

## ADVERTISING A POSSIBILITY ON FOURSQUARE



It is believed that sometime in the near future, Foursquare will not only be used by people who want to check in but may even be used by marketers, as a means of advertising. Users of Foursquare often use it as a means of finding out about different deals and specials that local businesses are offering but in a few months from now, these users may also end up viewing advertisements as well. Foursquare has some set plans of launching an advertising platform in the near future and is believed that it will finally launch in the beginning of summer, sometime in June. With the new platform, advertisers in a local area will be able to display their advertisements, along with discounts and offers, as a means of helping people to get a sweet deal while also helping companies to make business. While these plans are in the works, Foursquare has decided not to comment about it. Many analysts believe that a platform like this would be a great way for merchants to advertise in an affordable yet efficient manner. This also means that Foursquare will most likely be competing with Google and its mobile advertisements as well. Google has already made it clear that there is a lot of earn potential when it comes down to advertising via mobile, especially since an increasing number of people rely on their mobile phones on a daily basis. The founder for Mobile Strategy Partners LLC, David Eads, believes that if Foursquare does release this platform, it would compete with the Google Incorporation. He also believes it would be a good thing for Foursquare, since so many users rely on it to find out about available dears in and around their area. With this platform, they will have the opportunity to actually see local advertisements that they can relate to and that will useful for them. The founder of Pure Oxygen Labs, Brian Klais, believes that with a paid media advertisement platform, Foursquare will become a major competitor against Google. Klais says that the only basic difference is that Google often relies on services that have to do with what people search for, whereas Foursquare offers the opportunity to enable users to find out more about what is available in their area, in terms of different businesses and their deals and offers. Klais believes that a platform like this would be a good move for Foursquare to make and also says that he is not surprised. He says that they are continuously maturing and as Foursquare matures, it will basically grow and expand, especially with the help of its advertisement platform. And, the advertisement platform would be great for local merchants because it would help to spread the word to different people in the area, driving more traffic to their businesses, thus results in far more sales.

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