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Geosocial and Four Square

About Geosocial Services

Just like when using the phone to call a family member or friend to let you know when you have arrived to your destination, Geo social services like Foursquare can be used to broadcast to others where you are through an online portal. Individuals on your 'friend list' can see where you have been and where you are.

Foursquare, which began in 2009, has millions of users; when checking in, users might find rewards (AIP OD, 2014). There is also the option of becoming a 'mayor' of a location for the user with the most checkins.

Value for Business

Foursquare can add business value with a foursquare badge on website and on the business door (AIO OD, 2014). A personal trainer could give suggestions for places to work out and healthy places too eat; a nearby restaurant could promote a deal for 'checking in' (Mulready, 2013). There can be contests with rewards for visits, whether individuals or groups. Mulready writes (2014) about this use of geosocial tools, saying "It's a trend that's just getting started and only going to get bigger. The opportunity can be huge for small businesses because it gives us the chance to serve relevant content to a relevant audience at the most relevant time."

Corcoran group promotes themselves by doing something offbeat- providing tips for Foursquare users that are in New York City (Mulready, 2014). As users browse around NYC and 'search' Foursquare, they might find a tip from the Corcoran group about a nearby deal or good find. Even though they are not selling their product, Corcoran group is spreading their brand with this alternative approach. Likewise, ESPN will provide trivia and tips related to sports, whether a stadium, memorable moment, or arena, and they are rewards based on interactivity with use of Foursquare. Talk show host Ellen DeGeneres uses Foursquare to check in and share her favorite spots with followers, and there are rewards for checking in with her spots- like show tickets.

Impact of using Geosocial Tools

If using checkins in combination with a promotion, any sales and revenue noted as part of that promotion can be calculated as part of the C/B analysis. In addition, the business can examine the time and type of interaction with the geosocial app. Is the user very engaged? Do they keep coming back? Use of the geosocial app can also be compared with other interaction on social networks, like use of Facebook or Twitter- how many people are 'tweeting' and 'liking' in comparison to checking in? (AIP OD, 2014). One security and safety risk that many people do not like about the apps is that once checking in, the whole world will know where you are.

Impact of Four Square

Foursquare can build loyalty to a brand and increase visits. There is the potential for a viral effect when 'sharing' Foursquare checkins with a group of friends across social networks. There is potential to use promotions to gain even a greater reach whether through checkins, tagging friends, and other activities- businesses can offer coupons, rewards, and more. Geosocial tools like Foursquare can become even more sophisticated as more people use the tools and more businesses see the benefits. Today, foursquare has 10 million plus users and 3 million + checkins daily (AIP OD, 2014).

Other Geosocial Service

Here On Biz- a geosocial app for professionals to connect- has partnered with Virgin America as the first 'in flight social network' where business travellers can connect through LinkedIn , Facebook, and Twitter, and more. "Relying on the airline's fleetwide Gogo In-Flight WiFi network and purpose-built APIs that identify an aircraft's location in the air, Here On Biz's geo-location technology offers travelers the chance to connect via the app with guests on their specific flight, guests on other Virgin America flights in the air, or fellow travelers at their destination. " (Virgin America, 2014). There is also the option to shut off the app. This is a great example of use of the latest technologies to entertain passengers, and Virgin American can promote themselves as a forward-thinking company for being the first to offer this. There is the potential to tie in rewards and contests in the future.

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