



August 20, 2013

BLOG

Why Foursquare Is More Than Just Badges

By Rachel Hadley

I joined Foursquare three years ago because, while the thought of racking up points and badges never appealed to me, I was curious about the specials that they offered. (Who doesn't like free stuff?)

But after I joined, I discovered the value in the tips and lists Foursquare provides me. I find recommendations from both friends and strangers. My colleague Alex Benton created a list of Rooftop Bars in NYC, which comes in handy when searching for an outdoor establishment with a magnificent view. My profile even has its own list: Favorite Upper West Side Restaurants. At least three of those restaurants have specials, which can tip the scales when I'm making my final decision where to dine.

With both a check-in special and a loyalty special, it's no surprise that I'm the Foursquare mayor at AG Kitchen (which has the best spicy guacamole I've ever had). I've referred several friends and family to AG Kitchen for weekend brunch or dinner because the menu is great, and I know AG appreciates the value of digital word-of-mouth marketing.

Foursquare truly won me over a few years ago when I was visiting New York City (before deciding to move here) and wandered into O'Hara's Restaurant & Pub near the World Trade Center. The restaurant prominently featured police and firefighter patches throughout the bars and every dining room.

