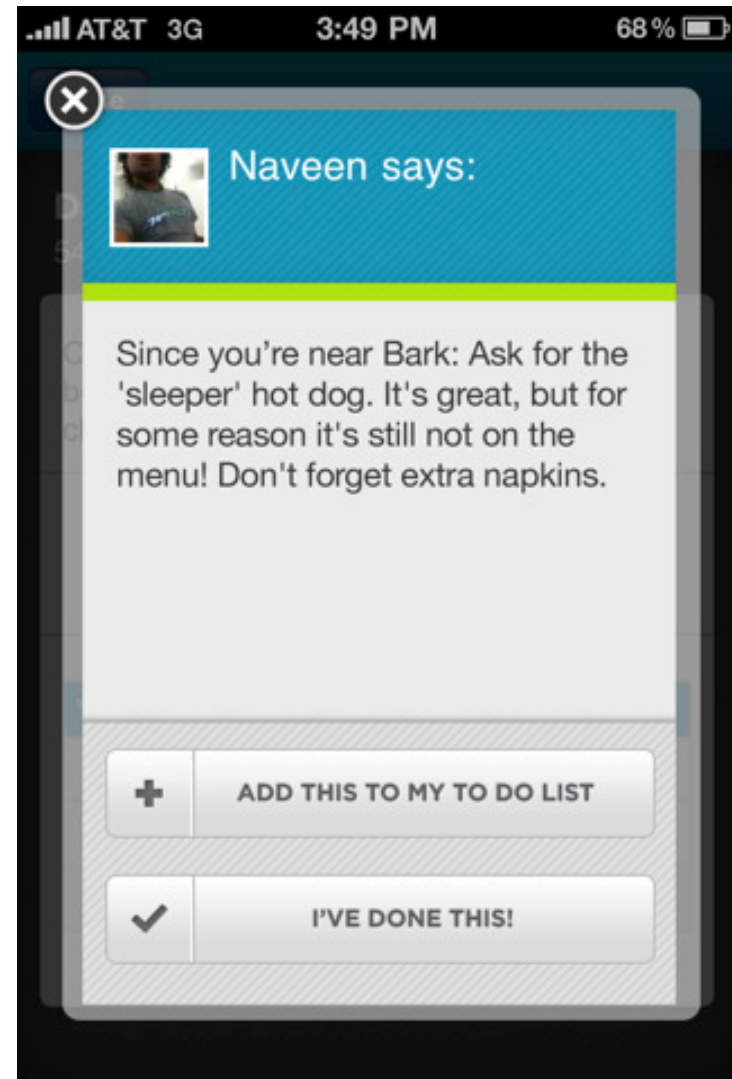
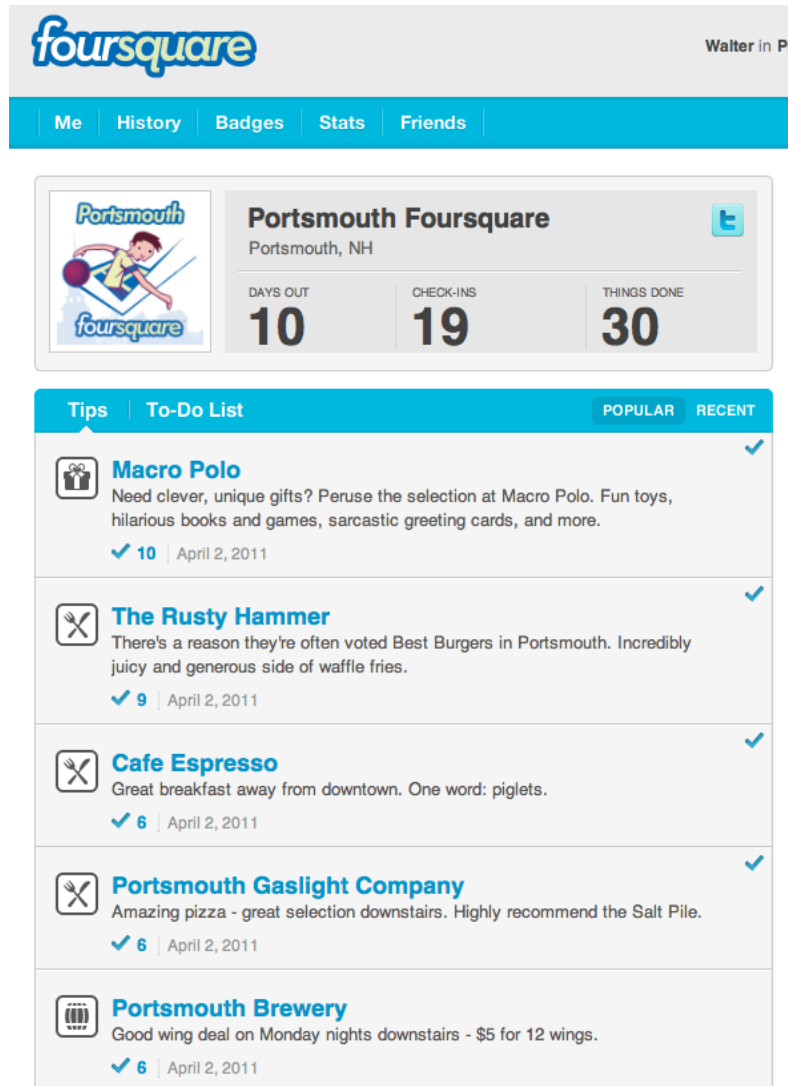


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# Location-based Services in Our Community's Businesses

Businesses are using LBS for

- Discounts and specials
- Control their brand/claim their page
- Gather analytic data
- Extend their brand

# Location-based Services in Our Community's Businesses

Local case studies

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# Location-based Services in Our Community's Businesses

## Case Studies

Silver Moon Creperie – Dover, NH

Samba Hair Salon – Portsmouth, NH

Idea Greenhouse – Durham, NH

Agave Mexican Bistro – Portsmouth, NH



# Location-based Services in Our Community's Businesses



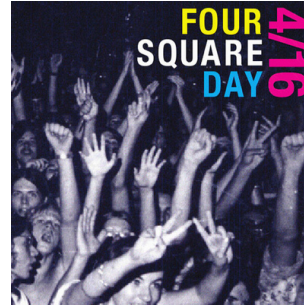
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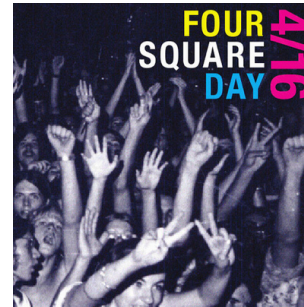
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# Location-based Services in Our Community's Businesses

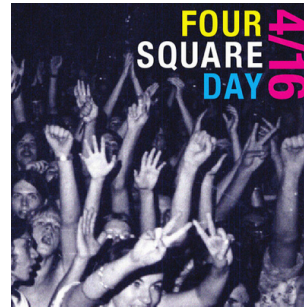


Do you manage this venue? [Claim here](#)



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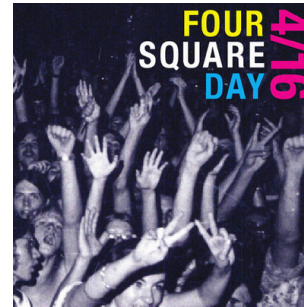


Do you manage this venue? **Claim here**

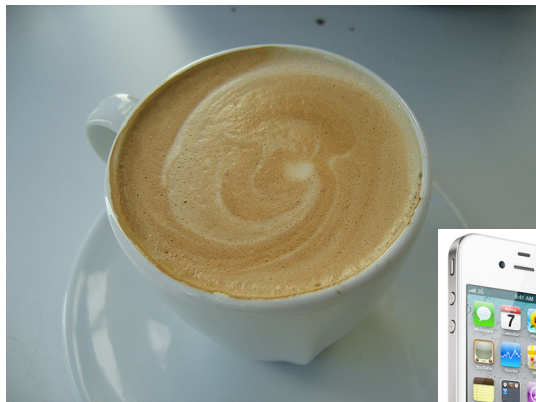


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# Location-based Services in Our Community's Businesses



Do you manage this venue? [Claim here](#)



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# Location-based Services in Our Community's Businesses

Foursquare checkin account



Twitter + Foursquare = Happy Reminder





**Crepe G.**  
Dover, NH

DAYS OUT  
**45**

CHECK-INS  
**70**

THINGS DONE  
**2**



**@seacoastcrepes**  
the crepe guy

Time to make the crepes! (@ Silver Moon Creperie) <http://4sq.com/jyIef4>

14 May via [foursquare](#) ☆ Favorite ↻ Retweet ↻ Classic RT ↻ Reply



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## Location-based Services in Our Community's Businesses

- Their use: Reward existing customers
- Experimenting, may try swarm specials
- Twitter is the “big gun” for Silver Moon Creperie for bringing people in
- Checkin on branded account, post to Twitter





# Location-based Services in Our Community's Businesses



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# Location-based Services in Our Community's Businesses

## Newbie Special

10% off your retail purchase with 1st check in!

Unlocked on your 1st check-in



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## Location-based Services in Our Community's Businesses

- Their Use: New customer acquisition, window decal is key.
- Special was posted for months without anyone claiming it.
- Put up window decal in April, had first special claim within days.
- People have walked in off the street after seeing window cling and claimed reward as a result.





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8 Jenkins Court  
Middle Door  
Fourth Floor



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# Location-based Services in Our Community's Businesses



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# Location-based Services in Our Community's Businesses



## Newbie Special

Free Day Pass for your first checkin.  
Spend a day using our wifi and working in  
our comfortable, energizing space.

Unlocked on your 1st check-in



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# Location-based Services in Our Community's Businesses



facebook®



**Free Day Pass for Checking In!**

By Idea Greenhouse Durham

Check in at [Idea Greenhouse Durham](#) to get this deal.

## Newbie Special

Free Day Pass for your first checkin.  
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facebook



## Free Day Pass for Checking In!

By Idea Greenhouse Durham

Check in at [Idea Greenhouse Durham](#) to get this deal.



## 1 free Day Pass

Checkin to Idea Greenhouse and get a free day pass! Good  
on your first checkin only. Be sure to call 397-0007 to  
coordinate your visit.



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# Location-based Services in Our Community's Businesses



facebook



**Free Day Pass for Checking In!**

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coordinate your visit.



Google places



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# Location-based Services in Our Community's Businesses

- Their Use: Lead nurturing
- Maximize visibility within LBS platforms by posting specials
- Visibility becomes another touch point towards an eventual sale



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## Location-based Services in Our Community's Businesses



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# Location-based Services in Our Community's Businesses

## Check-in Special

Get \$1.50 off any breakfast/brunch item when you check-in on Sundays between 10AM-1PM.

Unlocked every check-in

- Used as a reward and to acquire customers



# Location-based Services in Our Community's Businesses

## Check-in Special

Get \$1.50 off any breakfast/brunch item when you check-in on Sundays between 10AM-1PM.

Unlocked every check-in

- Used as a reward and to acquire customers
- 225% increase in checkins after adding specials



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# Location-based Services in Our Community's Businesses



+



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## Location-based Services in Our Community's Businesses



+



- Biggest checkin day – 25 checkins



## Location-based Services in Our Community's Businesses



+



- Biggest checkin day – 25 checkins
- 45 impressions on special, unlocked 11 times

# Location-based Services in Our Community's Businesses



- Biggest checkin day – 25 checkins
- 45 impressions on special, unlocked 11 times
- 11 resulting @mentions on Twitter + twitpics
- “Great exposure!” (make a splash using 4sq = word of mouth win)



**@IsaacBrake**

Isaac Brake

These are the free nachos at @agavebistro  
for #ports4sqday  
<http://twitpic.com/4lmoxy>



**@CMajor**

Christine Major

Mmmmmmm nachos!! (@ Agave Mexican  
Bistro w/ @leslie @stuffcarlsays)  
<http://4sq.com/fPW12i>

16 Apr via foursquare ☆ Favorite ↻ Retweet ↻ Classic RT ↻ Reply

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## Location-based Services in Our Community's Businesses

Their Use:

- Used as a reward and to acquire customers
- Create word of mouth



## Location-based Services in Our Community's Businesses

Local businesses are using location-based services to:

- Reward customers
- Acquire new customers
- Nurture leads

# Location-based Services in Our Community's Businesses

## Special Thanks!

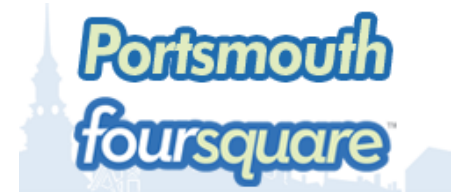


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# Location-based Services in Our Community's Businesses

Thank You!

- Slides – <http://bit.ly/smbnhlbs>
- Portsmouth Foursquare  
<http://portsmouthfoursquare.com>  
[@ports4sq](#)  
<http://foursquare.com/ports4sq>



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