

HOW TO

manage Yelp and Foursquare

Consumers use the internet to help them make decisions. They look at reviews and information about businesses long before they open their wallets. It's the concept of "Word of Mouth" taken online. With the increasing popularity of sites devoted to letting consumers spread information about local businesses, like Yelp and Foursquare, businesses can benefit from learning about and participating in these sites' communities.



Yelp connects passionate consumers to businesses. Yelp is quickly becoming the go-to destination on the web for user-created reviews about local businesses

and destinations. Local businesses can get a lot out of learning about and participating in the Yelp community. While the primary focus of the site is on users and reviews, Yelp offers a set of tools for business owners. You can create a profile for your business, or if someone has already "Yelped" you by creating a profile, you can verify the information and begin to interact with the community.



Foursquare combines the power of social media with location-based marketing. Foursquare allows

friends to discover their city by offering awards and points at places they "check-in." The more they "check-in," the more awards and points they get. Users can find out where their friends like to eat, play, work and then compete for those spaces by frequenting them more often. Businesses utilize this social game by including discounts and building in loyalty programs. With over a million users and 22 million check-in's, your business should be a part of this growing social network.

CLAIM AND USE YOUR YELP AND FOURSQUARE BUSINESS PROFILES TODAY!

Businesses are able to claim and edit profiles on both Yelp and Foursquare.

Use your Yelp business profile to connect to fans and fix problems.

By setting up a business owner's account and claiming your profile, you can begin to monitor people's reviews of your business, respond to concerns and questions, and offer specials through the site. To claim your profile, you'll need to validate that you're really the owner, with a phone call. [Learn more:](http://www.yelp.com/business/unlocking)

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Find and connect with your best customers with Foursquare.

Create a Foursquare profile and claim or create your venue's profile. At that point, you can start reaching out to people who visit your venue and rewarding them! [Learn more: http://foursquare.com/businesses/](http://foursquare.com/businesses/)

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