

TAKE PICTURES OF FOOD?

ENTER THE FOODSPOTTING PHOTO CONTEST!

1. Download the Foodspotting app
2. Spot anything @ "Eat Real Fest 2012"
3. Win gift bags, I Spot Food shirts & more!



How You Can Put Foodspotting
& Other Location Services to Use

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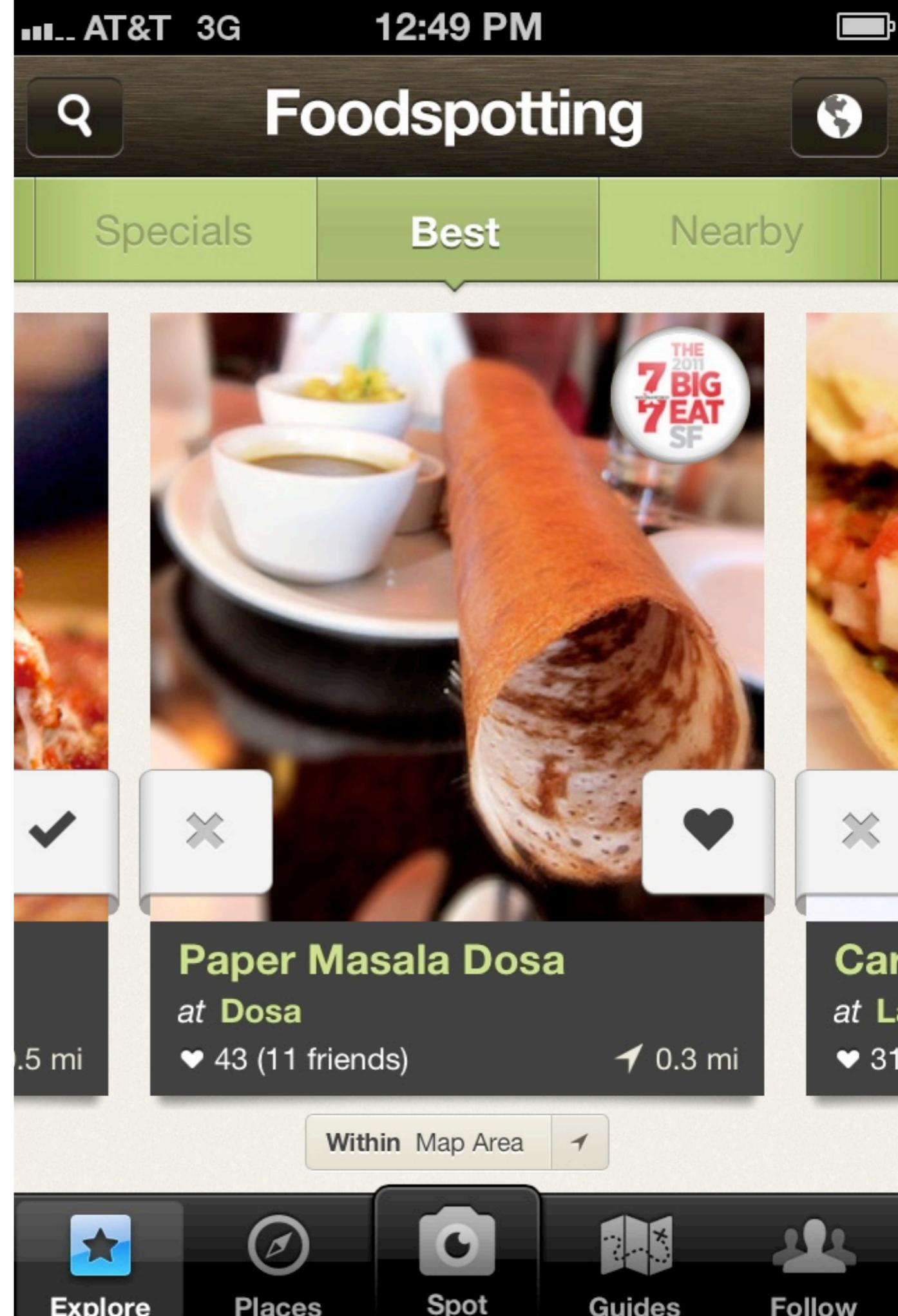
About Me

- User Experience designer, formerly at Adaptive Path.
- Always had a love of cities and creating great urban experiences.
- A few “food walking tours” for Japan and Korea introduced me to some amazing dishes and inspired Foodspotting.
- I wanted to help others stumble upon good things in the world around them, especially dishes they’d never heard of before.



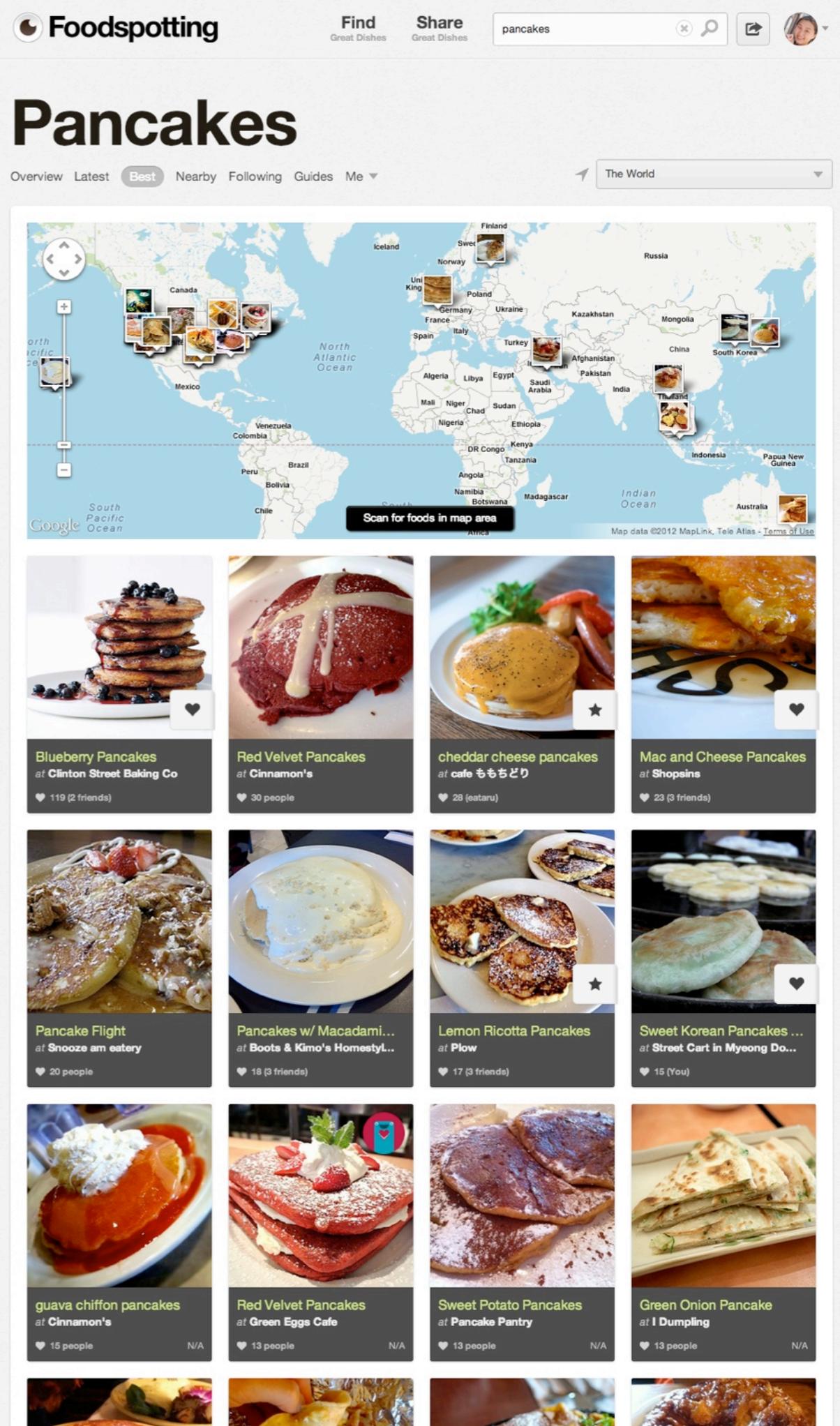
About Foodspotting

- The first and leading app for **finding and rating dishes**, not just restaurants.
- You can use foodspotting to:
 - **Find** whatever you're craving.
 - **See what's good** at a particular restaurant
 - **Discover** great dishes wherever you go.
- Over 3.5M people use it to find recommendations from Foodspotters, friends and experts.
- We've been featured on The Today Show, Cooking Channel & beyond.



About Our Site (New!)

- We just relaunched our website as a **visual, location-based** food browser that:
 - Lets you **explore** countries, cities and neighborhoods and bookmark what you want to try or vote up what you love.
 - **Inspires** people to try new places and visit new neighborhoods they might not have thought to try otherwise.
 - Makes people **hungry!**
- Try it! Look up any city, dish or restaurant to see what's good.



Putting Foodspotting to Use

Showcase what your neighborhood or city has to offer!



1. Profile & Guides

- Are you already creating great local content?
 - Bucket Lists (to try before you die)
 - Walking Tours & Food Crawls
 - Top 10 Lists or Other Guides
 - Photos and slideshows
- Make it available when and where people need it by:
 - Sharing photos of dishes.
 - Clicking “Loved it!” next to any dish.
 - Turning static lists into location-based guides, which are instantly mapped & available via mobile.
- See <http://foodspotting.com/visitphilly>

Visit Philly

All Spotted Guides Titles



Eat, drink and go Foodspotting in Philadelphia and The Countryside® with VisitPhilly's guides. Visit Philly is a product of the Greater Philadelphia Tourism Marketing Corporation (GPTMC). Get spotting!

Philadelphia, PA
Publisher
visitphilly.com/
154 Spotted, 30,635 Points, #884 Worldwide

4,456 followers

241 following

+ Follow

Guides by Visit Philly



Old-School Red Gravy Italian Restaurants In South Philadelphia

+ Follow

Visit Philly's Guide to Philadelphia
Mar 06 · 11 items · 26 Followers



Summer Love Ale Beer Spottings

+ Follow

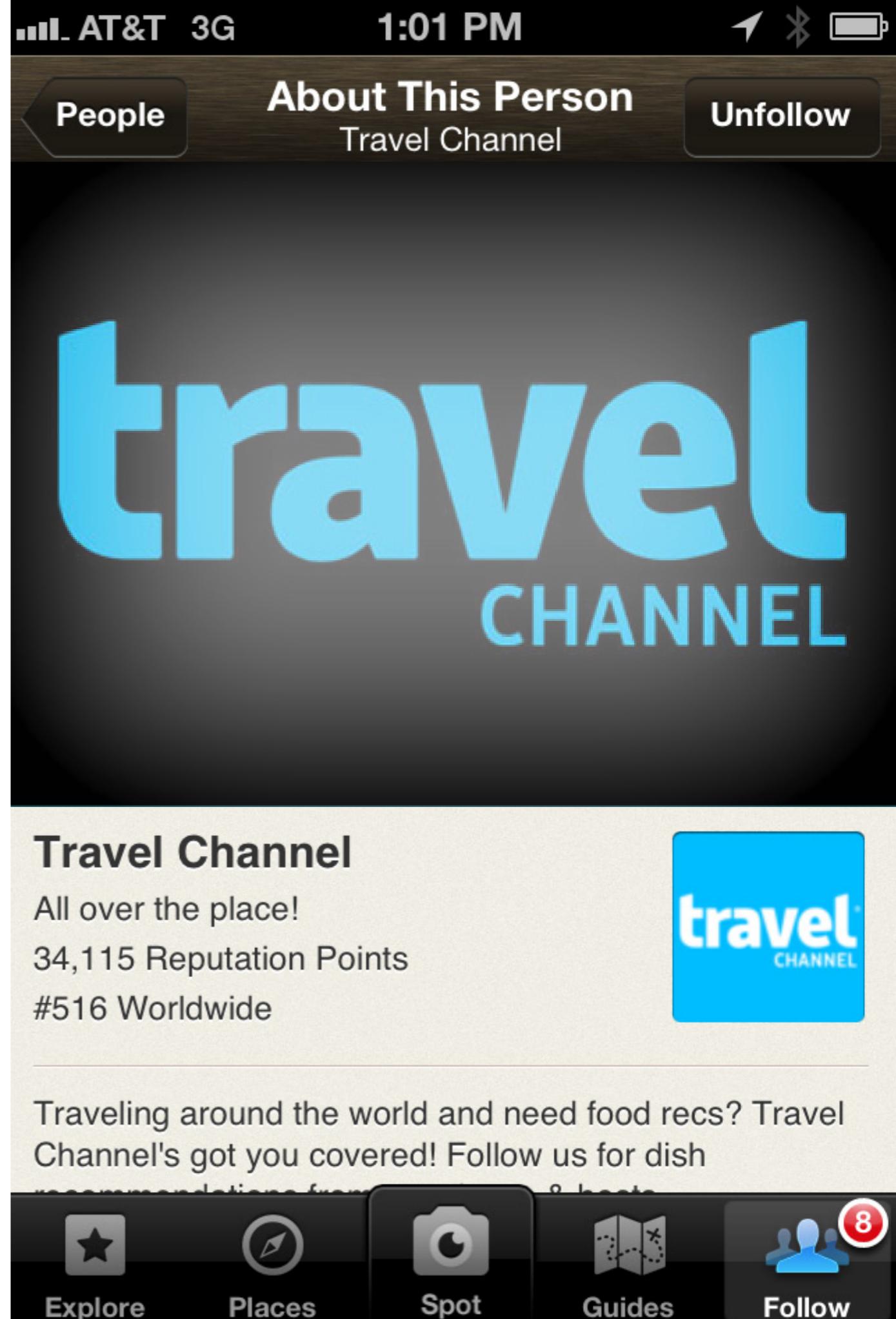
Visit Philly's Open Guide
May 18, 2011 · 64 items · 41 Followers

View all 27 Guides



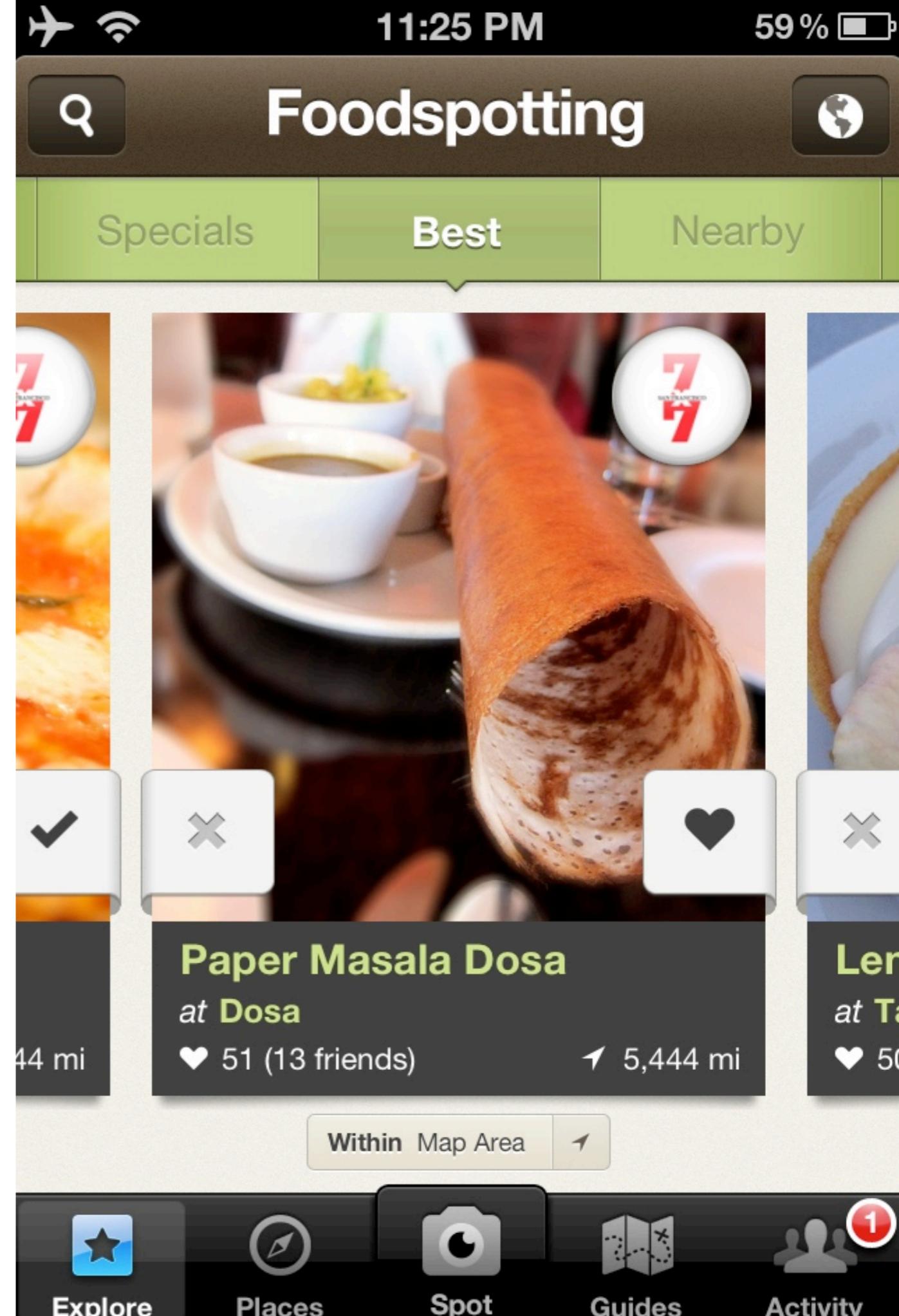
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2. Featured Experts

- We love featuring profiles and guides by tourism boards! If you're featured:
 - Your **“badge of approval”** can appear next to items you've recommended.
 - Your profile will appear in our **Featured People** list.
 - Your guides will appear in our **Featured Guides** list.
- Some featured tourism boards include Santa Barbara, Visit Philly, PA and Bucks County.
- Others include Travel Channel, Travel & Leisure, Time Out Chicago & Toronto Underground Market. (Starting with T is not required.)



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Featured people

Follow these featured people to see what they want, try and love.



Santa Barbara in Santa Barbara, CA

11 followers · 19 sightings

✓ Following



Visit Philly in Philadelphia, PA

1,955 followers · 154 sightings

+ Follow



VisitBucksPA in Bucks County, PA

657 followers · 0 sightings

✓ Following



Chicago magazine in Chicago, IL

670 followers · 151 sightings

✓ Following



BlackboardEats in BlackboardEats

570 followers · 31 sightings

✓ Following



Wolfgang Puck

4,841 followers · 170 sightings

+ Follow



CHOW.com in United States

1,674 followers · 42 sightings

✓ Following



Alexa Andrzejewski in San Francisco, CA

3,191 followers · 1,049 sightings

+ Follow



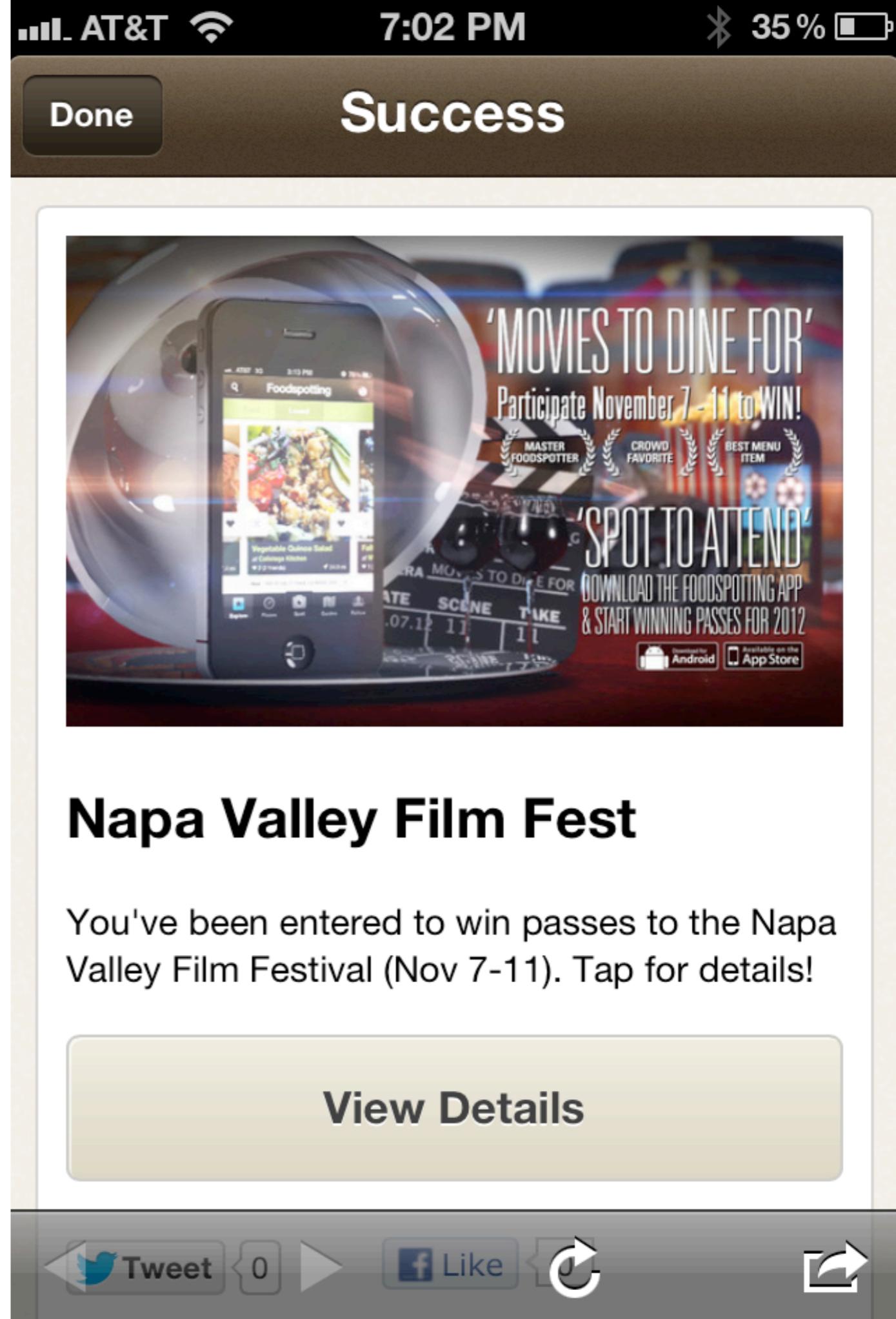
Napa Valley Film Festival in Napa Valley, CA

310 followers · 18 sightings

✓ Following

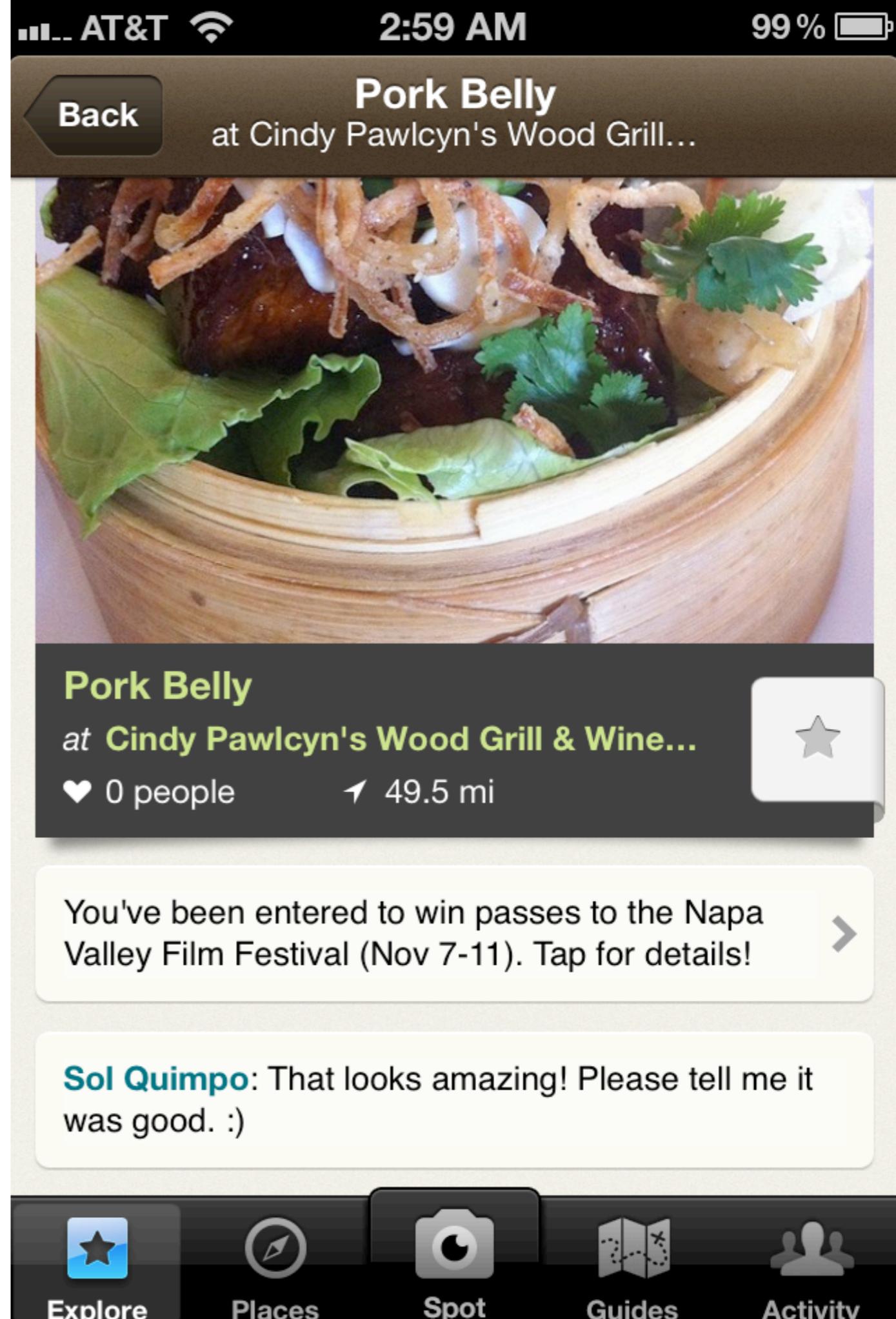
3. Spot to Win

- We've worked with restaurant weeks and food, film and music festivals to add an **interactive component** to these events.
- For the Napa Valley Film Fest, if you spot food at any participating restaurant, you'll be entered to win tickets.
 - **Notification:** The spotter will learn about the event and see that they've been entered.
 - **Feed Story:** Friends will learn about the event and see how to enter.
 - **Sharing:** Entrants & winners will be motivated to share on social media.
- Other Spot to Win partners include Eat Real Fest, The Melting Pot, One.org, Outside Lands, Restaurant Weeks including Miami & Providence and Tourism Boards like Hawaii & Ireland.



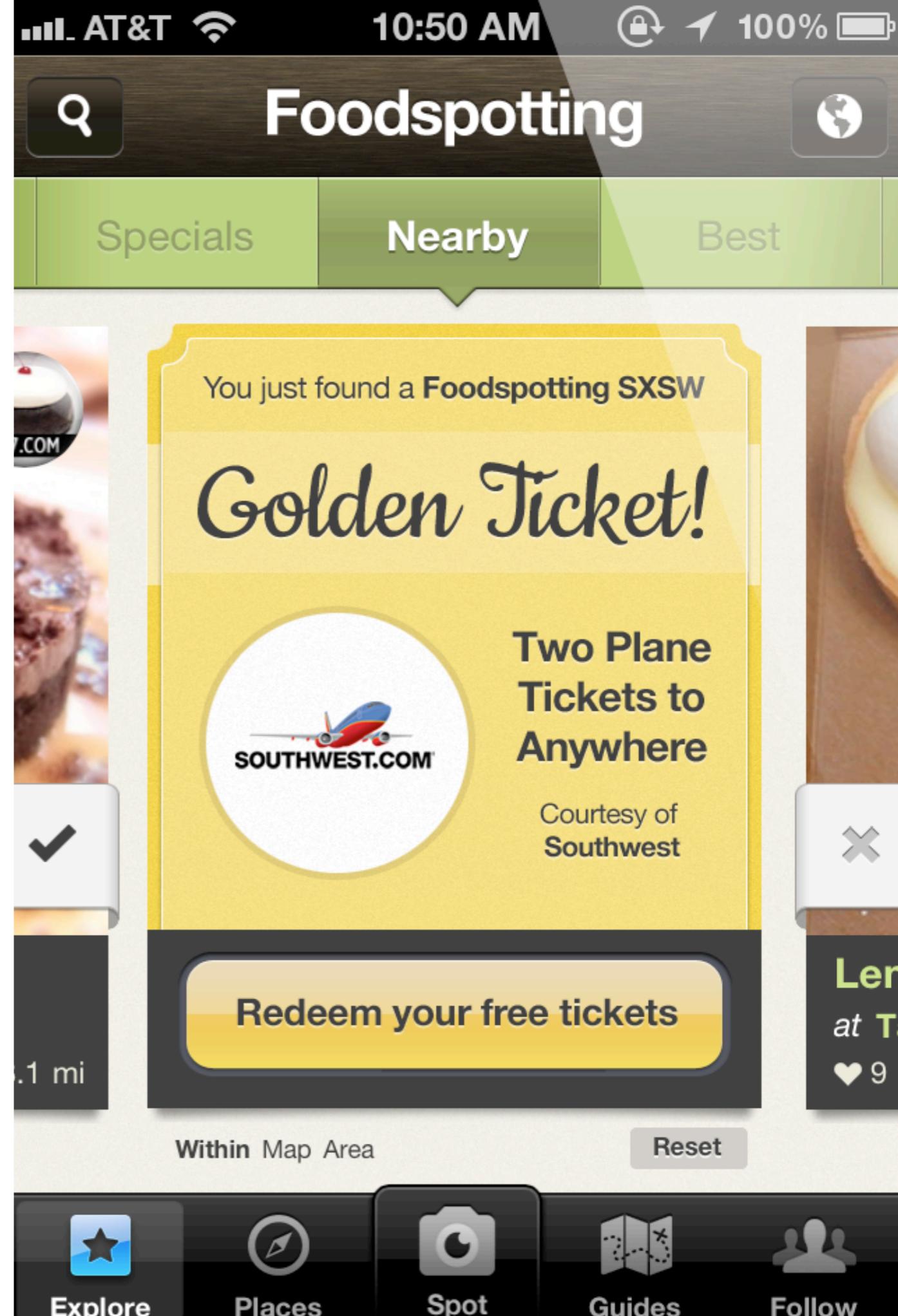
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What Else?

- **Golden Ticket Giveaways:** Surprise and delight our targeted audience of food lovers by hiding golden tickets for them to discover and win.
- **Scavenger Hunts:** Guides can be used to facilitate scavenger hunts, collect nominations and guide event attendees.
- **Foodspotting Rewards:** We're developing a rewards program where local businesses can offer points to foodspotters for spreading word of mouth about their food, especially during slow hours.
- **Foodspotting Widget:** Show off your dish recommendations visually.
- <http://foodspotting.com/about>

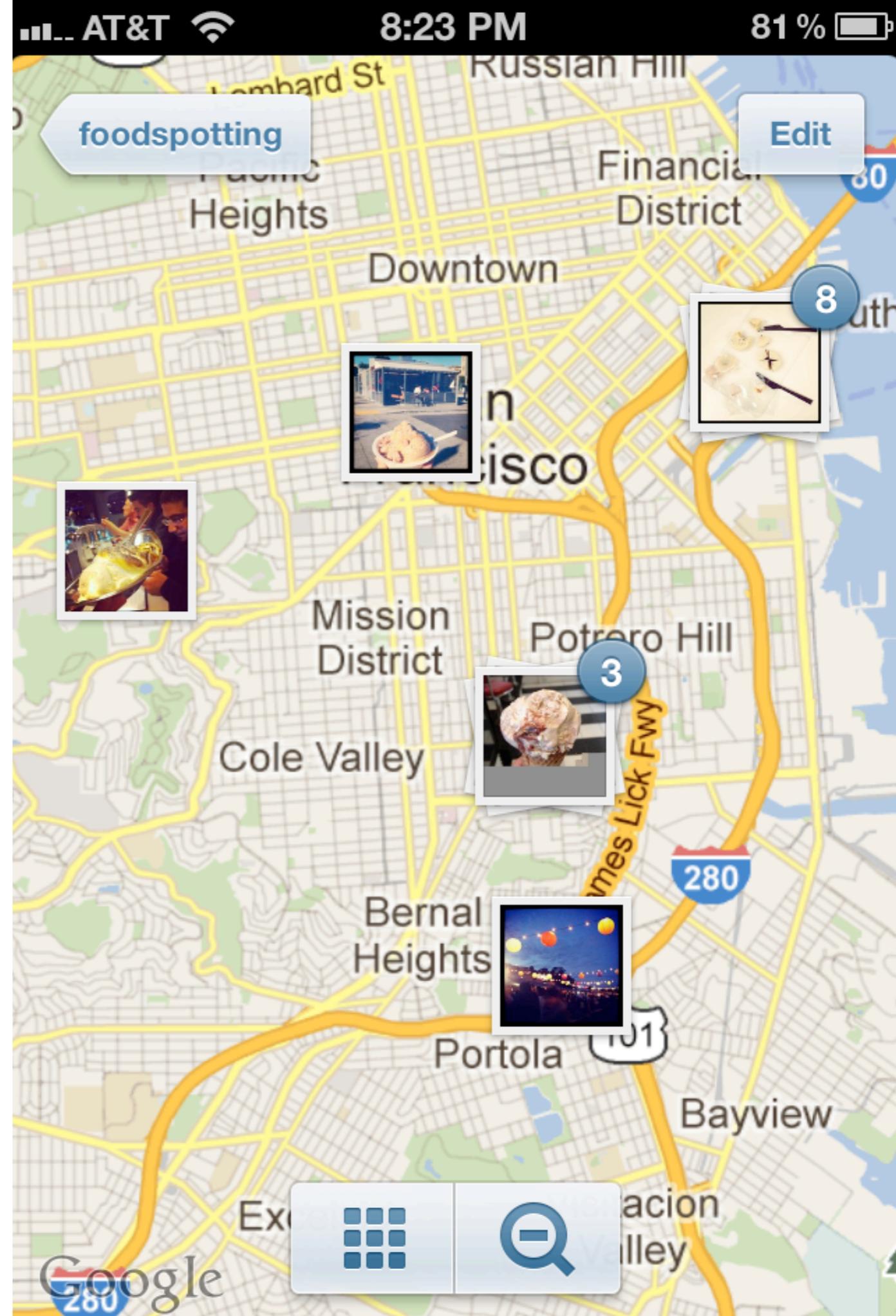


Putting Other Location-Based Services to Use

Showcase what your neighborhood or city has to offer!

Instagram

- Give people reasons to visit by showing off hidden gems, events, activities, etc. in your city using this visual medium.
- The new map view enables people to explore a particular user's photos by location.
- Host photo contests and capture events or aspects of your city using hashtags.
- Remember that people want to see authentic photos of interesting details.
- Biggest strength is super high engagement.



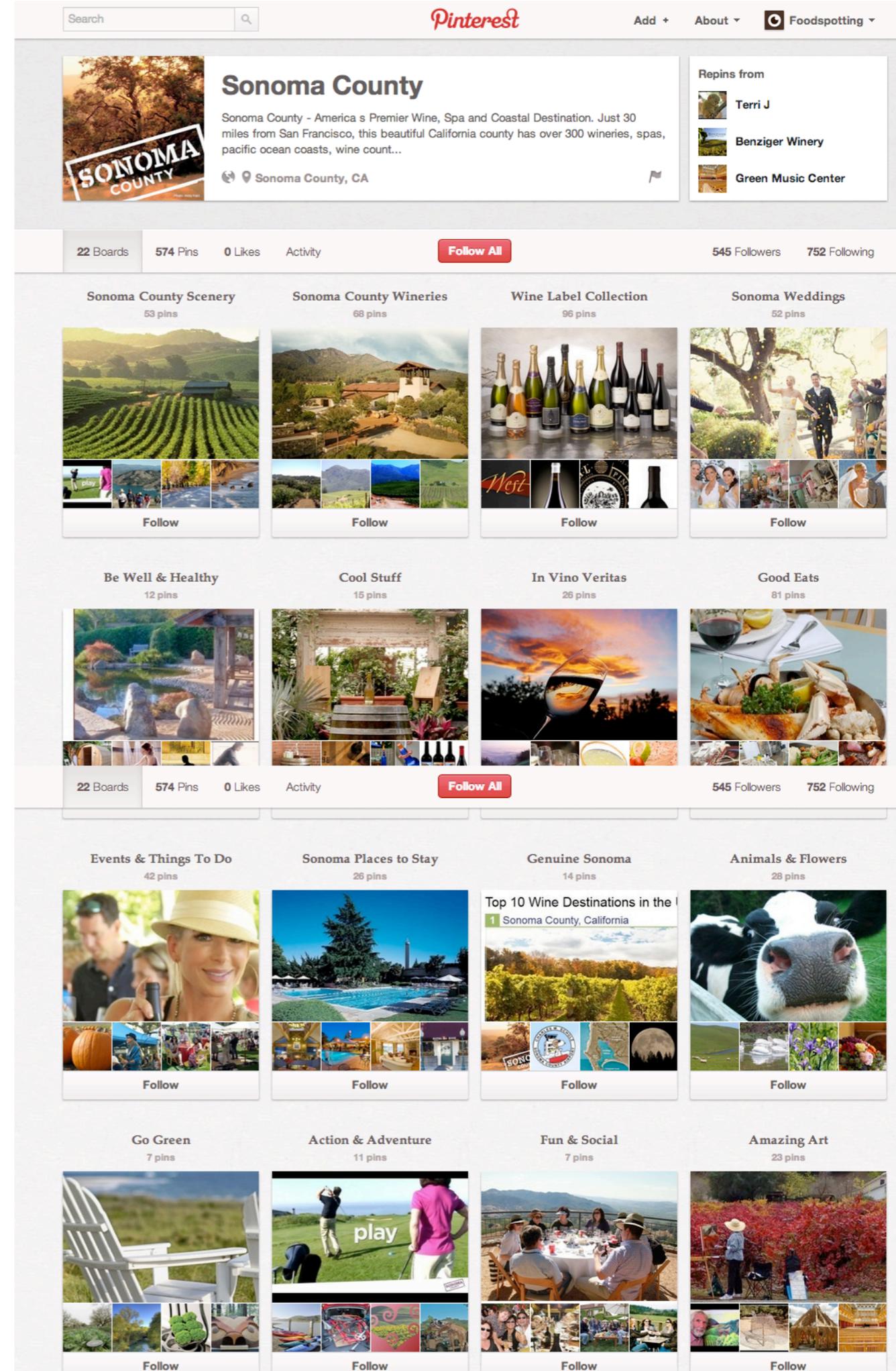
Foursquare

- Foursquare is about more than checking in and earning badges:
 - Foursquare Lists are one of the easiest ways to create custom maps.
 - Foursquare Tips are an easy way to leave “footprints” behind that people can find whenever they check in. Underutilized at events!
- Foursquare also offers branded pages, promoted posts, specials & save to Foursquare button.
- <https://foursquare.com/pages>



Pinterest

- Showcase aspects of your city by creating visual collages of everything from art & architecture to events & food.
- Inspire people to visit by presenting experiences people will crave.
- You can bookmark your own content that you think others will want to “re-pin” but also bookmark great local content created by others.



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- Showcase aspects of your city by creating visual collages of everything from art & architecture to events & food.
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- You can bookmark your own content that you think others will want to “re-pin” but also bookmark great local content created by others.
- **There are a lot of tourism boards on Pinterest!**

The image shows a Pinterest profile for 'Sonoma County' with a list of tourism boards overlaid. The profile has 22 boards, 574 pins, and 0 likes. The boards shown are 'Sonoma County Scenery' (53 pins), 'Be Well & Healthy' (12 pins), 'Events & Things To Do' (42 pins), and 'Go Green' (7 pins). The list of tourism boards is as follows:

Rank	Pinterest Name	Follower Oct 1
1	Durango	116764
2	Texas Tourism	20500
3	VisitSavannah Georgia	1620
4	VisitNC	292
5	Pure Michigan	281
6	The Outer Banks	237
7	Los Angeles	22
8	Colorado Tourism	22
9	VisitPhilly	18
10	Beverly Hills	17
11	New Mexico Tourism Department	17
12	Visit Austin Texas	17
13	VISIT FLORIDA	15
14	Wyoming Tourism	15
15	Fort Myers & Sanibel Florida	13
16	Explore Georgia	12
17	Hawaii	11
18	Visit Bucks County	11
19	Nashville Music City	11
20	Discover Ohio	10
21	Experience Columbus	9
22	MyMyrtleBeach	9
23	Visit Salt Lake	9
24	TravelOK.com	7
25	VEGAS.com	7
26	VisitMO	7
27	Maryland	7
28	WilliamsonCounty CVB	6
29	Visit Indiana	6
30	Atlanta Georgia	6
31	Glacier Country Tourism	6
32	Corvallis Maven	6
33	Pigeon Forge Department of Tourism	6
34	SeeMonterey	6
35	VISIT DENVER	5
36	VisitKissimmee Florida	5
37	Baltimore Maryland	5
38	Visit Massachusetts	5
39	Lake of the Ozarks Missouri	5
40	Sonoma County	5
41	Luckenbach Texas	5
42	Visit Estes	5
43	visitphoenix	4
44	Visit Gainesville	4
45	Explore Branson	4
46	VISIT Milwaukee	4
47	Arkansas Tourism	4
48	VisitNH.gov	4
49	Panama City Beach	4
50	Visit California	4
51	Abilene CVB	4

Trippy

- Might look just like Pinterest, but each entry is associated with a physical location, making it actually useful for planning a trip vs. just getting inspired.
- You can create collections of great places which can be easily mapped and used as a resource. You don't even have to take your own photos!
- Newer to the scene but a valuable resource for local and travel inspiration.

The collage features several posts from users sharing their experiences at different locations:

- Gott's Roadside:** A post by Brew Johnson titled "Tray Gourmet" showing a burger, milkshake, and wine. Other users like JR Johnson and Courtney Robinson also comment on the place.
- Cakebread:** A post by Brew Johnson describing it as a well-equipped winery for tasting and education.
- Winery:** A post by Veronica Belmont praising a "damn good restaurant" at a winery.
- Barrel Room:** A post by Brett Snyder about a reception in a barrel room.
- Foodie Factory Tours:** A post by Devora Lee about cheese and food tastings.

Each post includes a photo, a user profile picture, and a text description or comment. There are also "add a comment" buttons and interaction icons like "wants", "beens", and "photos".

More Local Channels

- Not necessarily location-specific tools but important to the ecosystem:
- Facebook & Twitter
 - Polls and surveys
 - Photos
 - Check-ins
- YouTube
- OpenTable
- Beyond Groupon: ScoutMob, LivingSocial, BlackBoard Eats
- Reviews: Yelp, TripAdvisor, Google Places, Zagat, etc.

The screenshot shows the LivingSocial website interface. At the top, there's a navigation bar with the LivingSocial logo and several menu items: deals, escapes, events (highlighted), adventures, shop, and takeout & delivery. Below the navigation bar is a large banner image with the word "events" overlaid. The main content area displays a list of event cards. Each card includes a date, a photo of the event, the event name, location, and price. The events listed are:

- APR 28**: Stagecoach! Hotel + 3-Day Ticket Package for 2, indio, ca, Empire Polo Club, \$1699
- OCT 27**: Bacon, Blues & Brews Festival Ticket, monterey, ca, Monterey County Fairgrounds, \$25
- FRIDAY OCT 26 through SUNDAY NOV 11**: "The Vagina Monologues": 1 Ticket, berkeley, ca, Various Locations, \$22
- SATURDAY OCT 27**: Oktoberfest East Bay: VIP Tickets for 2, richmond, ca, Craneway Pavilion, \$50
- OCT 28**: Claremont Tango Weekend, berkeley, ca, The Claremont Hotel Club & Spa, \$79
- SATURDAY OCT 27**: Cat Power: Ticket Package for 1, royal oak, mi, Royal Oak Music Theatre, \$30
- SATURDAY OCT 27 through SATURDAY NOV 10**: "Astonishment! Magical Tales of San Francisco", san francisco, ca, Chancellor Hotel, \$20

Measuring Success

- **Interactions:** How many interactions did your content receive? (Likes, Shares, etc.) What types of content perform best?
- **Participation:** How many people participated in your interactive campaign?
- **Reach and Participant Reach:** How many people did you reach directly, and how many people did those people reach when they shared or participated?
- **Usage:** How many people are following or completing your lists or profiles?
- **Qualitative Feedback:** What are people saying about your campaign in blog comments, on Facebook and on Twitter? You can ask direct questions using a tool like Qualaroo (formerly KissInsights).

We'd love to better understand why you use Foodspotting and what you think of the redesign!

What's the MAIN reason you use this site?

- To find food (to eat sometime soon)
- To browse food (you may or may not eat)
- To research particular restaurants
- To see friends photos or upload my own
- Something entirely different

Does the redesign make this:

- Easier
- Harder

SEND

Measuring Success

- At Foodspotting, we have three main goals for social media:
- 1. Engage our community
 - Likes, Shares, Retweets, Replies of content
- 2. Increase brand awareness
 - Content Reach
 - Messaging Spread
- 3. Product and feature awareness
 - Usage of particular features



Like · Comment · Share

👍 55 people like this.

💬 View all 5 comments

 **Chris Gallagher** Dodger Dogs.
5 hours ago · Like

 **Russell Jean-noel** Chilli dogs and nachos
5 hours ago · Like

 Write a comment...

2,410 people saw this post

Promote ▼



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