

# Geosocial applications

Location-Based Social Networks

Amishi Sindhvani

# What are geo-social, location based apps?



# Different from the social media apps??



v/s

Geolocation apps serve several key niches

Gaming	Deals	Communication & Community
foursquare	checkpoints	brightkite
Gowalla	shopkick	yelp buzzd
scvngr	loopt	Where
myTOWN		GetGlue
whrrl		O-N miso
		PHILO



Location is the crux of the app.



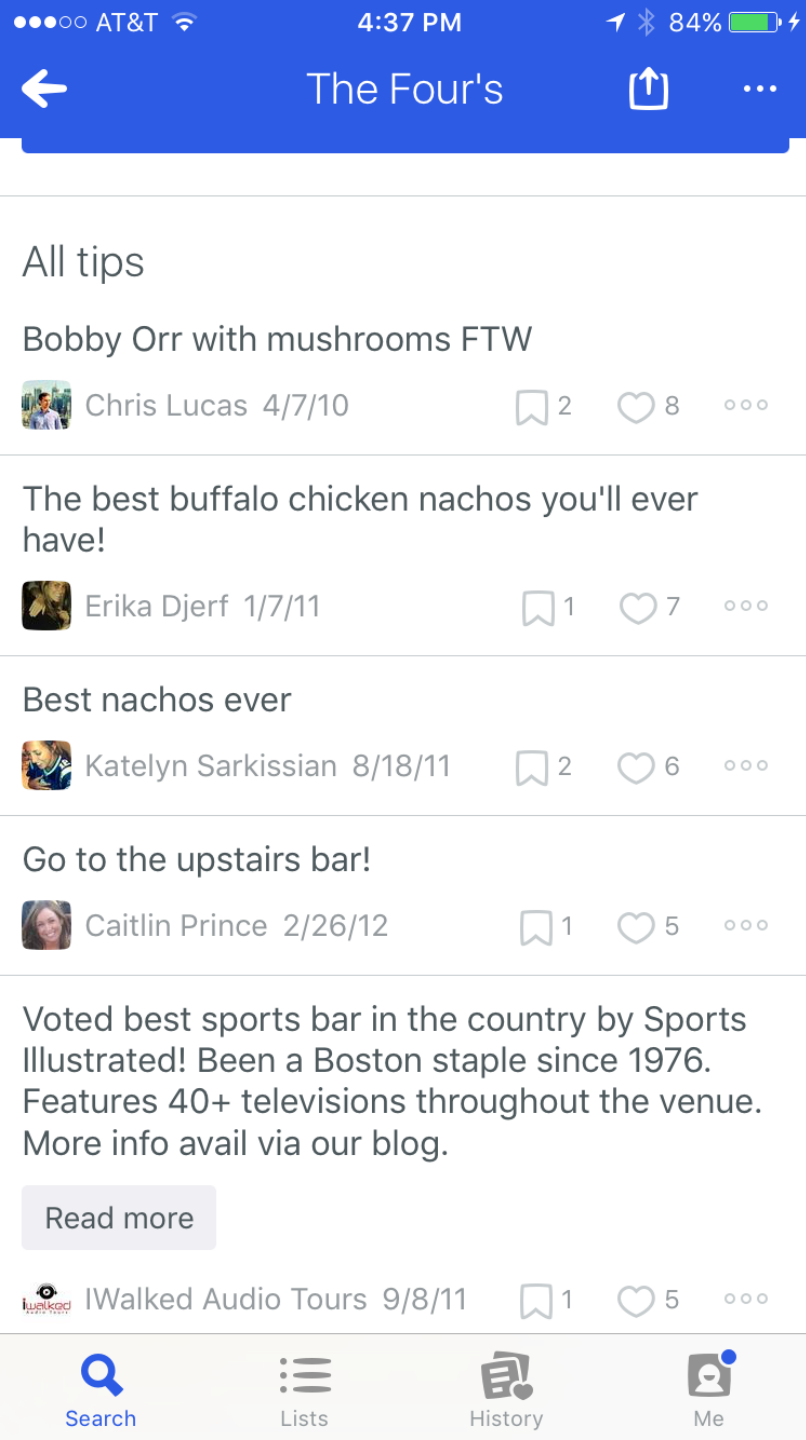
Who uses these apps?

- **People Who use Geolocation Apps Are influential, Connected, and Young. They are very active on their mobile devices and online.**

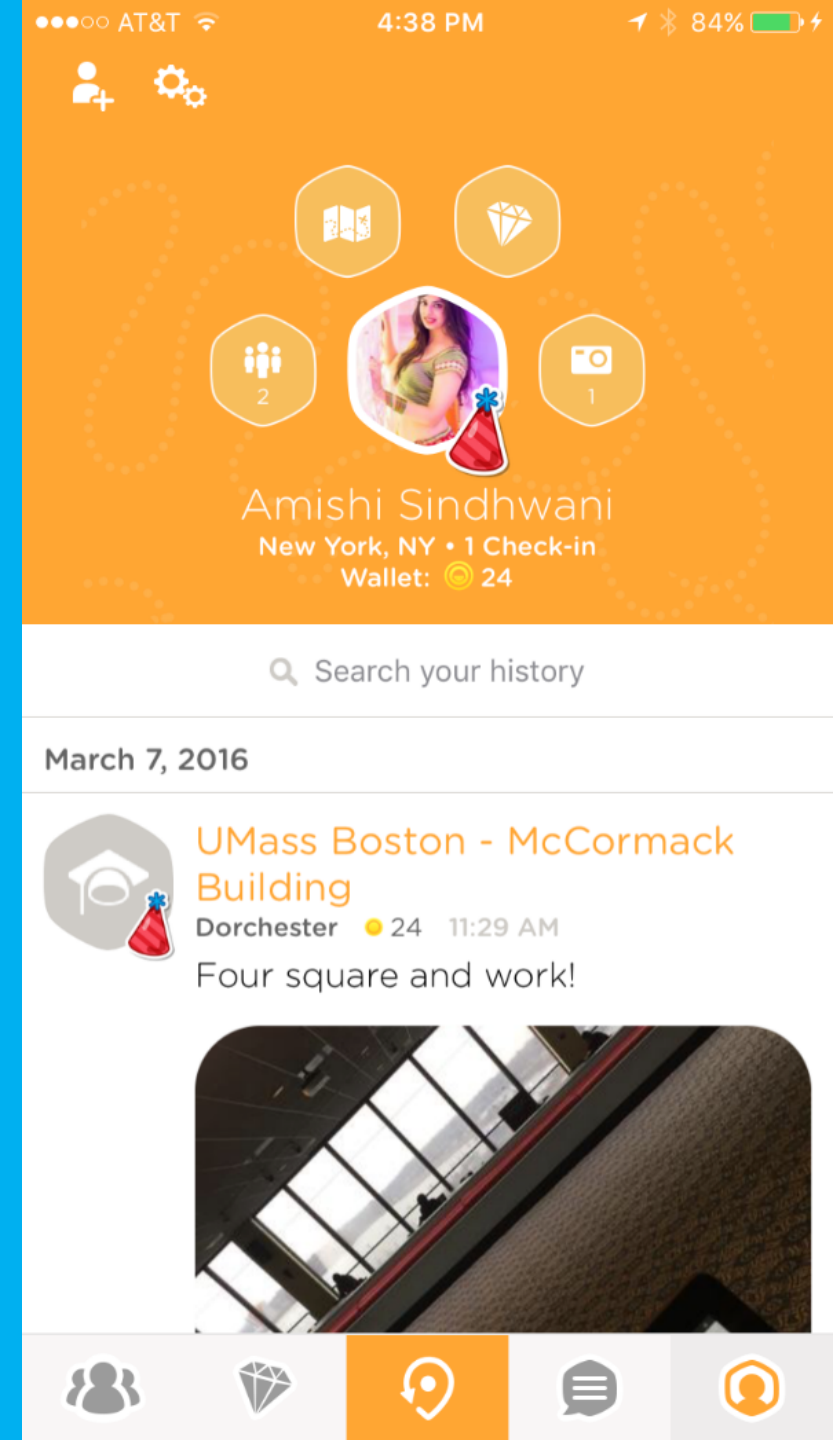


**EARLY ADOPTERS**

Why should  
Businesses use these  
apps?

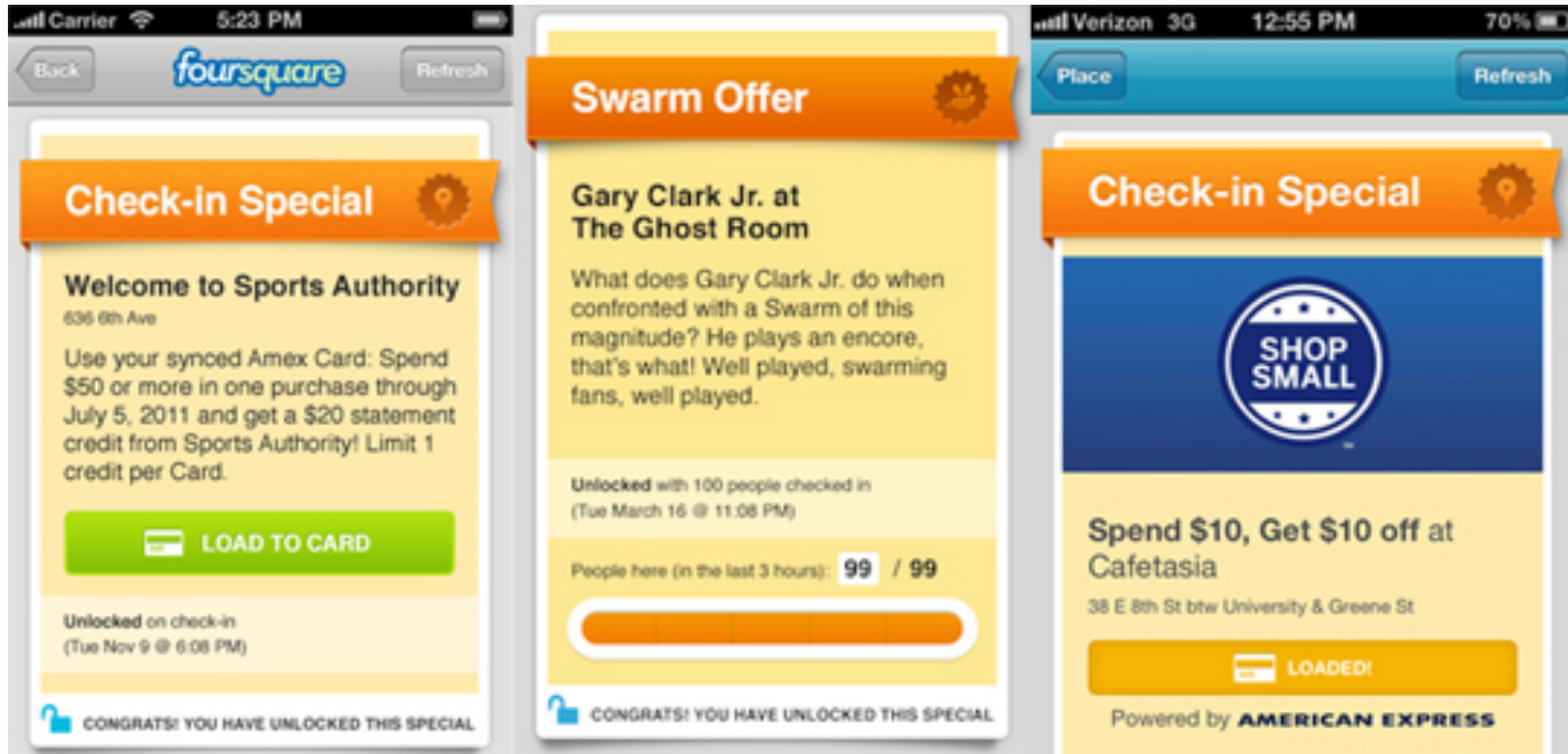


# Foursquare and swarm for Business





# Leads to higher user interaction and acquisition by surfacing nearby offers.



## COMPLIMENTS: MEN



- Enhance social Word Of Mouth beyond a check-in.

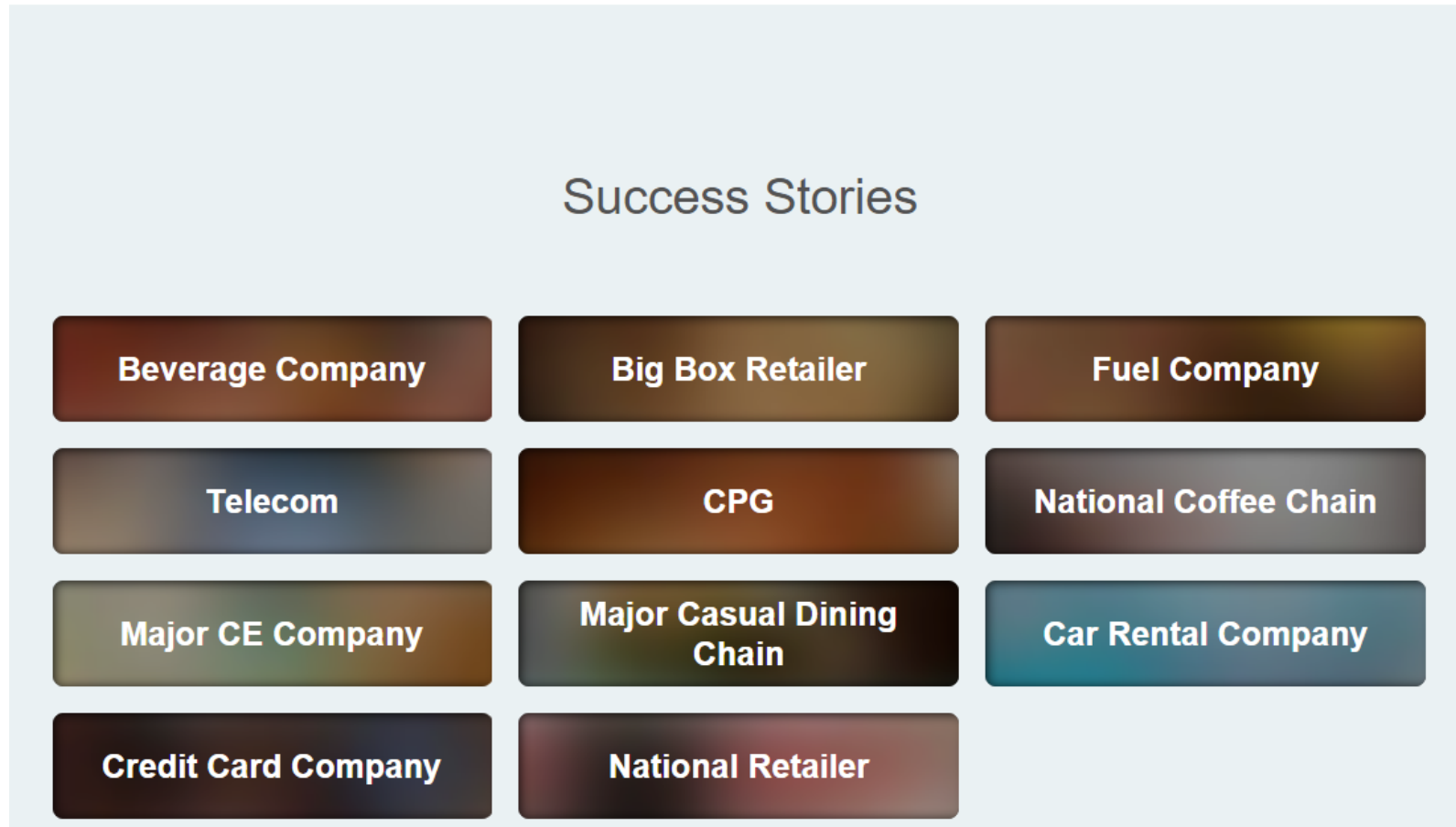
## WOMEN



- People want to know what their friends are up to.



# Industries which could use these apps!



‘Foursquare ads perform better than Facebook ads’

“Our Foursquare Ads performed three times better than our Facebook ads.”



“Our Foursquare Ads performed three times better than our Facebook ads,” said Dmitry Kirillov of the KittyHug agency that runs the campaigns for Propaganda Club. “I like the idea of spending money to attract real customers. It’s not just somebody doing something online, they’re actually visiting our club.”

As for return on their investment, Kirillov estimates that for every \$1 they spent on Foursquare Ads, their client made \$20 from customers who saw their ad and checked in.

- Tap people's trust in peer reviews by encouraging more user-generated content.

### TOP 3 TRUSTED SOURCES

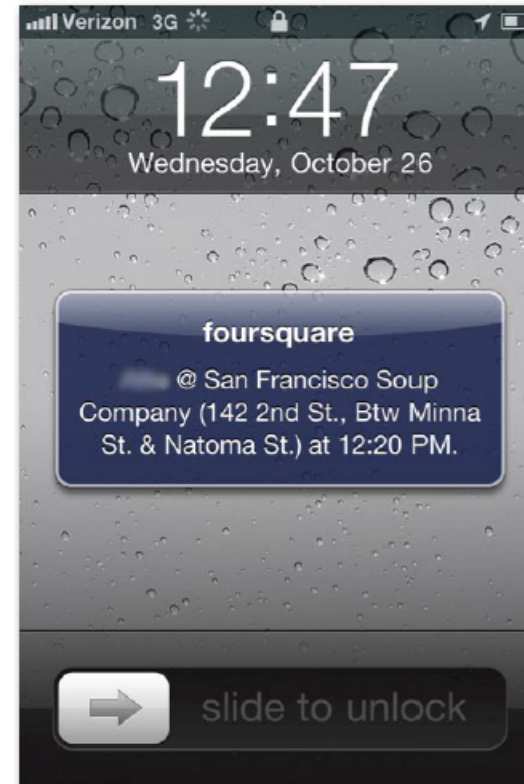
Recommendations from friends



Online consumer opinions



Editorials



By alerting the user to a nearby friend's location, foursquare helps the user pick a lunch spot and helps drive business for the San Francisco Soup Company.

# Suggestions for your company

- Make sure that you are present on these apps and be the first listing people see.
- Offer rewards based on Check-ins by reaching the right people at the right time.



WHAT'S  
IN IT  
FOR ME?

- Participate with the users
- **Assess whether your target audience would use a geosocial app.**
- **Promote your geosocial app presence offline and online.**



# Problems

- Despite their Appeal, few people actually use geosocial apps today.
- 70% are in fact unaware of these apps.
- Privacy Issues





Thank you!

Questions?