



FORWARD

GEO TAGGING CHINESE FIT

Making it easy for people to find you



**Have you GEO tagged your
business so others can find you
and share the experience?**

REAP THE REWARDS

THIS IS FREE!



- Geo locate your business so you can be found.
 - WeChat connects users to Foursquare's mapping and allows users to connect via their preferred mapping application including Google maps
- Visitors can easily take photos and share where they are
- A simple way to convert new business to your operation
 - Friends and followers view posts with photos / links, if the images are geotagged they can follow the links to your location and click through to access more information
- This is a core part of being found, and driving visitation to build your online profile



WHY IT'S IMPORTANT TO TAG YOUR BUSINESS

A new restaurant in Grey Lynn

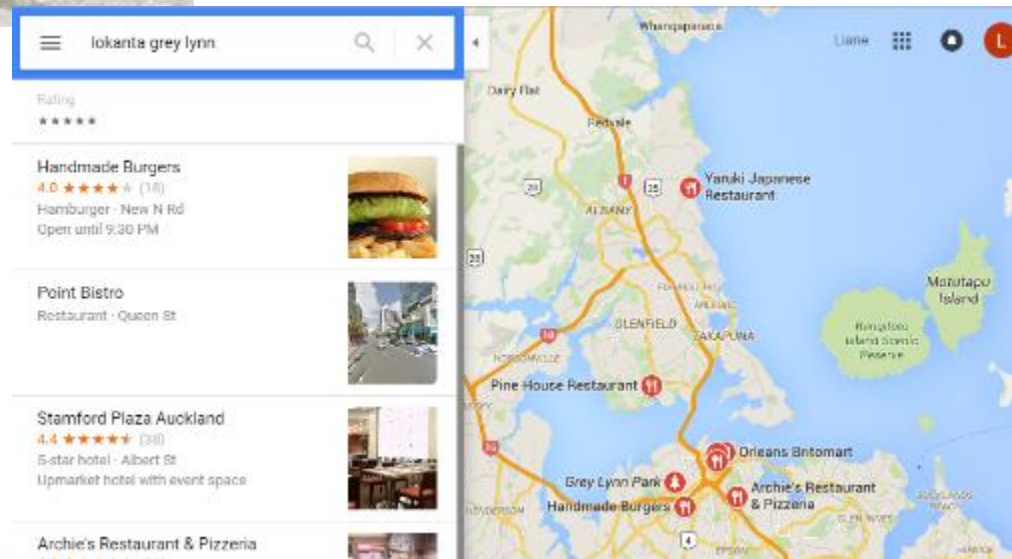
- NO GEO location
- Web site only



What happens when you are **NOT** GEO locatable on the web

- No results when searched for by name
- No result when searching for restaurants in Grey Lynn

**You are essentially invisible...
Missed opportunities**

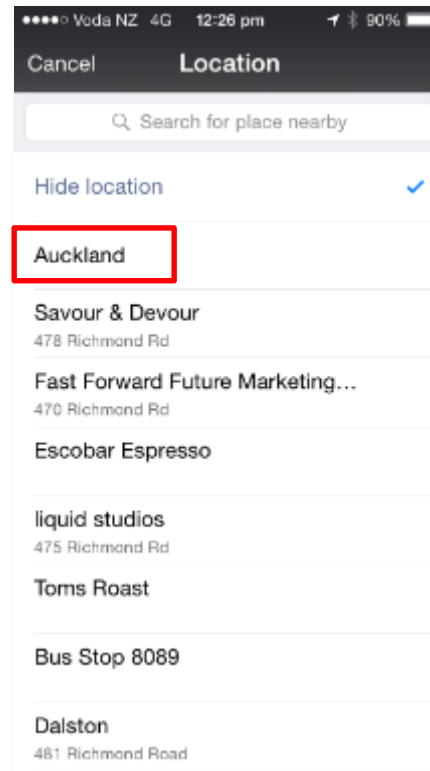
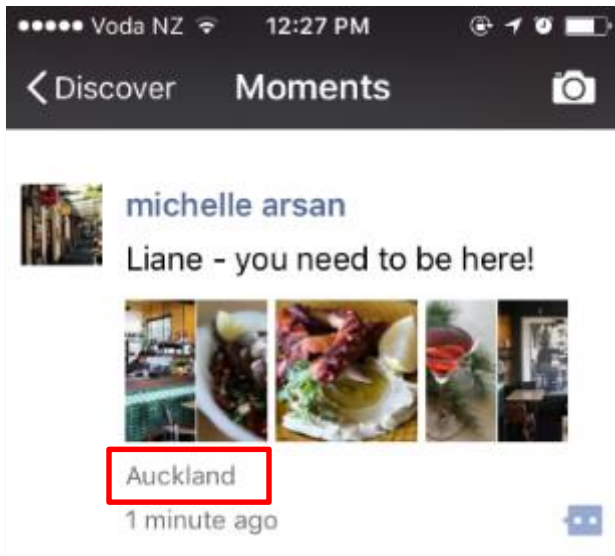


Sharing when GEO Tagged

CHINESE SOCIAL MEDIA USERS CHAT ABOUT YOU...



BUT can't find you!

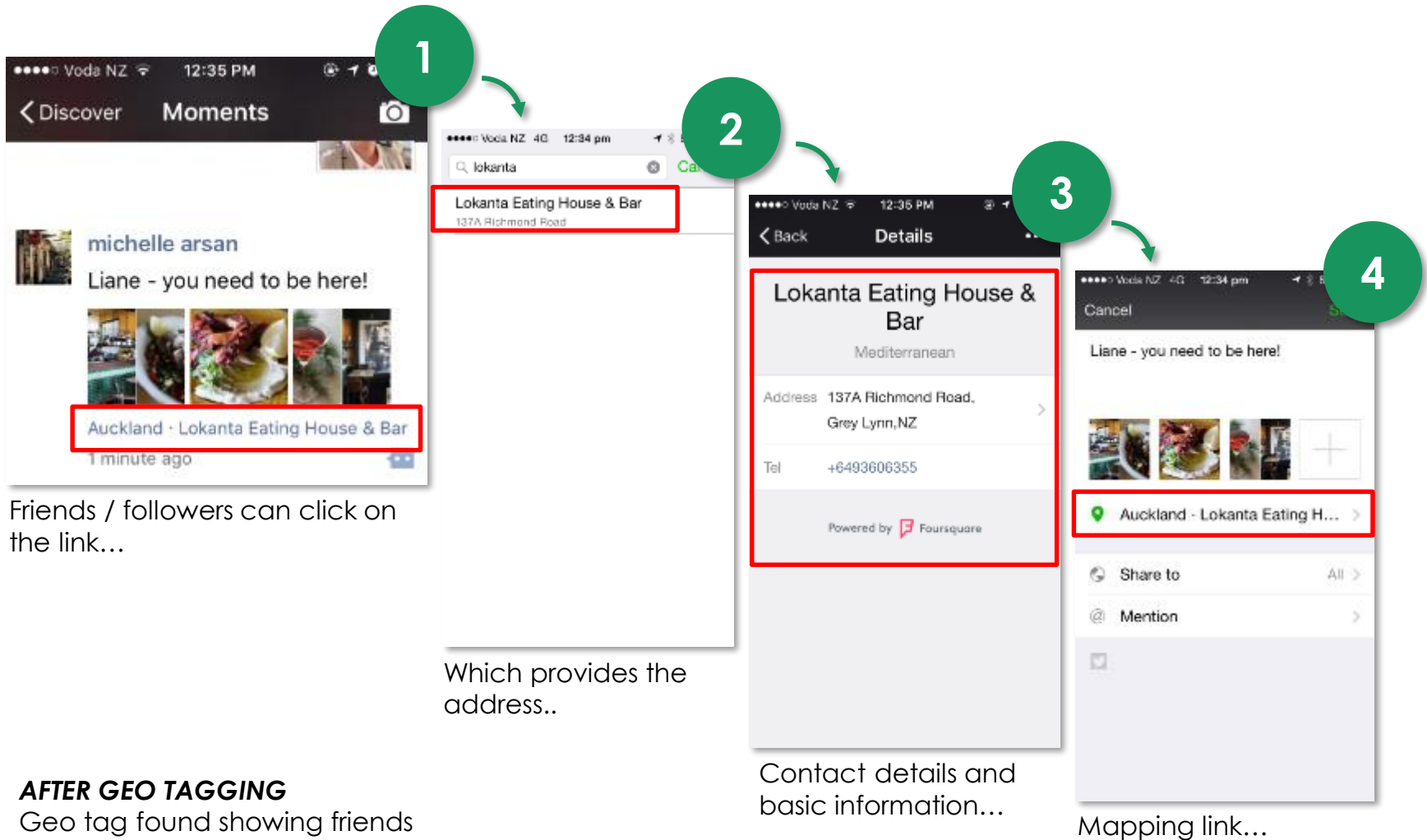


BEFORE GEO TAGGING

NO geo tag showing friends where to go



AFTER GEO TAGGING...



AFTER GEO TAGGING

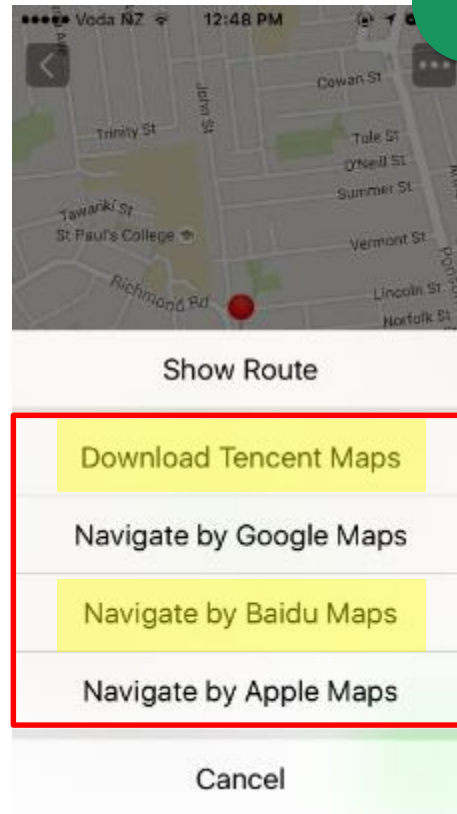
Geo tag found showing friends where to go



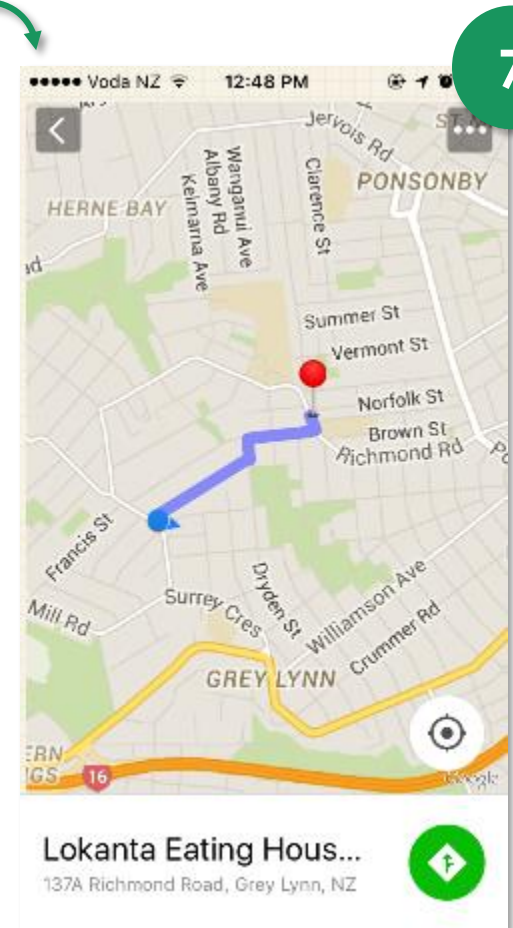
MAPS YOU WANT TO USE...



Location pops up



User has a choice of mapping apps. Baidu and Tencent are used more by Chinese travellers



Turn by turn directions from current location to selected destination

FOURSQUARE IS WHERE TO START YOUR GEO TAG JOURNEY



Why

- Works particularly well on Chinese social media sites such as WeChat
- Google doesn't work in China – they have specific Chinese social media sites

Where

You can register your business with Foursquare

- Foursquare helps find the perfect places to go with friends.
- Share through Twitter
- Has mobile apps

www.foursquare.com

A screenshot of a Google search result for the query "foursquare set up". The search bar shows the query and a microphone icon. Below the search bar are tabs for "All", "Images", "News", "Videos", "Maps", "More", and "Search tools". The results show "About 1,100,000 results (0.43 seconds)". The first result is a snippet from "For Dummies" with the text: "One significant difference is that you can geotag your venue if you're using your smartphone or tablet." followed by a numbered list of four steps: 1. Go to foursquare for business (or use the app on your smartphone), 2. Search for your company's name in the search box, 3. Click the Add a New Venue to foursquare link, 4. Add your venue information. Below the list is a link "Create Your Venue on foursquare - For Dummies" with the URL "www.dummies.com/how-to/content/create-your-venue-on-foursquare.html".

Foursquare for Business

business.foursquare.com/

Over 50 million people use Foursquare to discover great businesses and share what they love about them with others. Join the nearly 2 million businesses who ...

Your Listing

Your business is probably already on ... Search. Ready to claim ...

Overview

Over 50 million people use Foursquare to find places to go ...

[More results from foursquare.com »](#)

Claim - Foursquare for Busin...

Your business is probably already on Foursquare. Search for it now.

Foursquare Ads

We target your ideal customer — people in your area who are ...



SET UP YOUR FOURSQUARE ACCOUNT

1

Search for your business on Foursquare

Hi, we're Foursquare.
We help people discover your bar.

Search for your business on Foursquare.

Business Name City, State/Country Search

Ready to claim your listing? Get started now.

2

Currently you have no listing

Hmm, we didn't find your listing, but you can add your business.

Add My Business

3

Create your Foursquare account

Log in to Foursquare [Login with Facebook](#)

We can take you there as soon as you log in.

Email or Phone Number:

Password [\(Forgot password?\)](#)

[Log in](#) or [Sign up for Foursquare](#)

SET UP YOUR FOURSQUARE ACCOUNT



4

Add your name and location

Find great places on the go
Discover what's nearby, check in, share your location, and get local and speaking friends

Add a place to Foursquare

Name*
Lokanta Eating House & Bar

Address
1234 Robinson Road

City
Singapore

Postal Code
1234

State/Province
Singapore

Country
Singapore

This is inside of another place

Click to place a pin and update the venue's location on the map

5

Add contact details and business category

Phone Number
65 9123 4567

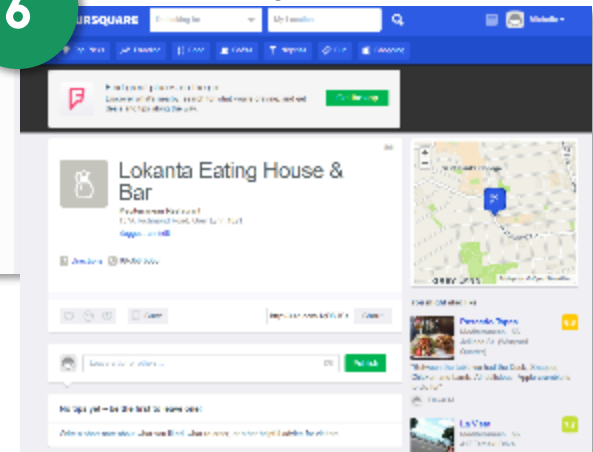
Email
info@lokanta.com

Website
www.lokanta.com

Business Category
Restaurant

6

How your listing will appear in Foursquare

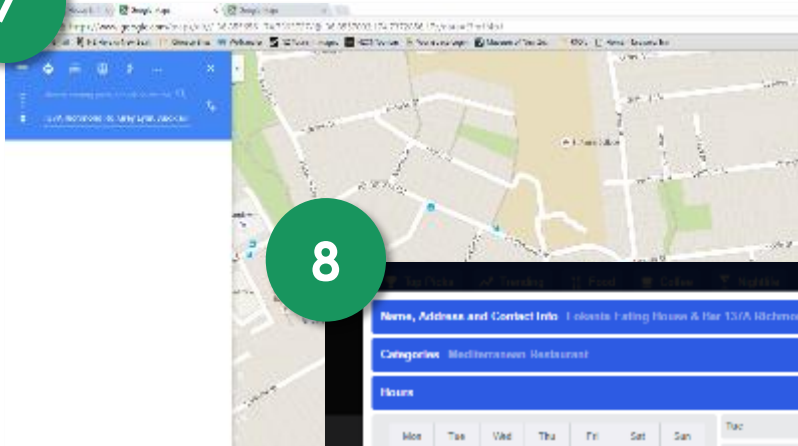


SET UP YOUR FOURSQUARE ACCOUNT



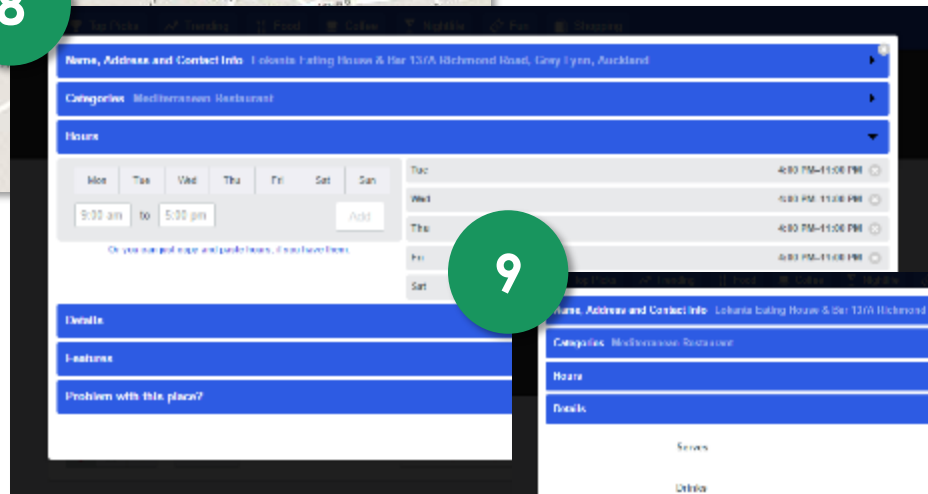
7

People can find your location on Google Maps and get directions



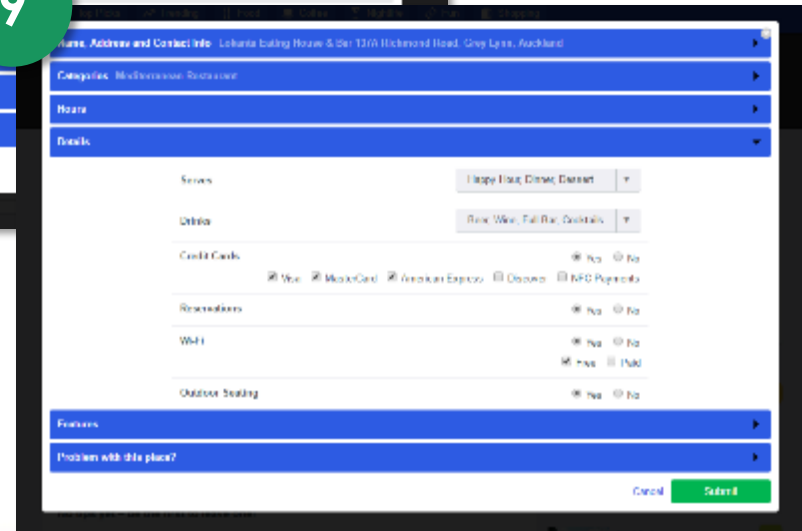
8

Add your business hours



9

Add further business details





GEO TAGGING YOUR SITE

- This works for ALL tourists
- Works particularly well on Chinese social media sites
- Google doesn't work on Chinese social media

From this

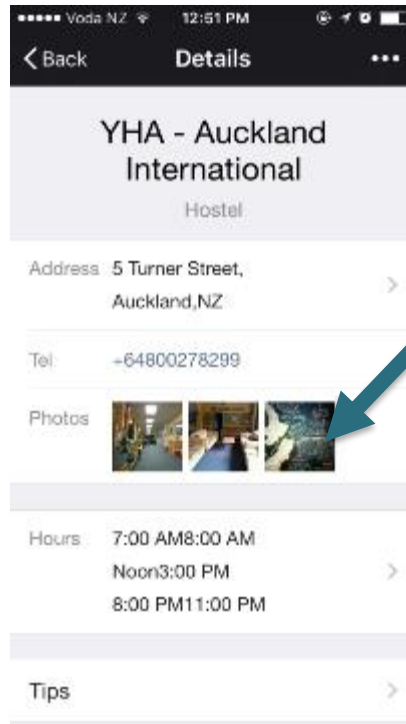


Click here



To this

– other people who have posted about this site



Click here



To this

– what people are sharing about your business



ENCOURAGE GEOTAGGING

MAKE IT EASY



Remind people to geo tag!

- Add a note to your signage
- Make it easy to identify your 'official' geotag
- Link relevant content with your location



Geotag us @ Agroventures Adventurepark



Link relevant content with your location

Current review, photos and location shared with friends and followers



FORWARD

FORWARD Insight & Strategy

2c Tutanekai Street
Grey Lynn
Auckland 1021
NEW ZEALAND

+64 9 376 0149

info@forwardhq.co.nz

www.forwardhq.co.nz

