



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

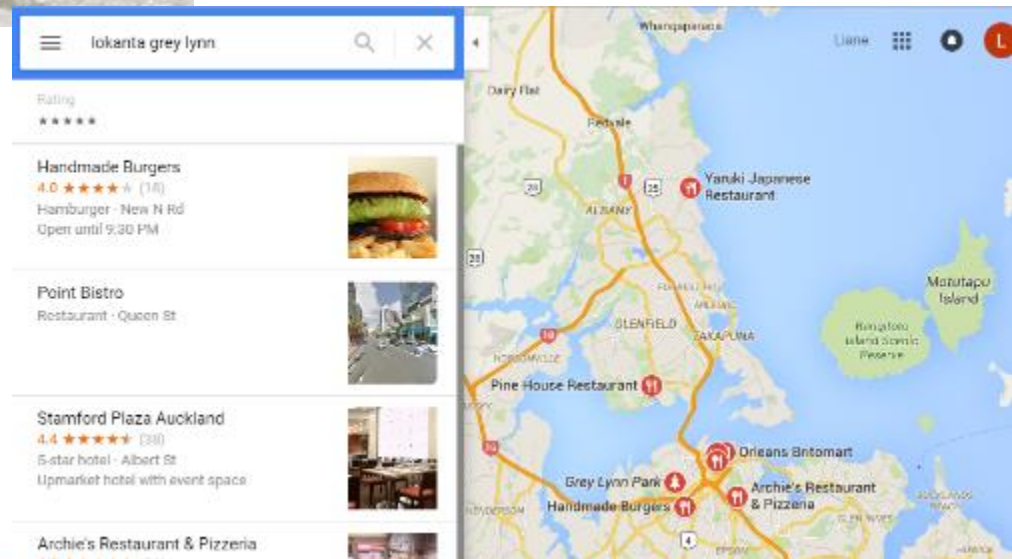
- NO GEO location
- Web site only



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**

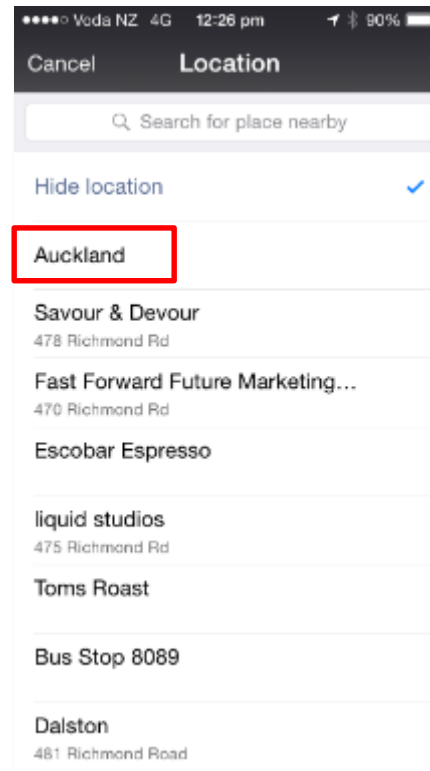
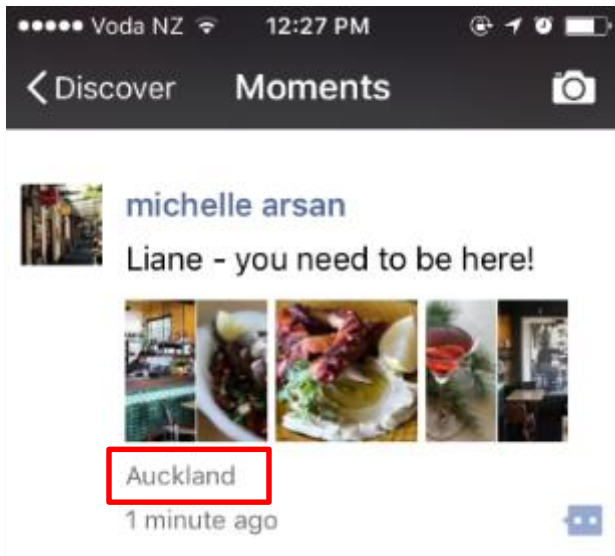


# Sharing when GEO Tagged

# CHINESE SOCIAL MEDIA USERS CHAT ABOUT YOU...



**BUT** can't find you!



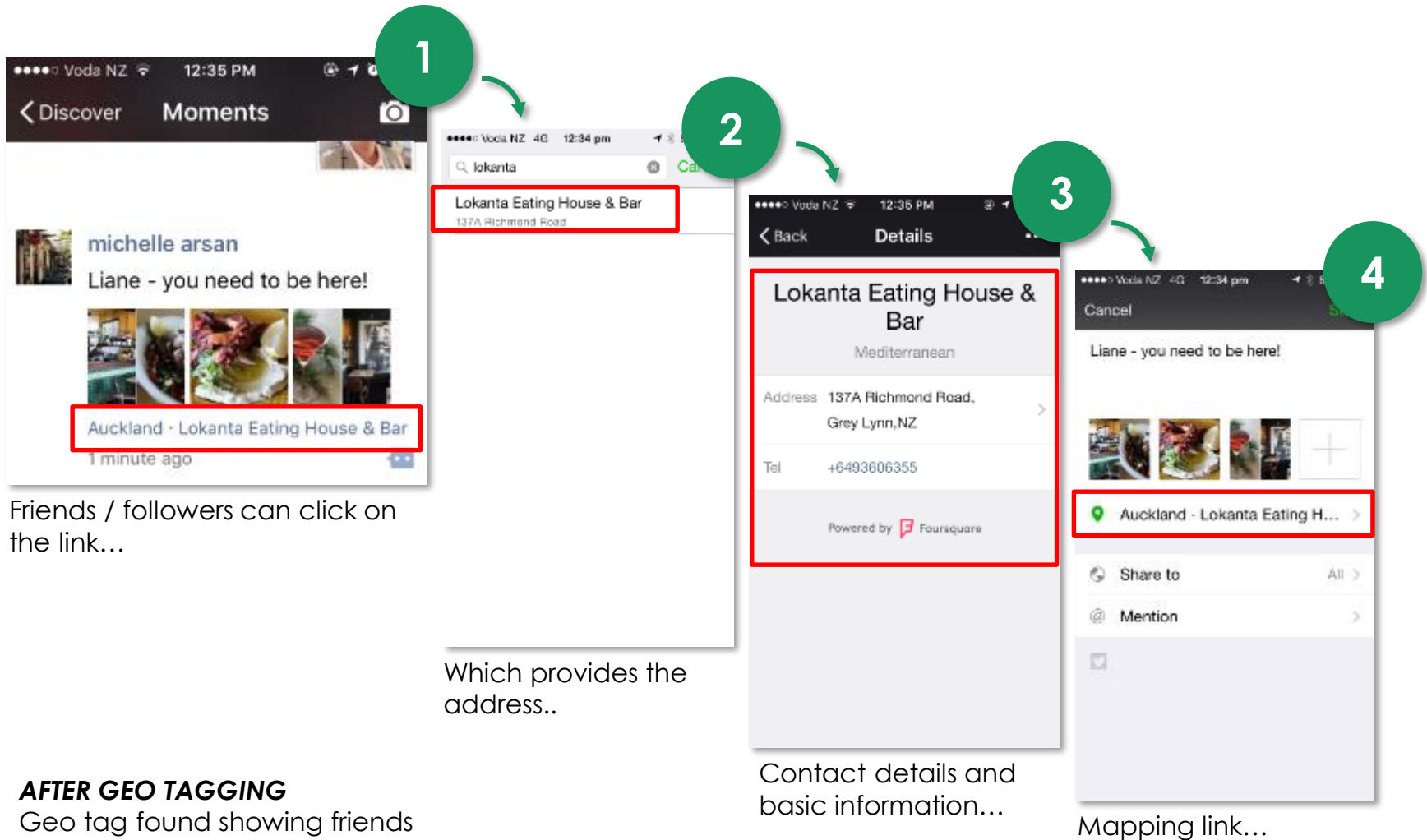
## **BEFORE GEO TAGGING**

NO geo tag showing friends where to go





# AFTER GEO TAGGING...



## AFTER GEO TAGGING

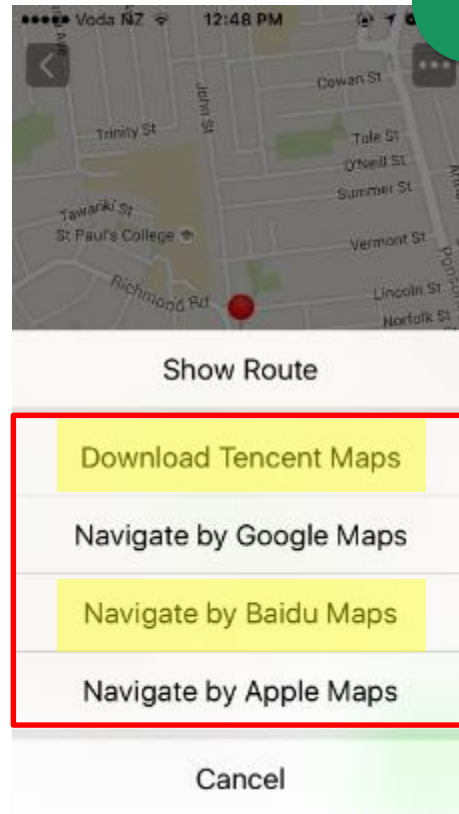
Geo tag found showing friends where to go



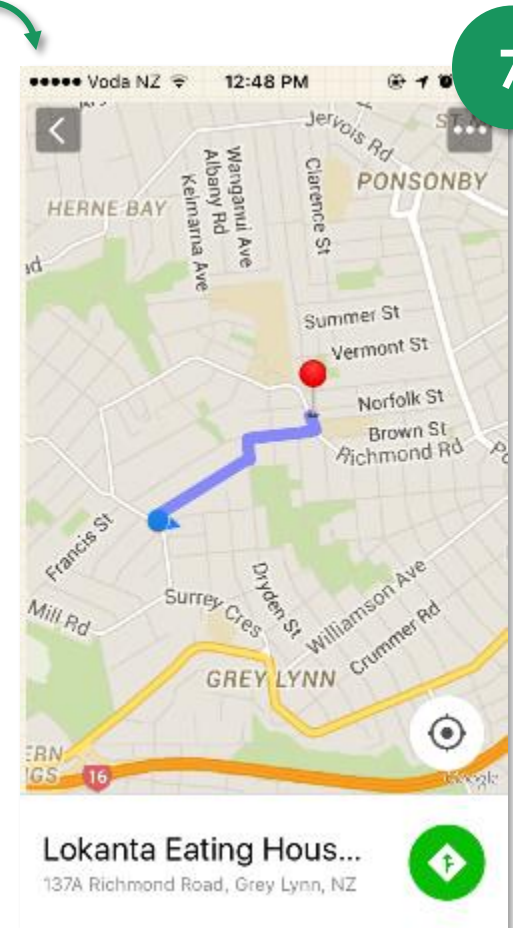
# MAPS YOU WANT TO USE...



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](http://www.foursquare.com)

foursquare set up

All Images News Videos Maps More Search tools

About 1,100,000 results (0.43 seconds)

**One significant difference is that you can geotag your venue if you're using your smartphone or tablet.**

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.

More items...

Create Your Venue on foursquare - For Dummies  
[www.dummies.com/how-to/content/create-your-venue-on-foursquare.html](http://www.dummies.com/how-to/content/create-your-venue-on-foursquare.html)

## Foursquare for Business

[business.foursquare.com/](http://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



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



# 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 special offers.

**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.sg

Website  
www.lokanta.com.sg

Business Category  
Restaurant

This is inside of another place

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

6

How your listing will appear in Foursquare

**Lokanta Eating House & Bar**

1234 Robinson Road, Singapore

65 9123 4567

info@lokanta.com.sg

www.lokanta.com.sg

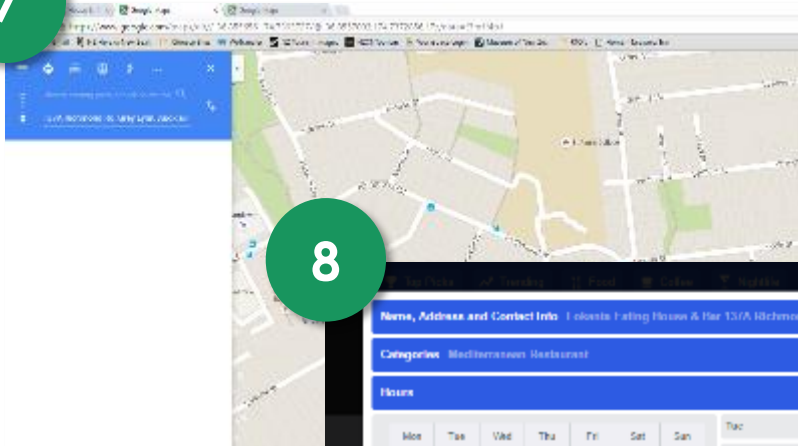
Restaurant

# SET UP YOUR FOURSQUARE ACCOUNT



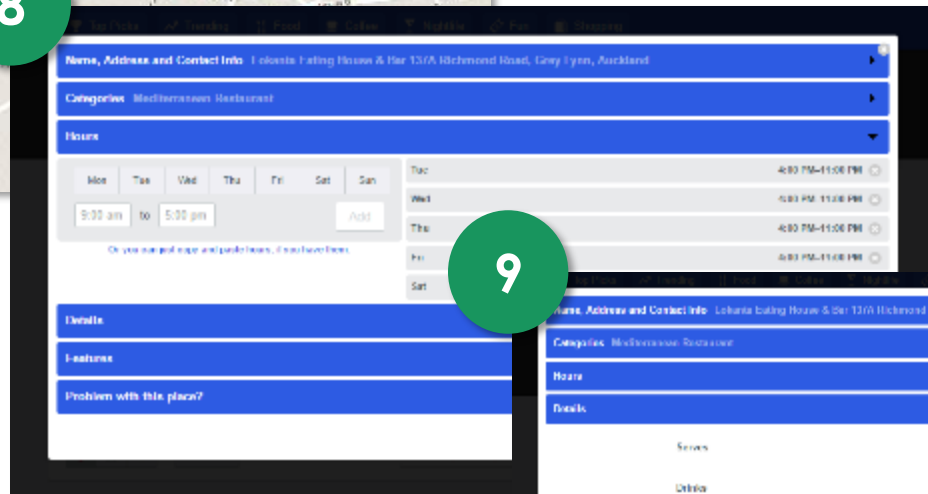
7

People can find your location on Google Maps and get directions



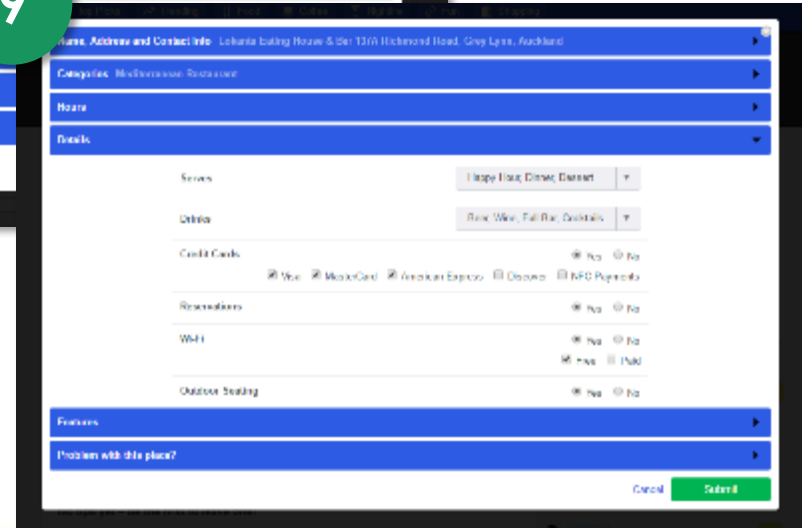
8

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**

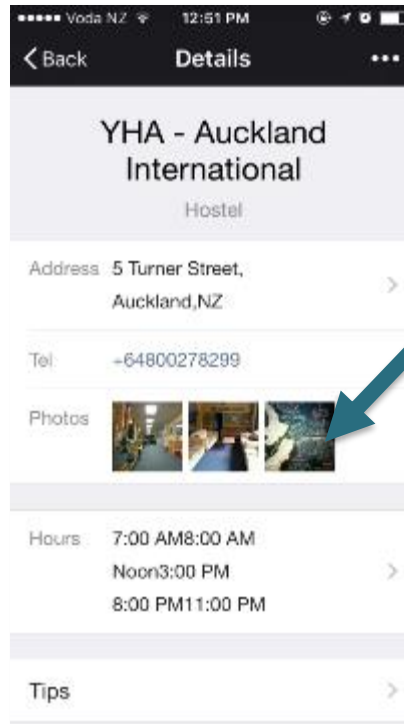


Click here



**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

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