

8 Step Guide to



A short guide to social media marketing.

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Mobile Marketing Social Media

Remember
this?





Smart phone 2010

Portable media player with 5 mega pixel camera, touch screen, fast 3G+, internet, wifi and ... voice and texts



Smart phone 2013?

☺ No ... this is a wrist phone watch
from 2010

93

the percentage of 18 – 29 year old with a mobile

39

the percentage of people in a recent study who
use location based services on their mobile

73

percentage of people surveyed who used a
mobile app to checkin



2

Million users on Foursquare July 2010



5.8

million businesses & locations in Foursquare



Saturday Nights All Right

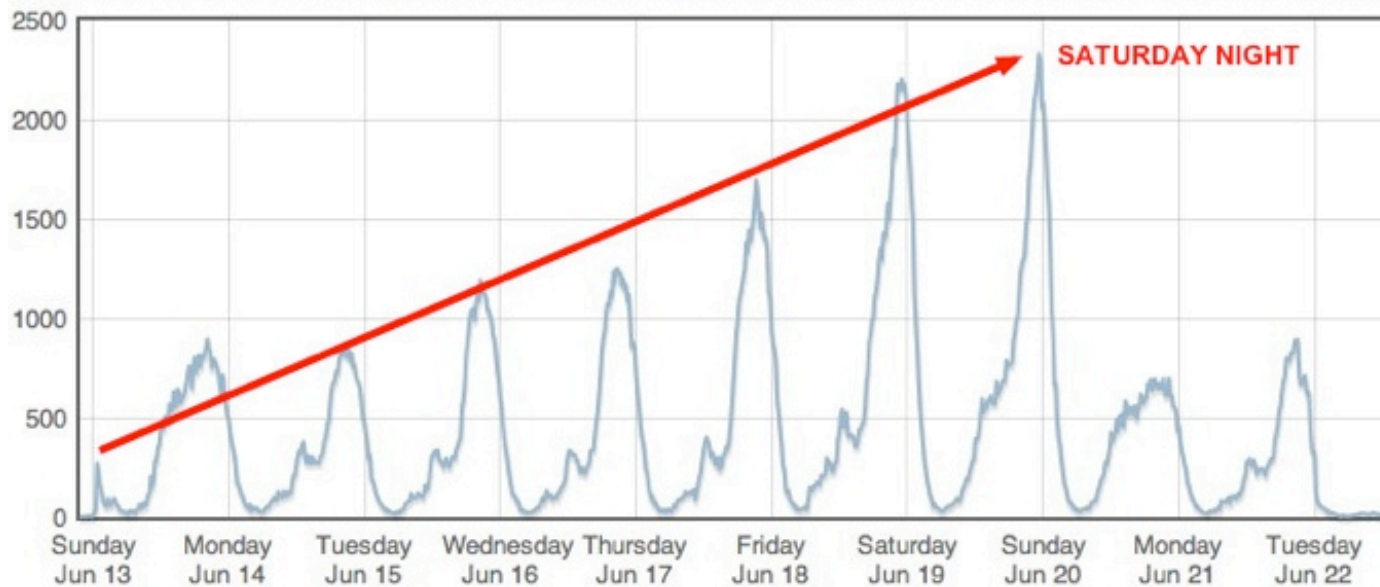
FOURSQUARE TRENDS

Seventeen people check in to [Foursquare](#) every second. [BitsyBot Labs](#) prepared a week's worth of checkins.

HERE'S WHAT WE FOUND:

[The Whole Picture](#)
[Not Just Nightlife](#)
[Nightlife is Shifty](#)
[Brunch Rules Weekends](#)
[Parks and Arts are Married](#)
[Shopping All Week](#)
[Reset Zoom](#)

CLICK AND DRAG THE CHART BELOW TO GET A CLOSER LOOK



CATEGORIES

- Arts & Entertainment
- Shopping
- Food
- Travel
- Parks
- Education
- Nightlife
- Other

Claim your business on Foursquare

The screenshot shows the Foursquare interface for a business named 'mmCHANNEL'. At the top, there's a navigation bar with links like 'ME', 'HISTORY', 'STATS', and 'FRIENDS'. Below this, the business name 'mmCHANNEL' is displayed along with its address: 'C/ Joaquin Turina 2, Pozuelo de Alarcon, Madrid, Spain 28224'. A link to the business's Twitter account '@mmCHANNEL' is also present. To the right, there are four boxes showing statistics: 'CHECKINS HERE' (61), 'UNIQUE VISITORS' (6), 'YOUR VISITS' (3), and a 'MAYOR' badge with a profile picture. A blue arrow points from the text 'Click here to claim' to a link that says 'Are you the manager of this business?'. Below the business information is a map showing the location of mmCHANNEL. To the right of the map, there are sections for 'WHO'S BEEN HERE' (showing three profile pictures), 'CATEGORIES' (with a link to the history page), and 'TAGS' (with a form to add a tag). At the bottom, there's a section 'FROM THE TOP 12 LISTS' featuring a list item by 'Fran V.' dated November 4, 2009, with options to 'I've done this!', 'Add as To Do', or 'Ignore'. The bottom of the page has links for 'Add Tip' and 'Add To-Do'.

Damien Find Friends Add Things Help Settings Logout

foursquare™

Find places, people, tags SEARCH

ME HISTORY STATS FRIENDS Currently in Madrid

mmCHANNEL
C/ Joaquin Turina 2, Pozuelo de Alarcon
Madrid, Spain 28224
On Twitter: @mmCHANNEL
[Are you the manager of this business?](#)

CHECKINS HERE **61** UNIQUE VISITORS **6** YOUR VISITS **3** MAYOR

Map Satellite Hybrid

WHO'S BEEN HERE

CATEGORIES
Add categories below or on your [history page](#).

TAGS
Use tags to let people know what they can expect to find here:
Add a tag:

FROM THE TOP 12 LISTS

Fran V. did this...
mmCHANNEL the value added services around mobile and internet. (November 4, 2009) [\[Link\]](#)
 [Ignore](#)

[Add Tip](#) / [Add To-Do](#)

Click here to claim

Be creative and offer something to your followers and reward Mayors

Be fun. Do you want a badge for repeat visitors?

Reward the Mayor



Super Mayor

A special shoutout for holding down 10 mayorships at once!



Unlocked by **Damien S.** on Fri Apr 9, 2010 at 12:44 AM @ **Borough Market** in London.



Put up Posters or Stickers



Track Checkins & Trends

NUMBER OF CHECKINS

166

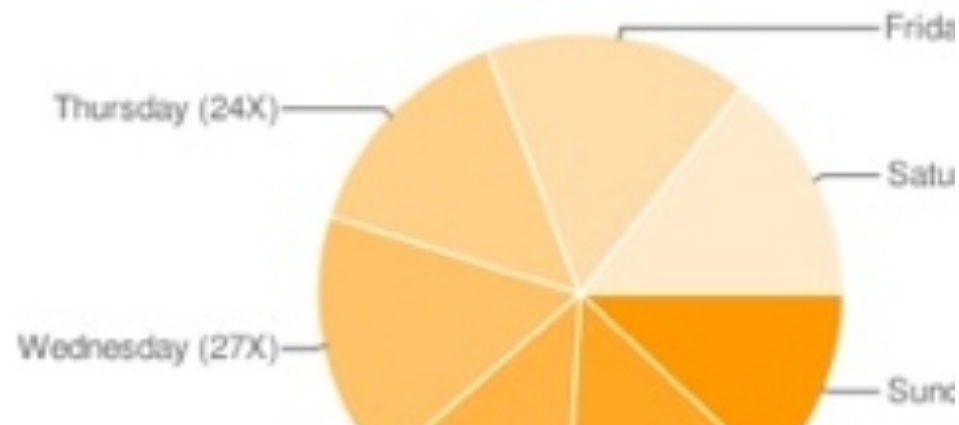
AVG CHECKINS WHEN OUT

5.9

% OF CHECKINS AT NEW

33%

DISTRIBUTION BY DAY OF WEEK



8 Step Guide to Foursquare

1. Add your business on Foursquare
2. Add a prize or incentives for people to visit your shop
3. Reward the Mayor
4. Add Tips & Comments
5. Put Stickers or Posters in Store
6. Track Checkins & Trends
7. Cross promote Foursquare using Twitter, Facebook & your website
8. Talk to me

Find out more:

<http://damiensaunders.com>

How much time does this take?

- Don't worry!
- You determine the time you want to spend on Social Media or LOLling around with your customers.

**YOU CAN
SPEND AS
LITTLE AS 30
MINUTES
EACH DAY**

Find out more:

<http://damiensaunders.com>

TRENDS IN MARKETING

- **Ol' Skool**

- Print Ads
- Magazines
- Expos & Trade Shows
- Tele-sales
- Direct Mail
- Radio
- TV

- **Nu Skool**

- Social Media
- E-mail
- CRM
- Online Video
- Banner Ads
- Search
- Web
- Viral
- Blog
- Mobile

What Next? Get in touch

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Find out more:

<http://damiensaunders.com>