

As check-ins grow, it's time for marketers to quit checking-out on social location

First book on the topic helps marketers quickly get up to speed on social media's biggest trend

AUSTIN, Texas – Marketers have long understood that the most effective way to reach and engage consumers is through targeted channel initiatives. However, even as millions provide businesses with the ultimate targeting tool - checking-in services like Foursquare, Gowalla, Yelp and Facebook Places - most marketers are still in the dark, not only on how social location works, but how to make it part of a digital marketing plan.

Social media evangelist, Simon Salt, is out to change that. In his new book, *Social Location Marketing* (Pearson Publishing, 978-0789747211, February 13, 2011, \$24.95), the first on the topic for marketers, Salt compares leading platforms, provides step-by-step education, and helps marketers develop plans to build communities of customer advocates to promote any service, product or venue.

Those who haven't integrated social location into their marketing plans are missing a significant audience segment. According to a recent study released by Forrester Research, those that "check-in" via mobile devices are not only younger and more affluent than the average online user, they are also more influential, as they are 38% more likely than the average U.S. online adult to say that friends and family ask their opinions before making a purchase decision.

"Social location sharing applications are new to marketers. However, the pace of change in social media means that marketers are constantly faced with new methods of communicating with customers and potential customers. Think about how Twitter took the marketing world by surprise. Two years ago the number of users on Twitter was very similar to that of social location apps right now. Then a year ago marketers woke up to the platform and had a mad scramble to try and leverage it into their marketing plans. The aim of this book is to ensure that doesn't happen for marketers with social location marketing," said Salt.

In an interview, Salt is able to discuss:

- how social location marketing works and what it can (and *can't*) do for your business
- how to handle criticism, and transform negatives into positives
- how to use games, competitions, time-limited offers, and other innovative approaches
- proven approaches for fashion, retail, hospitality, and restaurants
- what's around the corner for social location, including brand-new social location tools like Google Hotpot
- why it's important to understand the privacy issues associated with social location marketing

The book is endorsed by well known business icons including Brian Solis, author of *Engage, The Complete Guide for Businesses to Build and Measure Success in the Social Web*; Peter Shankman, founder of *Help a Reporter Out* and author of *Customer Service: New Rules for a Social Media World*; Adam Keats, Senior Vice President at Weber Shandwick; and Rohit Bhargava, author of *Personality Not Included* and EVP of Strategy & Planning at Ogilvy.

About Simon Salt (www.theincslingers.com) – Simon Salt is one of the world's leading experts on social location marketing. His insights on the intersection of technology and human interaction have been featured by *The Wall Street Journal*, *Marketing News*, *Mashable* and *Read Write Web*. He has been a part of three successful startups and currently leads his own marketing communications company, IncSlingers. Salt regularly consults with international brands including Mary Kay, Dell and others. He has spoken nationally at major conferences such as BlogWorld, Internet Summit, InnoTech and will be speaking on social location marketing at SXSW Interactive this March. For more information visit: www.theincslingers.com or www.facebook.com/sociallocationmarketing.

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