

# Social Media Club

*Princeton N7 Regional Chapter*



**If you get it, share it**

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*June 2011 Meetup Resources*

# Overview

[Foursquare](#), [Gowalla](#), [Facebook Places](#), [GroupOn](#), [Living Social](#), [Gilt City](#) – ‘checkin’ and rewards are the new kid on the social media block, but how do you use them to best promote and increase your business? What if you aren’t a location-specific business, how can you use the services to your advantage?

Learn more about each platform, benefits and pitfalls, tips and insider tricks to get your business involved in LBS!

## *Location Based Checkin Services:*

1. Foursquare (<http://www.foursquare.com>)
2. Gowalla (<http://www.gowalla.com>)
3. Facebook Places (<http://www.facebook.com/places>)

## *Activity Based Checkins:*

1. Get Glue (<http://www.getglue.com>)
  1. ([www.abmeta.org](http://www.abmeta.org) - to add metadata to your site in order to have it added to Get Glue)

## *Daily Deal Services:*

1. GroupOn (<http://techcrunch.com/2011/06/09/groupon-single-worst-decision/>)
2. Living Social (<http://www.livingsocial.com>)
3. Gilt City (<http://www.giltcity.com>)

## *Mobile / Search Based Information:*

1. Google Places (<http://www.google.com/places/>)

## *Drawbacks:*

1. GroupOn Vendor Issues
  1. <http://blog.ogilvypr.com/2011/06/socially-driven-deals-three-ways-they-help-and-three-ways-they-hurt>
  2. <http://techcrunch.com/2011/06/13/why-groupon-is-poised-for-collapse/>

## *Resources:*

1. Foursquare vs. Facebook
  1. <http://www.socialmediaexaminer.com/location-based-services-foursquare-vs-facebook-places/>
2. B2B
  1. <http://socialmediab2b.com/2011/01/b2b-location-based-services/>
  2. <http://econsultancy.com/us/blog/7645-ten-ways-brands-can-use-location-based-marketing>

Be sure to visit [Social Media Club Princeton NJ Regional Chapter](#) for more information.