



seveightfive magazine

What is foursquare?

foursquare is the new kid on the block when it comes to social media.. Easily syncable to Facebook and Twitter, foursquare is who your customers “Check-in to places.”

When people use foursquare to “check-in,” they are telling all their friends and followers their whereabouts. They can then recommend places to go and things to do. People check-in at all kinds of places - bars, restaurants, parks, offices, retail and more.

As more and more of your friends use foursquare to check-in, you’ll start learning more about the places they frequent. Not only is it a great way to meet up with nearby friends, but you also start to learn about their favorite spots and new places they discover.

types of specials

1. Mayor Specials: can be unlocked only by the Mayor of your venue (the use who has checked in the most in the last 60 days)
2. Count-based specials are unlocked when a user checks in a certain number of times. (“...on your 10th check-in”)
3. Frequency-based specials are unlocked every so many check-ins (“... every 5th check-in”)
4. Wildcard specials are always unlocked, but your staff has to verify some extra conditions before awarding the specials. (*\$2 off your appetizer with purchase of an entree. 10% off your food ticket on your next visit...)
You can only have one special live at a time

foursquare rewards repeat customers, creates social buzz and attracts new clients.

foursquare + 785 + your business

Working with seveightfive magazine and foursquare, we can utilize this social media tool to the max. Together, we will create specials that your customers will receive when they check-in. This rewards current customers, helping keep them loyal, happy and...talking about your business, by checking-in.

The cost is super low to you and the costumer rewards are great.

what you get

For a small set-up fee and low monthly fee (no contracts) *seveightfive* will set-up and confirm your foursquare establishment. This allows us to post a special to customers who check-in. Additionally, you will receive exclusive stats that are collected for your venue, including how many people check-in, on what days and time and lots of other goodies.

seveightfive will also provide you with up-to 100 coupons to give to your clients (if applicable) plus some 8.5 x 11 fliers to hang around your establishment, to promote the savings. This will save you printing costs and help establish a foursquare brand that fits your business.

Lastly, *seveightfive* will have a foursquare special page on www.seveightfive.com that will feature every establishment participating and their special - which will encourage folks to check-in to get their special.

how to join + cost

To get involved, contact *seveightfive* at seveightfive@gmail.com. Cost is a one-time fee of \$50 to set up your account, stats, print fliers and get a special up. Then it’s only \$20 a month. No contract. Each month you will receive a stat update and a new poster promoting a new special if applicable. If you are a current 785 advertiser, set-up fee is only \$20.