

Staying Connected Through Social Media

What Every Small Business Owner Should Know

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Edelman Digital
Vice President, Strategy
edemandigital.com | @blagica

October, 2010

Who's Blagica and What Does She Know?



Before We Begin, Think About the Tango

[Image c/o Flickr](#)



Today's Discussion

- **Preparing your business for social media**
- **Diving into Facebook, Twitter, Youtube and Foursquare**
- **Tying in other marketing activities**

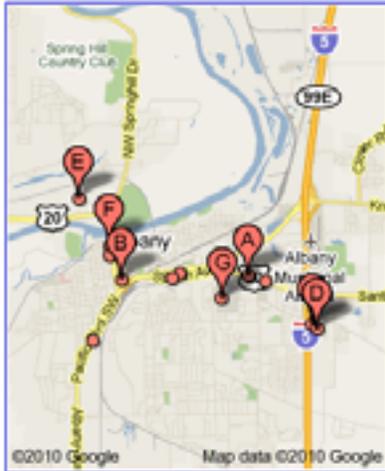
Website Basics



It All Starts With Your Website - It's a Must

albany oregon coffee shop X Search Instant is on v
About 19,300,000 results (0.32 seconds) Advanced search

Local business results for coffee shop near Albany, OR



- A Starbucks ☆
www.starbucks.com - (541) 812-2221 - 1 review
 - B Sidekicks Dessert & Espresso ☆
maps.google.com - (541) 967-7558 - 3 reviews
 - C Beanery ☆
maps.google.com - (541) 812-2500 - 5 reviews
 - D Dutch Brothers Coffee ☆
www.dutchbros.com - (541) 928-3016 - 1 review
 - E Starbucks Coffee ☆
www.starbucks.com - (541) 928-6399 - More
 - F Boccherini's ☆
maps.google.com - (541) 928-8910 - 1 review
 - G Starbucks ☆
www.starbucks.com - (541) 812-2380 - 1 review
- More results near Albany, OR >

Sponsored links
[Albany Local Guide](#)
Find Albany Coffee Shop Faster With Bing™ - the Decision Engine!
www.bing.com/Local
[See your ad here >](#)

[Organic Coffee and Organic Tea - Allann Bros. Coffee](#) ☆
At Allann Bros Coffee Co., we import our coffees exclusively from the most fertile, renowned coffee-growing regions on earth. ... [Shop](#) · [The Beanery](#) ... [Click Here to see the Oregon Jamboree Ticket Winners for 2010!](#) ...
[Careers](#) · [The Beanery](#) · [Contact Us](#) · [Shop](#)
[www.allannbroscOFFEE.com/](#) - [Cached](#) - [Similar](#)

[A List of Coffee Shops in Oregon](#) ☆
Below you will find a list of Coffee Shops in the State of Oregon. These coffee shops range from ... [Albany](#), Boyd Coffee Co, 2021 Fescue St SE, 541-928-3263 ...
[www.national-coffee-guide.com/Coffee%20Guide/Oregon%20Coffee.htm](#) - [Cached](#) - [Similar](#)

Paid Listing 'CPC' (cost per click)

Google Places Listing FREE

Natural Search Results FREE

Consumers Still Start with a Basic Search

Compare by <input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Search terms <small>Tip: Use a comma as shorthand to add comparison items. (tennis, squash)</small> <ul style="list-style-type: none"> coffee shop All search terms + Add search term	Filter Web Search United States Oregon All metros Last 12 months All Categories
--	--	--

Web Search Interest: coffee shop

Oregon (United States), Last 12 months

Categories: [Food & Drink \(10-25%\)](#), [Local \(0-10%\)](#)

comparison item 'All search terms' ignored



Interest over time

Forecast News headlines

[Learn what these numbers mean](#)



[Embed this chart](#)

Regional interest

[Metro City](#)

- Portland
- Boise



Google Insights – What Are People Looking For?



albany oregon coffee shops

Search

About 127,000 results (0.40 seconds)

[Advanced search](#)

Everything

Images

Videos

Maps

Blogs

More

Top Stories

Posts

Homepages

Any time

Past 10 minutes

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

Sorted by relevance

Sorted by date

Reset tools

Past year

[Related blogs about albany oregon coffee shops](#)

[Portland Oregon Blog](#)

The Portland **Oregon** Blog will keep you updated on happenings in Portland **Oregon** and the web site, ... **Coffee Shops** ... of ease of connections, customs/baggage, food/shops /amenities, comfort/design and perceived safety/security. ...

www.uniquely-portland-oregon.com/portland-oregon-blog.html

[The best coffee, pastries, beer & wine in Milwaukie, Oregon](#)

Spring Creek **Coffee** House. The best **coffee**, pastries, beer & wine in Milwaukie, **Oregon**. Sep 18 2010 ...

springcreekcoffee.com/

[Posies Cafe](#)

8208 N. Denver Avenue Portland, OR 97217. Shop: (503) 289-1319. Catering: (503) 308-1319 posiescafe@gmail.com He is an experienced barista having worked at many well-known **coffee shops** in Portland (Urban Grind, Blend), has lived in ...

posiescafe.com/

[Pro-Soup Propaganda: Another fantastic weekend!](#) ☆

6 hours ago by Brittany

Two years ago this day I went to the DMV and took my test that gave me an **Oregon** driver's license. I am registered to vote in this state. I may have a sassy little license that says I'm Oregonian, but I will always be Alaskan at heart. I think Jonathan should take me ... I cleaned the bathroom, did homework, and did some work online for the **coffee shop**. Our plan yesterday was to go to REI so I could pick up some socks and a water bottle. It was a great, sunshiney day out. ...

<http://www.prosouponpropaganda.com/>

[Coffee Maker Brews Up Profits In Starbucks' Shadow – Investors ...](#) ☆

7 hours ago by Admin

... East positions itself as a quick-bite type of restaurant, the kind a few friends hit before a night on the town. Its a stopover, rather than a destination in the evening and, for a lunch, a ... **coffee shops** in portland oregon airport ...

<http://www.hwy50zen.com/>

Google Blog Search – What's Been Written Recently?



Search terms: [Preview results](#)

Type: ▼

How often: ▼

Email length: ▼

Deliver to: ▼

Google News Alerts – Updates About Your Business via Email

Blogs – An Instant Way to Update Your Customers (and Gain New Ones)

The image shows a screenshot of a food blog post. At the top left is the logo 'LO Blog'. Below it, the text reads 'L20 RESTAURANT PHOTO POOL ON FLICKR'. The date 'October 01, 2010' is displayed on the right. The main title of the post is 'Ciabatta, Green Olive'. A large, close-up photograph of a ciabatta roll is the central focus. To the left of the main image is a vertical sidebar with several small thumbnail images of food dishes. Below the main image, the word 'Sponge' is written, followed by a list of ingredients: 500 grams water, 500 grams AP flour, and 2 grams yeast. To the right of the main image, there is a sign-up form with the heading 'WE DELIVER' and a 'Subs' button. Below the form, the text says 'Delivered by I'. Further down, the name 'LAURENT GR' is visible, followed by a short bio: 'is a chef in the prop restaurant in Chicag'. Below this is an 'ABOUT' section with an 'Email Me' link. The 'INTERESTED WORKING AT' section contains the text 'We're hiring now in back of the house.' and a 'Send resumes to @' link. The recipe for 'Dough' follows, listing ingredients: 450 grams AP flour, 4 grams yeast, 100 grams water, 40 grams olive oil, 100 grams milk, 19 grams salt, 3 grams malt powder, 400 grams green olives quartered, and 600 grams sponge. A detailed paragraph of instructions follows, describing the mixing and proofing process. The page number '11' is in the bottom left corner, and the 'Edelman Digital' logo is in the bottom right corner.

LO Blog

L20 RESTAURANT PHOTO POOL ON FLICKR

October 01, 2010

Ciabatta, Green Olive

www.flickr.com

[A photo on Flickr](#)

Sponge

- 500 grams water
- 500 grams AP flour
- 2 grams yeast

WE DELIVER

Get the latest news as it happens. Sign up to get every post sent to your in-box.

Subs

Delivered by I

LAURENT GR

is a chef in the prop restaurant in Chicag

ABOUT

Email Me

INTERESTED WORKING AT

We're hiring now in back of the house.

Send resumes to @

Dough

- 450 grams AP flour
- 4 grams yeast
- 100 grams water
- 40 grams olive oil
- 100 grams milk
- 19 grams salt
- 3 grams malt powder
- 400 grams green olives quartered
- 600 grams sponge

Mix all the ingredients together in a bowl. Cover and let set for 12 hours in a warm place.

Mix the flour, yeast, malt, water, milk and sponge together for 4 minutes. Add the salt and mix for another 3 minutes. Add the green olive and olive oil and mix for 1 more minute, until the dough feels elastic. Place the dough in a mixing bowl and cover. Let it rest for one hour. Punch down the dough, fold it and let it rest for one hour. Cut the dough and let it proof for 45 minutes. Bake in an oven set at 250° Celsius for 20 minutes.



Let's Get Social!

Press Room

[Blog](#) | [About](#) |  [Press Releases RSS](#)

Statistics

People on Facebook

More than 500 million active users
50% of our active users log on to Facebook in any given day
Average user has 130 friends
People spend over 700 billion minutes per month on Facebook

Activity on Facebook

There are over 900 million objects that people interact with (pages, groups, events and community pages)
Average user is connected to 80 community pages, groups and events
Average user creates 90 pieces of content each month
More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

Global Reach

More than 70 translations available on the site
About 70% of Facebook users are outside the United States
Over 300,000 users helped translate the site through the translations application

Platform

More than one million developers and entrepreneurs from more than 180 countries
Every month, more than 70% of Facebook users engage with Platform applications
More than 550,000 active applications currently on Facebook Platform
More than one million websites have integrated with Facebook Platform
More than 150 million people engage with Facebook on external websites every month
Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have integrated with Facebook

A Look at the Goddess and The Grocer



Add to My Page's Favorites

Suggest to Friends

Where you will find deli sandwiches made to order, ready made salads, a fresh salad bar, sliced deli meats and cheeses, artisanal cheeses, rotisserie chicken and a selection of groceries including handmade chocolates, cookies, desserts, and pastas

Information

Location:

25 E Delaware Place & 1646 N Damen Avenue
Chicago, IL, 60611, 60647

Phone:

(312) 896-2600, (773) 342-3200

Mon - Fri:

8:00 am - 9:00 pm
6:00 am - 9:00 pm

Sat:

8:00 am - 9:00 pm
7:00 am - 8:00 pm

Sun:

8:00 am - 7:00 pm
7:00 am - 7:00 pm

The Goddess and Grocer

Wall

Info

Photos

Boxes

Extended Info

Events

The Goddess and Grocer + Others

Just The Goddess and Grocer

Just Others



The Goddess and Grocer New sandwich for this week: Roast Beef with provolone, peppadew peppers, arugula and dijonnaise sauce on a demi baguette

September 27 at 12:09pm



The Goddess and Grocer Healthy About Town: A buff Bucktown beauty dishes on a healthy neighborhood spot. <http://vitaljuice.com/ecs/8789.htm>



VitalJuice
vitaljuice.com

September 22 at 12:57pm · Share · Flag



The Goddess and Grocer New sandwich for this week only: Smoked Turkey (havarti cheese, crisp apples, arugula and honey mustard on a demi baguette)

September 20 at 11:32am



The Goddess and Grocer Vanishing of the Bees Documentary Premier tomorrow! A great film and goes toward a good cause! <http://vanishingbees.eventbrite.com/>



Vanishing of the Bees Chicago Premiere - Honey- Eventbrite
vanishingbees.eventbrite.com

Vanishing of the Bees Chicago Premiere The VOB Chicago Premiere is: an educational documentary that investigates the disappearance of bees due to Colony Collapse Disorder (CCD) a fundraising event organized by the North Lawndale Employment Network and Sweet Beginnings, LLC, sponsored by the Garfield...

September 14 at 3:47pm · Share · Flag



The Goddess and Grocer COW (cupcake of week): Chocolate Caramel (caramel cream, fudge icing w/ caramel + bubble sugar)

Customer Service and Foiled Cupcakes



[Add to My Page's Favorites](#)

[Suggest to Friends](#)

We like cool people.

Information

Founded:
2009

58 Friends Like This

6 of 58 Friends [See All](#)

 Ben Mahoney	 Pek Pongpaet	 John Morrison
 Gordon Dymowski	 Megan Ogulnick	 Nicole Crimaldi

Foiled Cupcakes

[Wall](#) [Info](#) [Photos](#) [Boxes](#) [Notes](#) [Filters](#)

 **Anita Parasuram-Raman** Do you deliver to the North Shore suburbs?
Thursday at 8:29pm · [Flag](#)

 **Claudea Heise** I'm telling you--they will not fail you! I have to try the carrot cake some day. Those sound awesome.
Thursday at 10:24pm · [Flag](#)

 **Foiled Cupcakes** Hey, Anita - you can see which north areas we deliver to here: www.foiledcupcakes.com/delivery. Which burb are you looking for?
Friday at 8:03am · [Flag](#)

 **Claudea Heise** After a delivery mishap (bad delivery boys) with toppled cupcakes, received a new delivery in 40 mins to replace the bad ones, just in time. By far the best cupcakes I have ever had. The Aloha is to die for. Will be ordering again.
Thursday at 1:39pm · [Flag](#)

 **Foiled Cupcakes** glad it all worked out! hope you had a successful meeting!
Thursday at 2:55pm · [Flag](#)

 **Claudea Heise** We did. Thank you very much!!!!
Thursday at 6:43pm · [Flag](#)

 **Trina Meier Unverzagt** just got our cupcakes for my sons first birthday and my husband and i had to do a taste test and yummo. I don't even like chocolate cake but oh this is was so moist and yummo. Thank you
Thursday at 1:15pm · [Flag](#)

 **Foiled Cupcakes** glad they're yummo! (and of course, we totally agree - you HAD to do a taste test... ;-))
Thursday at 2:55pm · [Flag](#)

Using Targeted Facebook Ads to Grow Your Business

Facebook Ads

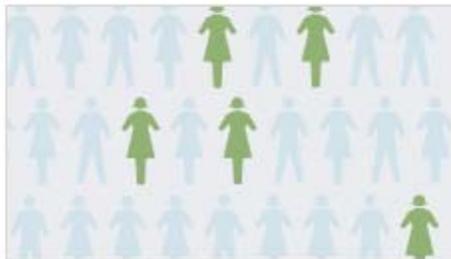
Reach over 500 million people where they connect and share

[Create an Ad](#)

or manage your existing ads

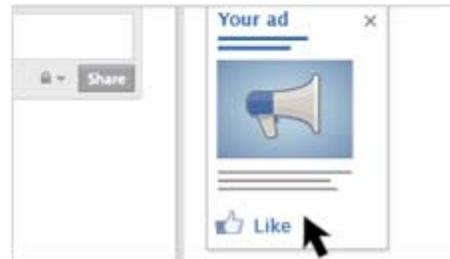
Overview

[Case Studies](#)



Reach Your Target Customers

- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



Deepen Your Relationships

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business



Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#) ▶

To learn more, [visit our Guide to Facebook Ads](#) ▶

Choose to Display Your Ad Regionally, Too

1. Design Your Ad

Destination URL. Example: <http://www.yourwebsite.com/> [?]

<http://www.albanycoffee.com>

Suggest an Ad [?]

I want to advertise something I have on Facebook.

Title 10 characters left. [?]

Java in Albany?

Body Text 14 characters left. [?]

Look no further! We have the best coffee in the city.
Free small coffee to the first 100 people that Like us on Facebook!

Image (required) [?]

Browse...

Java in Albany?

Look no further! We have the best coffee in the city. Free small coffee to the first 100 people that Like us on Facebook!

Z. Targeting

Ad Targeting FAQ

Location

Country: [?]

United States X

Everywhere

By State/Province [?]

By City [?]

Albany, OR X

Include cities within 50 miles.

Demographics

Age: [?]

18 - Any

Require exact age match [?]

Sex: [?]

All Men Women

Likes & Interests

Coffee X

Enter an interest

Drinking Coffee

Cigarettes

Caffeine

espresso

Good Cup Coffee

Pacific Northwest

Estimated Reach

17,320 people

- who live in the United States
- who live within 50 miles of Albany, OR
- age 18 and older
- who like coffee

Twitter Stats

c/o HuffingtonPost.com

 Like  117 people like this. Be the first of your friends.

 83  4,221 views  32

 SHARE  retweet  Buzz



 Get Technology Alerts

 SIGN UP

 Email  Comments 14

UPDATED 4/30/2010 10:06AM ET: A new study, released April 2010, examines Twitter usage in the United States, finding that although most Americans are aware of Twitter, few are using it. See the new Twitter statistics, [here](#).

At Chirp, the official Twitter developer conference, Twitter shared some revealing stats about its site, users, and growth that had previously been kept under wraps.

Here's a summary of the facts and figures Twitter shared:

- Twitter now has 105,779,710 registered users.
- New users are signing up at the rate of 300,000 per day.
- 180 million unique visitors come to the site every month.
- 75% of Twitter traffic comes from outside Twitter.com (i.e. via third party applications.)
- Twitter gets a total of 3 billion requests a day via its API.
- Twitter users are, in total, tweeting an average of 55 million tweets a day.
- Twitter's search engine receives around 600

million search queries per day.

- Of Twitter's active users, 37 percent use their phone to tweet.
- Over half of all tweets (60 percent) come from third party applications.
- Twitter itself has grown: in the past year alone, it has grown from 25 to 175 employees.

See pictures of the presentation given at Chirp [here](#). Follow Chirp live on the Huffington Post [here](#), where you can get live video, news, and tweets.

Search Engines Love Twitter



coffee

Search

[Advanced search](#)

Everything

Images

Videos

Updates

Maps

Discussions

Blogs

More

Any time

Latest

Anywhere

Nearby

Custom Location

albany, oregon

ex: Boulder, CO

All updates

Updates with images

Reset tools

albany, oregon

[2010](#) › [October](#) › 3

« 12:00 AM 6:00 AM 12:00 PM 6:00 PM »



[cr8tivejen](#): [@vacaseca](#) She's awesome. I want to have **coffee** and drink good wine with her. Just sayin. :)

Twitter - Oct 3, 2010 5:49:51 PM - Albany, OR, USA - [Full conversation](#)



[sirjakeyjake](#): I'm at Dutch Bros. **Coffee** (2840 Santiam Highway SE, Albany).

[foursquare](#) :: [Dutch Bros. Coffee :: Albany, OR](#) - foursquare.com

Twitter - Oct 1, 2010 11:51:30 AM - Albany, OR, USA



[EllieMo](#): [@moonfrye](#) most random dream: standing on the cliffs of mohar (in Ireland) feeling the breeze drinking a cup of **coffee** :) peaceful

Twitter - Oct 1, 2010 2:42:34 AM - Albany, OR, USA - [Full conversation](#)



[d_rivera](#): [@A_Peabody](#) Indeed. I try to keep a continuous supply of **coffee** and donuts going. I think it helps. [@k_rivera](#)

Twitter - Sep 30, 2010 6:10:12 PM - Albany, OR, USA - [Full conversation](#)



[RocketQueenCC](#): Boccherini's **Coffee** and Tea House, & Yogurt Extreme are getting "Double vision" & "Powered by orange" orange...

[Boccherini's Coffee... | Facebook](#) - facebook.com

Twitter - Sep 30, 2010 10:24:37 AM - Albany, OR, USA



[sanshe3](#): Its time for some **coffee** then work what a excitement :(

Twitter - Sep 30, 2010 9:08:32 AM - Albany, OR, USA

Connecting With Your Advocates



Floydscoffee

+ Follow

Lists ▾

Settings ▾

Followed by [@MtropolisCoffee](#)

Floyd's Old Town is now booking private parties: bring us your large Christmas Bash or office party- it's a great room at a great rate

11:15 PM Sep 29th via TweetDeck

[@bigasssandwich](#) Thanks for the props ,BAS!

11:06 PM Sep 29th via TweetDeck in reply to bigasssandwich

[@debmustard](#) got one of those already, thankyouverymuch.

11:05 PM Sep 29th via TweetDeck in reply to debmustard

Now that the SCOTUS has determined that \$=speech where campaigns are concerned, guess who's talking the loudest?

<http://shar.es/0cQWs>

3:24 PM Sep 21st via web

Thanks to a hookup from Stumptown, Floyd's will soon be retailing some very cool home brewing gear - I can't wait!

7:21 PM Sep 10th via TweetDeck

Name Floyd's Coffee

Location Portland, Oregon

Web <http://www.floyds...>

Bio Stumptown, WIFI, Nuvrei, vegan goods. – SE 1412 SE Morrison + 118 NW Couch

123 following 795 followers 77 listed

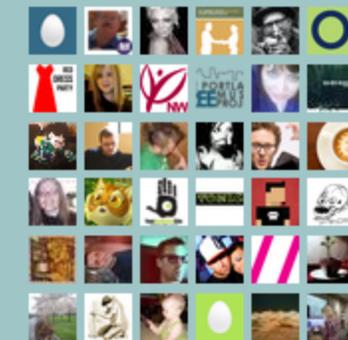
Tweets 404

Favorites

Actions

[block](#) Floydscoffee
[report for spam](#)

Following



[View all...](#)

[RSS feed of Floydscoffee's tweets](#)

Weaving Through the Clutter

search.twitter.com



coffee near:"albany, oregon" within:15mi

Search

Results for **coffee near:"albany, oregon" within:15mi**

0.10 seconds



[Criis_mv98](#): RT [@inebriation](#) I could use some **coffee, and company.**
[iphone:45.132754,-122.856465](#)

about 1 hour ago via *TwitBird* · [Reply](#) · [View Tweet](#)



[sl0wburn](#): Chai latte, mmmmm (@ **Coffee** House Cafe) <http://4sq.com/c3TIMj>
[44.940200, -123.039100](#)

about 2 hours ago via *foursquare* from *Coffee House Cafe, Salem* · [Reply](#) · [View Tweet](#)



[mikerose57](#): Great time in Eugene watching the Duckies win! (@ **Dutch Bros. Coffee**) <http://4sq.com/dgBfWO>

[ÜT: 44.888493,-123.063774](#)

about 10 hours ago via *foursquare* · [Reply](#) · [View Tweet](#)

Page 1

YouTube – Video is Here To Stay

2 Billion videos watched per day

Every minute, 24 hours of video are uploaded to YouTube

YouTube is the 2nd largest search engine next to Google.com

Niche Topic? It Exists.

[Browse](#)

Search options



[TrailHead Coffee House Interior Oakridge Westfir Oregon](#)

TrailHead Coffee House Interior Oakridge Westfir Oregon

by [osworth](#) | 3 years ago | **1,471 views**



[Trailhead Cafe Coffee House Oakridge Oregon Westfir](#)

Trailhead Cafe Coffee House Oakridge Oregon Westfir - This is a video of the exterior and surrounding businesses and scenery.

by [osworth](#) | 3 years ago | **1,113 views**



[The Coffee Shop Part 1 of 2 | Broderick Boyd's Acting Demo Reel](#)

BroderickBoyd.com This is part 1 of 2 of the complete short film "The Coffee Shop" filmed in June 2010 in Albany Oregon. The Coffee Shop was ...

by [broderickboyd](#) | 2 months ago | **47 views**



[Portland Coffee House - Portland, Oregon](#)

[www.uniquely-portland-oregon.com](#) Monday morning coffee and a bagel in downtown Portland Oregon

by [Chawman](#) | 1 year ago | **150 views**



[Trailhead Cafe Coffee House Oakridge Oregon Westfir](#)

Trailhead Cafe Coffee House Oakridge Oregon Westfir - This is a video of the staff preparing for the dinner rush.

by [osworth](#) | 3 years ago | **449 views**

Biggby Coffee – Direct from the CEO

YouTube Search Browse Upload Create Account Sign In

BIGGBY Bob BiggbyBob's Channel [Subscribe](#) All Uploads Favorites Playlists

Look at some of our SUGAR FREE FLAVOR & REDUCED CALORIE available drinks!

0:06 / 1:04 360p CC

Info Favorite Share Playlists Flag

Skinny Skinny Mocha Mocha Coming Soon Like

From: BiggbyBob | December 29, 2009 | 327 views

Skinny Skinny Mocha Mocha.... So many BIGGBY Beverages can be made with Sugar Free sauces and syrups to drastically reduce calories... Yahooo!

Uploads (198)

- Dogs Love BIGGBY Coffee too !! 180 views - 2 weeks ago 0:13
- BIGGBY Rap 2.0 283 views - 1 month ago 1:03
- BIGGBY on the Move 31 views - 1 month ago 0:17

[see all](#)

Favorites (12)

- Skinny Skinny Mocha Mocha Coming Soon BiggbyBob - 327 views 1:04
- Happy Holidays from BIGGBY COFFEE BiggbyBob - 352 views 4:23
- The Snow Vampires dwaltzwri... - 268 views 2:09

YouTube Moderator – Field Questions from Community

Ask a Stanford Cardiologist: Your Questions Answered

StanfordUniversity 1,121 videos



0:36 / 8:13 360p

Free Download | StanfordUniversity | June 15, 2010
Dr. Euan Ashley is a cardiologist and assistant professor at Stanford Unvers...

Like + Add to Share

Respond to this video...

All Comments (14)

Multiman01 My cardiologist prescribed me a IMPI IR (brochite

Ask Elmo

more videos HERE SESAME STREET 720 videos



0:16 / 1:41 360p

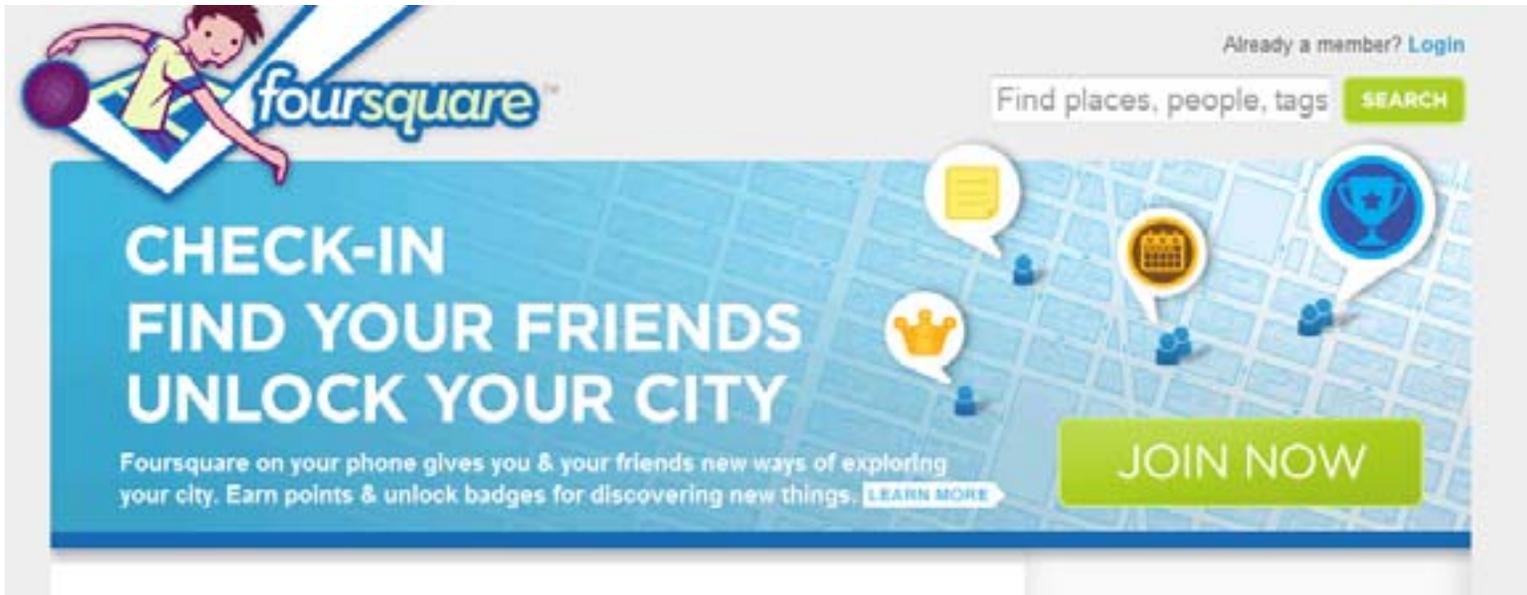
SesameStreet | September 03, 2010 **192,602** views

Did you ever want to ask Elmo a question? Well, now you can! Just visit Sesam...
 Like + Add to Share <Embed>

Respond to this video...

Most Recent Comments

Foursquare – Real Deals for Loyal Customers

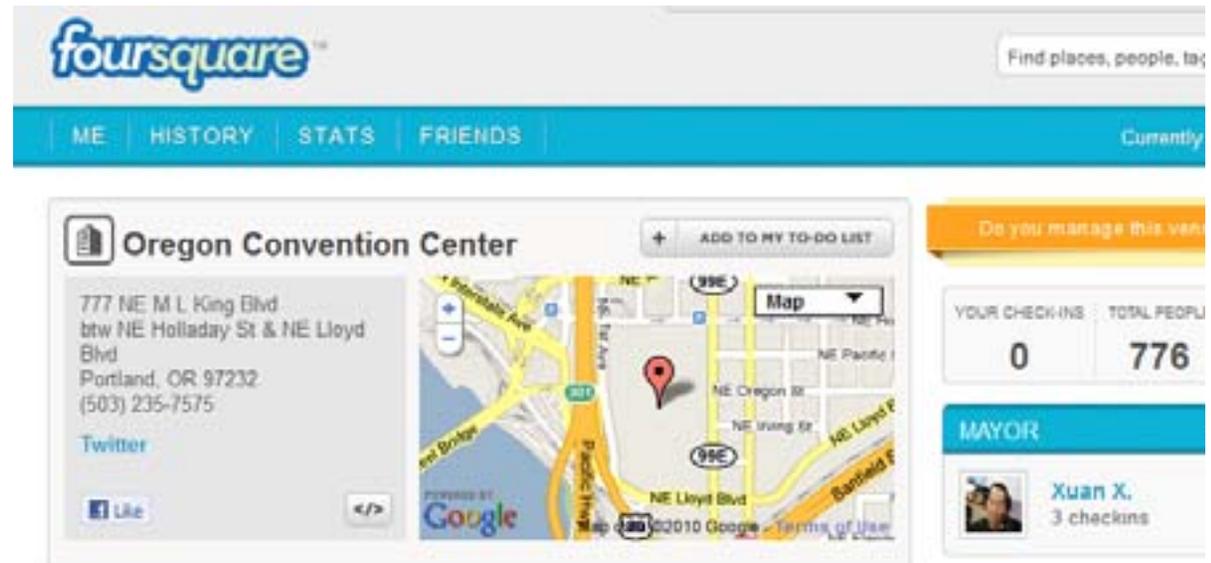


Already a member? [Login](#)

Find places, people, tags

CHECK-IN FIND YOUR FRIENDS UNLOCK YOUR CITY

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)



foursquare Find places, people, tags

ME | HISTORY | STATS | FRIENDS | Currently

Oregon Convention Center

777 NE M L King Blvd
btw NE Holladay St & NE Lloyd Blvd
Portland, OR 97232
(503) 235-7575

Twitter

Do you manage this venue?

YOUR CHECK-INS	TOTAL PEOPLE
0	776

MAYOR

 **Xuan X.**
3 checkins

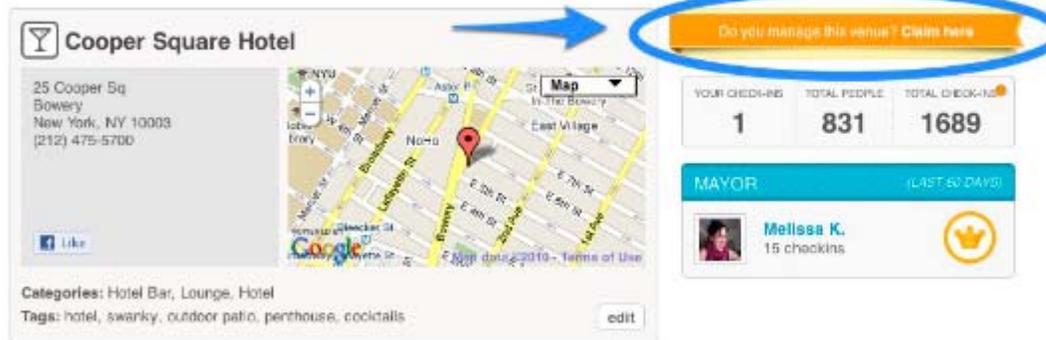
Foursquare – Free, Easy Way to Participate

Foursquare + Your Business

Foursquare aims to encourage people to explore their neighborhoods and then reward people for doing so. We do this by combining our friend-finder and social city guide elements with game mechanics — our users earn points, win Mayorships and unlock badges for trying new places and revisiting old favorites.

As a business owner, you can use foursquare to engage your increasingly mobile customers with foursquare "Specials," which are discounts and prizes you can offer your loyal customers when they check in on foursquare at your venue. Don't forget to show extra love to your venue's Mayor! Additionally, if you offer foursquare Specials to your customers, you will be able to track how your venue is performing over time thanks to our robust set of venue analytics — for free!

If you want to dive right in, get started by claiming your venue right from its foursquare venue page:



Search for your venue to get a claim!

Take a look at some of our official venue partners below.

Office Depot ()

Shop now & save \$10 off most orders \$25+ from Office Depot. Give the cashier coupon code 81041704 to redeem; see offer details at officedepot.com/4square. In store only. 9/24-10/16/10

Travel Cafe (Salem, OR)

15% discount on bottle purchases of Willamette Valley Vineyards wine and complimentary reserve wine tasting on first check-in!

Pita Pit (Corvallis, OR)

Free Drink and Chips for the Mayor! Order any pita and get a free regular combo!

Pizza Hut (Corvallis, OR)

The Mayor of this Pizza Hut receives one free single order of breadsticks per day with the purchase of a large pizza! (For Dine-in and Carry-Out orders placed at the restaurant only)

Payless ShoeSource (Lebanon, OR)

Welcome to Payless! For 1st Time Check-ins: Take \$5 off of any \$25

Tying it All Together

Cross Promotion is Key!



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Social Media is About the Customer Who Wants to Tango Alone?

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