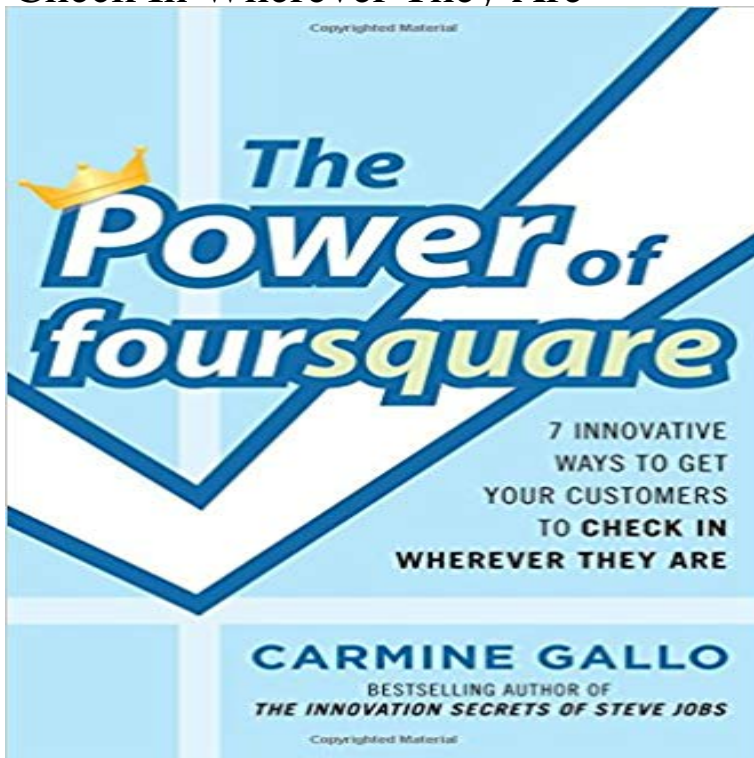


# The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In Wherever They Are



Connect with Your Customers. Anytime. Anywhere. One million new users per month. Twenty-three check-ins per second. Millions of people?in every city, in every country, on every continent, and even from the Space Station?are vying to become mayors of their favorite shopping locations. What is foursquare and why has it become the hottest customer magnet ever conceived? Foursquare is a social, mobile networking app that empowers customers to check in at businesses and share their locations with friends through smartphones and PDAs. A pioneer in location-based services (LBS), foursquare invites your customers to experiment, to compete, to share, and to have deeper, more meaningful interactions with your products and services. Internationally bestselling author Carmine Gallo not only has had unprecedented first-hand access to foursquares founders, he also has interviewed dozens of business owners and marketers who have revolutionized their businesses through The Power of foursquare. Youll discover the ice-cream chain that heated up sales dramatically, the nonprofit organization that raised \$50,000, and the matchmaker who owes her entire business to foursquare. Youll learn from fascinating case studies of major companies with active foursquare partnerships, including: The American Red Cross Jimmy Choo, London Chilis Grill & Bar Bravo NASA RadioShack Your customers are out there, constantly searching for places to go, games to play, and things to buy. Leverage The Power of foursquare and your customers will be in constant competition with each other over who loves your products and services the most. Praise for The Power of foursquare The power to reach buyers at the exact time and the exact place theyre looking for what you offer has massive implications for all kinds of businesses worldwide. Carmine Gallo expertly shows you how to tap into

the foursquare revolution, and he does it with a practical approach you can put to work in your business right now. There's an epic swarm and it's time for you to check in!  
DAVID MEERMAN SCOTT, bestselling author of Real-Time Marketing & PR In real estate, it's always been about location, location, location. This book will show you why now it's important for everyone.  
MATTHEW SHADBOLT, Director of Interactive Product & Marketing, The Corcoran Group Gallo gets it. By using case studies from around the world, he captures the fun and the opportunity of using foursquare. I greatly enjoy Gallo's stories of the amazing people and businesses that I know are doing it right!  
NATHAN BONILLA-WARFORD, Tampa eye doctor, founder, Foursquare Day

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