

## BE AT THE FOREFRONT OF THE LATEST TIDAL WAVE OF SOCIAL MEDIA: GEO-LOCATION

Geo-location services — mobile applications that allow users to share their physical whereabouts with their networks — are quickly gaining momentum.

*Checked-In* gives you what you need to know to:

- Have fun with geo-location and
- Profit with front-runners in this race, Foursquare and Gowalla.

Jammed with useful and easy-to-follow information, *Checked-In* covers how other new players in the game (as well as some old hats) will likely change the landscape and what you can do to stay ahead of that curve. We take you from start-to-finish, showing how to begin with these applications and how to

**MAKE THEM WORK FOR YOUR BOTTOM LINE!**

See how these new social media powerhouses can propel your local and national marketing forward and keep you ahead of the pack.

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Tabin / Agranoff



Are you ready for the Future? The Next Big Thing? Just as portrayed in the 2002 Steven Spielberg film "Minority Report," interactive advertising and Geo-awareness are beginning to materialize right in the palm of your hand. What's your role in this next big revolution online?

— Josh Carrico, GowallaSniffer.com

# CHECKED-IN

How To Use Gowalla, Foursquare and Other Geo-Location Applications for Fun and Profit

Herbert Tabin and Craig Agranoff