

# 7 Tips for Getting Started with Location-Based Marketing

When was the last time you were in a public place and didn't see someone with their phone out—texting, accessing an app or surfing the Web? As smartphone sales have eclipsed PC sales, people are increasingly doing their research, communication and social networking on the fly, using their mobile devices to find anything, anytime, anywhere. And with every mobile status update and app download, consumers are becoming more comfortable about sharing their own location via Foursquare or Facebook check-ins in exchange for more relevant data and offers. This shift has presented exciting opportunities for companies to tap into the power of location-based marketing, using customers' real-world behaviors and location to reach them when it's most relevant. Here are seven steps for getting started:

## 1 Claim your venues.

The first step you'll need to take is to visit Foursquare's website, search for your venue's page, and click on the link on the right-hand side of the page inviting you to claim a venue. You'll be asked to provide some contact information, which Foursquare will use to verify that you're authorized to manage that venue on Foursquare. You'll also need to specify your Foursquare user ID, enter the URL of your venue, and provide a link to your venue's website's contact page, or your venue's page on Yelp, Google or Citysearch.

Foursquare's staff will then review this information to determine if you're authorized to claim the venue, a process that typically takes seven to 10 days. Once approved, you'll be able to edit title and address information, view analytics and offer specials.

## 2 Monitor analytics and reporting from Foursquare.

Once you've claimed your venues and people begin checking in to your establishment, you should

use the reporting tools on Foursquare to learn about the check-in habits of your customers. Do you have a lot of people checking in, or very few? What times of day are most popular for check-ins? What percentages of check-ins are being sent to Facebook and Twitter? And do you have loyal customers checking in multiple times over a short period? This information will give you some ideas when you're deciding what check-in promotions to start with and what your customers expect when they check in.

## 3 Start running specials on Facebook and Foursquare.

Now the real fun begins. It's time to try offering mobile coupons, prizes or discounts to people when they check in, rewarding loyal customers and gaining new ones in the process. You might try offering a discount with purchase ("Spend \$50 and get 10% off") or a freebie ("Buy two entrees and get a free dessert"). In your excitement, remember to keep a sharp eye on program execution, training in-store staff to help ensure a positive customer experience.





## 4 Start responding on Twitter.

When customers check in at your stores via Foursquare and share those check-ins on Twitter, they're effectively endorsing your brand. Keep the conversation going and engage them by sending a response via Twitter. Depending on your marketing platform, replies can be set up to send automatically and at the intervals of your choice (e.g., first check-in shared, third check-in shared, fifth check-in shared, etc.). Make sure to keep your responses interesting and authentic to continue a positive customer experience.

## 5 Increase sophistication with promotions such as loyalty programs, sweepstakes or local offers.

Once you start getting more comfortable with location-based initiatives, you can put even more magic into your marketing efforts by building creative campaigns that differentiate you from the competition. Examples might include:

- **Loyalty programs:** Boost store traffic, increase engagement and garner valuable data on your most frequent customers by rewarding them for signing up and checking in to your locations using Foursquare or Facebook. For example, you might reward a customer with a "10% off" coupon at sign-up, a free drink for the third check-in, a free sandwich for the fifth check-in and a free meal for check-in No. 10.
- **Sweepstakes:** Looking to create excitement around your brand, increase store and venue/event traffic and provide new opportunities to grow your email list? Offer prizes based on when or how often someone checks in to a location with Foursquare or Facebook. With the lure of a prize lurking behind every check-in, customers will be more engaged than ever.
- **Local offers:** If you want to drive store traffic to specific places, considering setting up a virtual radius around that location. When someone checks in within that radius, automatically deliver an enticing offer via email. In addition to increasing foot traffic, you'll build brand awareness.

## 6 Incorporate location into your overall marketing strategy.

In today's multichannel world, it's imperative that you integrate your marketing efforts across channels, eliminating data silos. Location-based marketing campaigns, with their seamless integration between mobile (check in at a location), social (share your check-in with friends) and email (receive promotions related to your check-in), are a savvy way to connect with today's consumers. Got a customer that's checked in to your physical store locations but never visited your ecommerce store? Send that person an email inviting them to visit your online store. For ambitious marketers, the possibilities for cross-channel promotion are endless.

## 7 Review analytics and adjust your campaigns.

A tried-and-true email marketing best practice is to tap your reporting and analytics tools to drill down into campaign performance, then use these learnings to optimize future campaigns. The same is true for location-based marketing initiatives. Try testing and experimenting with the following campaign attributes:

- **Frequency of offer** (e.g., delivering an offer every second, third or fifth check-in)
- **How long it takes** (e.g., customers receives their first prize on the second check-in versus the fourth)
- **Type of offer** (buy-one-get-one free, percent off, exclusive deals, etc.)
- **Segmentation by location**
- **Distance away** (e.g., for local offers, sending a promotion to everyone who checks in within a one-mile radius versus a five-mile radius)

The key is to mix it up and find the perfect formula for surprising and delighting your customers in ways that will encourage them to share their excitement, transform them into brand ambassadors and ultimately drive revenue.

*For more tips and tricks on location-based marketing, check out our [blog](#) and [Resources page](#).*

---

**Like our content? You'll love our product.** *Contact us for a demo.*