Location, Location, Location:
The hot trend in social media marketing

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**WHY?** Did BART partner with Foursquare

**WHAT?** Did we learn from the partnership

**HOW?** Can it help your business or brand in getting into location-based social marketing
WHY?
It’s a perfect fit

Transit by definition is a location-based service – we are moving people from location to location – so an app like Foursquare that provides location-based social networking is useful for our customers.
WHAT?
Data gives us insight into our customers
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Market research survey showed:

43% had recommended a destination near BART

38% were having “more fun”

23% earned frequent rider badge

19% rode BART because of a 4sq recommendation

17% connected with friends

14% rode BART more because of their interaction with 4sq
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- Mayor of Civic Center Station
- Has the Zagat, pizzaiolo, ziggy’s wagon and barista badges
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Craig W.
- Mayor of Berkeley Station
  - Loves to travel, has the jetsetter badge, as well as the gym rat badge
Foursquare helps us connect with customers, answer questions and recommend tips.

Thanks to @foursquare, I now know why the Millbrae BART station smells like chocolate. Yum.

Foursquare just taught me that the brownie smell @millbrae @SFBART is from the nearby Guittard factory. It makes sense now!
PEOPLE LOVE FREE STUFF!

Foursquare lets us promote to them in ways that will match their interests.
Even snarky bloggers love free stuff! (from www.sexpigeon.org)

We are participating Foodspotting & foursquare
Ask our servers how to score free drinks!

Ask dejectedly. Be ashamed of what it has come to.

Photo by sexpigeon.org
These check-ins and connections build loyalty
BUT ... and this is a big BUT – location-based services have to step up and provide MORE functionality and tools that brands can use, and businesses need to speak up and ask for what they need.

WE HAVE NEEDS!
SO WHAT’S NEXT?

“We’re on the map!” - Google Places identifies venues with QR codes

Yelp lets you be a “regular”

I'm a Regular at Fremont BART Station on #Yelp! http://bit.ly/cUVMUc

about 13 hours ago via Yelp
Partnerships with firms like Junaio let us add a real-time layer to our LBS info. For example, our open data API lets Junaio pull in real-time train arrivals when people check in at stations.
THE SWEET SPOT
Location-based, real-time promotions – as well as partnerships with advertisers.

ALERT!
Since you’re at Embarcadero Station, did you know there’s a free zipline at Justin Herman Plaza through Sunday?

Photo by blarfiejandro
HOW CAN YOU GET STARTED

■ Start small: just get started.
■ Claim your venues; use the tools available.
■ Know your customers.
■ Use LBS to give customers a better experience.
It’s 11:45 a.m. - Do you know where your customers are?

Questions? E-mail me at mjordan@bart.gov