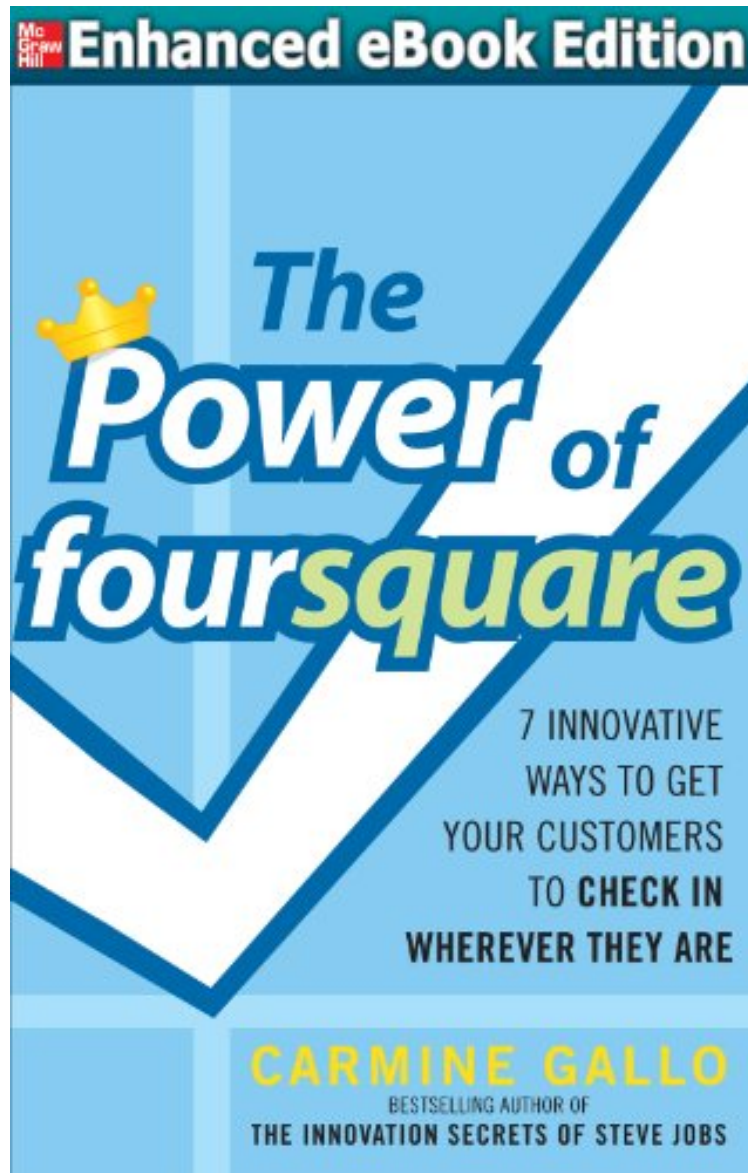


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The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In Wherever They Are (Marketing/Sales/Advertising Promotion)

Carmine Gallo

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Carmin Gallo : The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In Wherever They Are (Marketing/Sales/Advertising Promotion) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power of foursquare: 7 Innovative Ways to Get Your Customers to Check In

Wherever They Are (Marketing/Sales/Advertising Promotion):

0 of 0 people found the following review helpful. Five StarsBy Benito Garzarelevant1 of 1 people found the following review helpful. A Comprehensive How-To Guide to foursquareBy Steve Amoia"As a proud Italian I was familiar with Hoboken as the home of one of my boyhood heroes, Frank Sinatra, as well as the legendary Feast of San Gennaro (the patron saint of Naples). But other than its Italian and musical legacy, my surroundings were unfamiliar to me... Before heading to the train station, I opened my foursquare account. With that simple act, my smartphone turned into a personalized tour guide." Page 46, Carmine Gallo.The innovative nature of foursquare had such a strong impression on Mr. Gallo that he decided to write a book about them.Organized, Detailed and Well-Researched FormatThere are sixteen mostly concise chapters, detailed notes and index sections, along with a bonus interview with the foursquare co-founders, Naveen Selvadurai and Dennis Crowley. The author writes in an enthusiastic, positive and informative style. You continually sense his personal engagement with the topic which makes the book an entertaining read despite its detailed nature.Innovative FeaturesEach chapter has "Checking In" blocks to provide actual user examples. Another useful feature, "Unlock The Power" summaries, assist the reader to highlight key concepts. I also liked something that was aesthetic in nature: Page numbers are encircled and appear in the middle of the page.Enlightening Case Studies and InterviewsOne facet of this book that I appreciated was the number of diverse company profiles, along with targeted interviews, compiled by the author. From a matchmaking service in New York City, Agape Match, to Mike's Bikes in Northern California, to the PYT burger joint in Philadelphia, you will see how individuals and companies make personal connections with foursquare. These case studies emphasized the practical advice provided by the author and were some of the most salient features of this book.Notable Quotes"Sixty percent of all mobile Internet usage is now spent on social networking sites like Facebook and Twitter." Page 11."We started the service in a playful way to make cities easier to explore. Everyone, young and old, can fall in love with it." Naveen Selvadurai on page 30."When you talk to these merchants you find out that they care about two things: retention and acquisition. They are asking themselves, how do I get customers to walk in and how do I get customers to return. Foursquare can help you with both." Page 58"It costs seven times more to acquire a new customer than it does to retain an existing one. And studies have shown that 20 percent of your customers contribute 80 percent to sales." Tristan Walker of foursquare on Page 107."Foursquare is growing at a faster rate than Twitter did at similar stages." Page 111"Competition, especially in the restaurant industry, is fierce. Your customers are easily wooed. Foursquare specials give your customers a reason, and incentive, to enter your establishment instead of another." Page 166"Sixty-four percent of respondents said that in the past 12 months they had left a store because service was poor." Page 231"I think merchants appreciate the fact that once you claim your venue and we verify it, you get access to all the stats on who's coming to your place and when." Dennis Crowley on page 244."Foursquare gets you off your couch or your computer and encourages you to explore your world. Many other social networks are about being behind your computer screen or TV." Naveen Selvadurai on page 249.Check In and You Likely Won't Check OutThis is an integral and comprehensive book to understand the ins and outs of a growing mobile social media platform. As in the famous "Hotel California" lyrics by The Eagles, "You can checkout any time you like, But you can never leave!" As the author concisely states on page 111, "So when it comes to checking in, you'll be making a big mistake if you check out without giving it a chance."Please NoteA McGraw-Hill representative provided me with a complimentary review copy of this book. I was not monetarily compensated for the review by any party that would benefit from a positive analysis.0 of 0 people found the following review helpful. CHECKIN - an acronym that simplifiesBy Jim EstillI liked Gallo's book on Steve Jobs Presentation secrets. I like this one even more. He is a good writer. He simplifies concepts which makes them easy to remember and absorb.I often try new technologies. Some I stick with and others I drop as "not for me". Foursquare is one I dropped. Perhaps I am not the right demographic. I thought it would not go. So much for predicting the future.The Power of foursquare explains the success of foursquare - 0 to 10,000,000 users in 2 years.Gallo creates an acronym - CHECKIN to explain how companies should connect with with people where they are:Connect your brandHarness new fansEngage your followersCreate rewardsKnock out the competitorsIncentives your customers (seems a bit of repeat of create rewards)Never stop entertainingGallo explains each step with interesting case studies. I particularly liked the case study about a nonprofit that raised \$50,000 using a "check-in" campaign.Good book. Worth the read.

Connect with Your Customers. Anytime. Anywhere. One million new users per month. Twenty-three check-ins per second. Millions of peoplemdash;in every city, in every country, on every continent, and even from the Space Stationmdash;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 foursquare's founders, he also has interviewed dozens of business owners and marketers who have revolutionized their businesses through The Power of

foursquare. You'll 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. You'll learn from fascinating case studies of major companies with active foursquare partnerships, including: The American Red Cross Jimmy Choo, London Chilis's 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 they're 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

About the Author CARMINE GALLO is the communications coach for the world's most admired global brands. A former anchor and correspondent for CNN and CBS, Gallo has addressed executives at Intel, Cisco, Google, Medtronic, Pfizer, and many others. Gallo writes My Communications Coach, a regular column for Forbes.com. He has written several internationally bestselling and award-winning books, including The Innovation Secrets of Steve Jobs and The Presentation Secrets of Steve Jobs. Gallo has been featured in the Wall Street Journal, the New York Times, Success Magazine, and on CNBC. Gallo, who lives in Pleasanton, California, with his wife and two daughters, may be found online at www.carminegallos.com.