



THE CITY OF  
LAKE FOREST

CHARTERED 1861

The City of Lake Forest

# Social Media Guide for Businesses

Prepared by Sania Durovic, Lake Forest College Intern  
City of Lake Forest, Office of Economic Development  
Copyright, 2013

## About this Social Media Guide

The Social Media Guide for Businesses was prepared in response to the growing trend of social media channels and the challenges they present to small business owners. The social media sites listed in this guide were researched and selected based on current popularity 4Q 2013. The City of Lake Forest is excited to share social media sites from local businesses in this guide. As these sites change, the City of Lake Forest will update this guide. For more information contact the Office of Economic Development at the City of Lake Forest at [www.cityoflakeforest.com](http://www.cityoflakeforest.com).



Table of Contents  
Google places

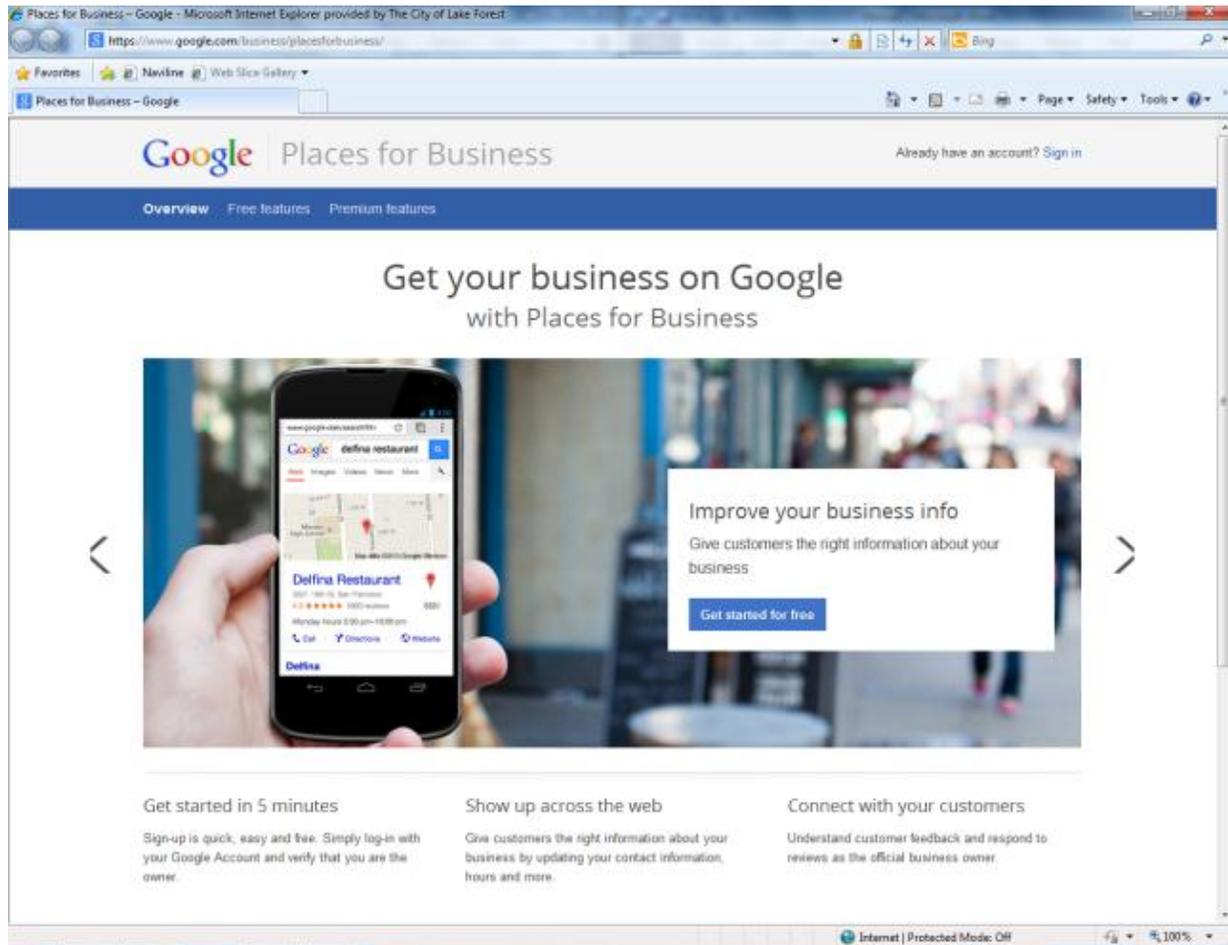
	3
	10
	15
	20
	23
	26
	28
	34
	37
	40
	42
	44
	45
	
	

# Google places

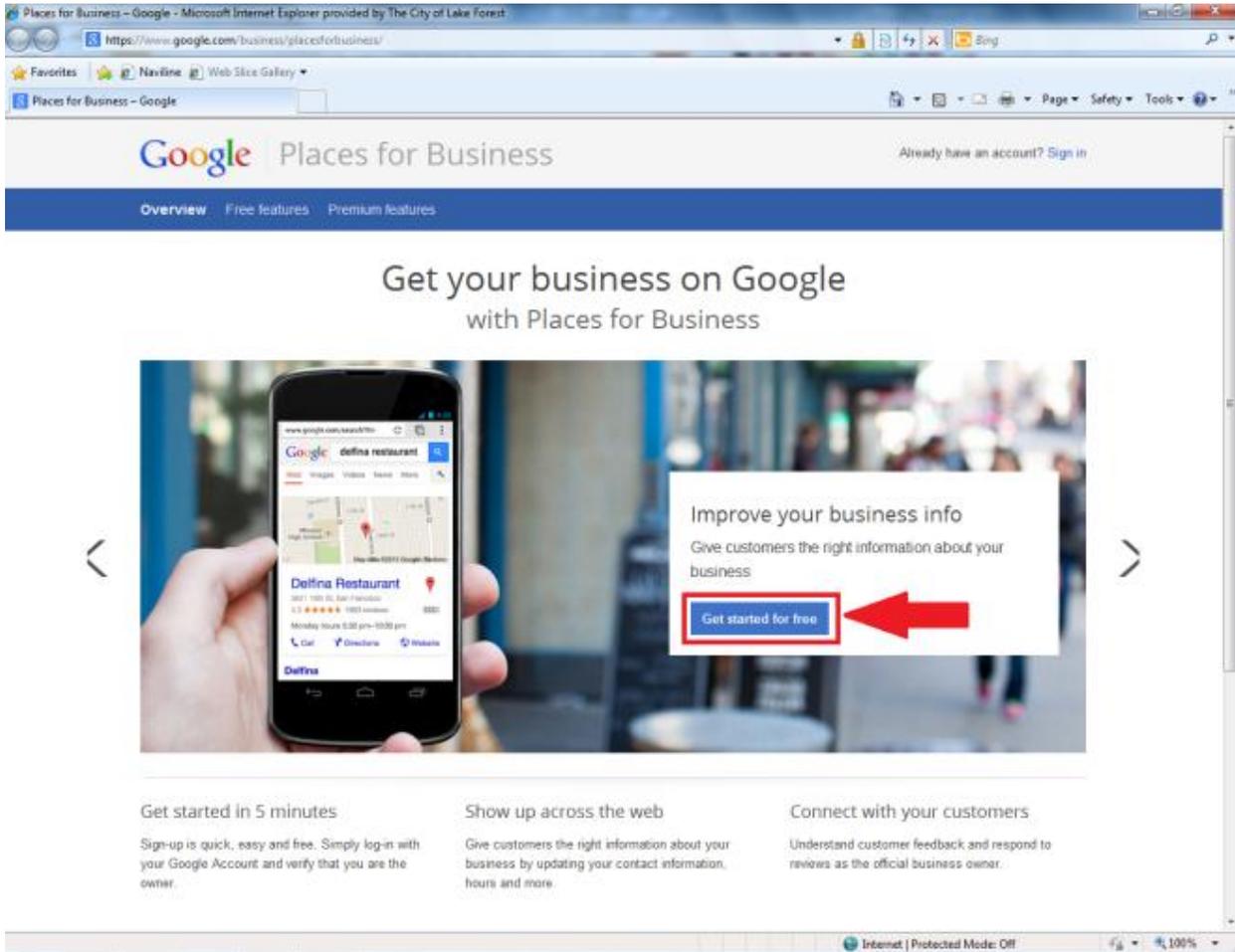
Google Places for Business gives you access to free tools that help your business get online, be found on Google Search and Maps and get closer to your customers. It's the easiest way to manage your business across Google and it's free. There is also a premium option that businesses have the option of selecting.

To begin the process to get your business on Google Places:

1. Go to <https://www.google.com/business/placesforbusiness/>



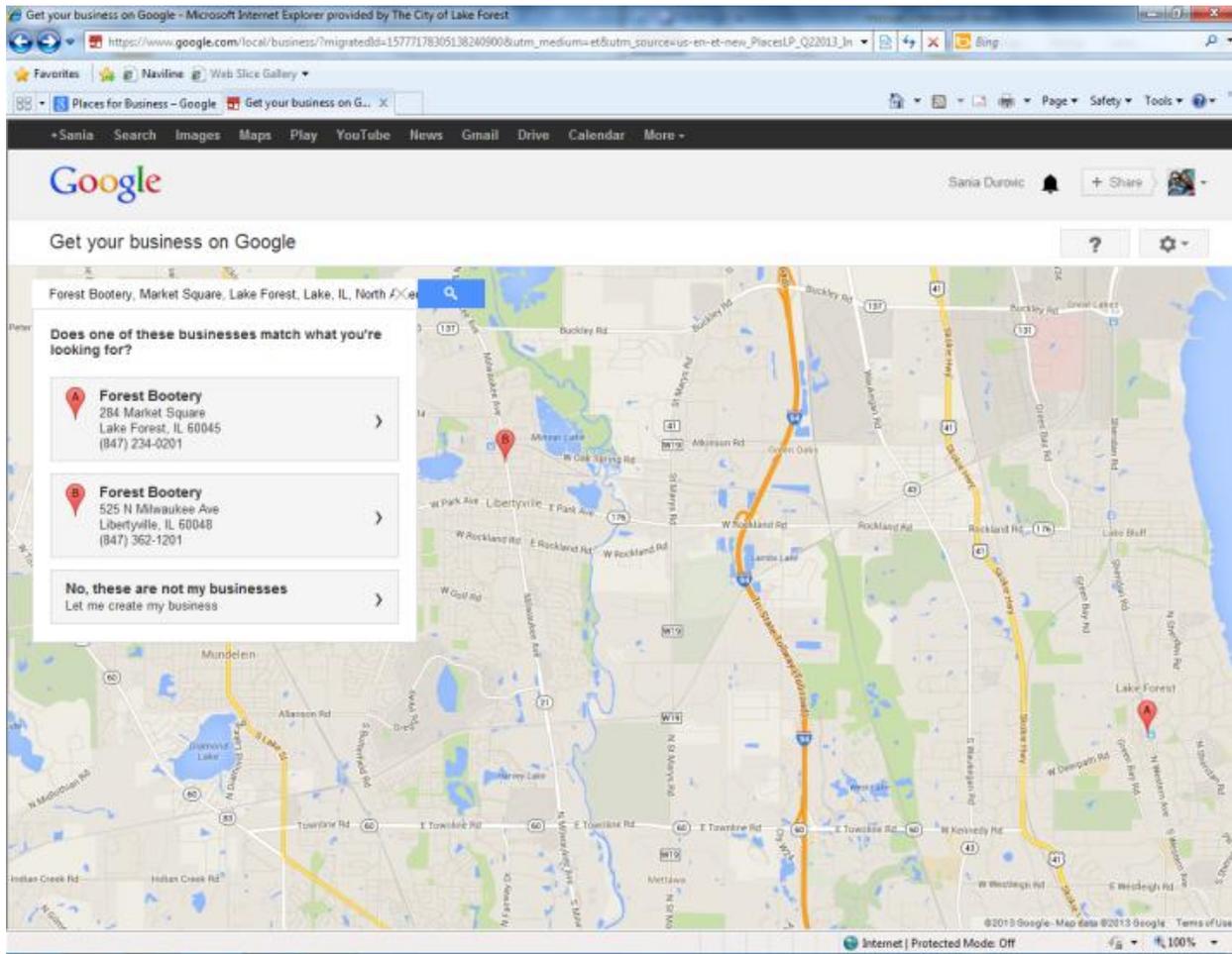
2. Click "Get Started For Free"



3. Log-in to your Google account

4.

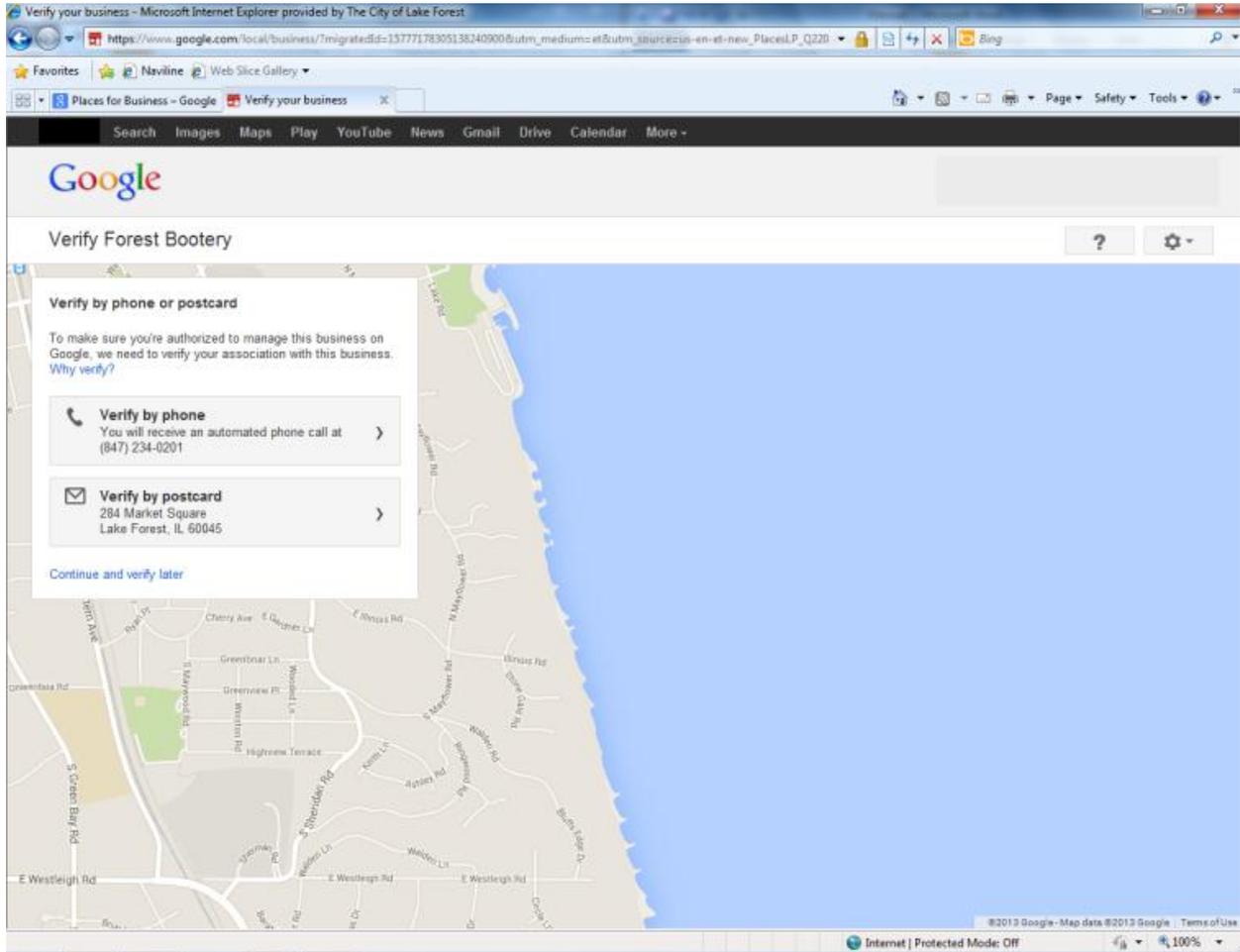
5. Type your business into the search box (example: Forest Bootery)



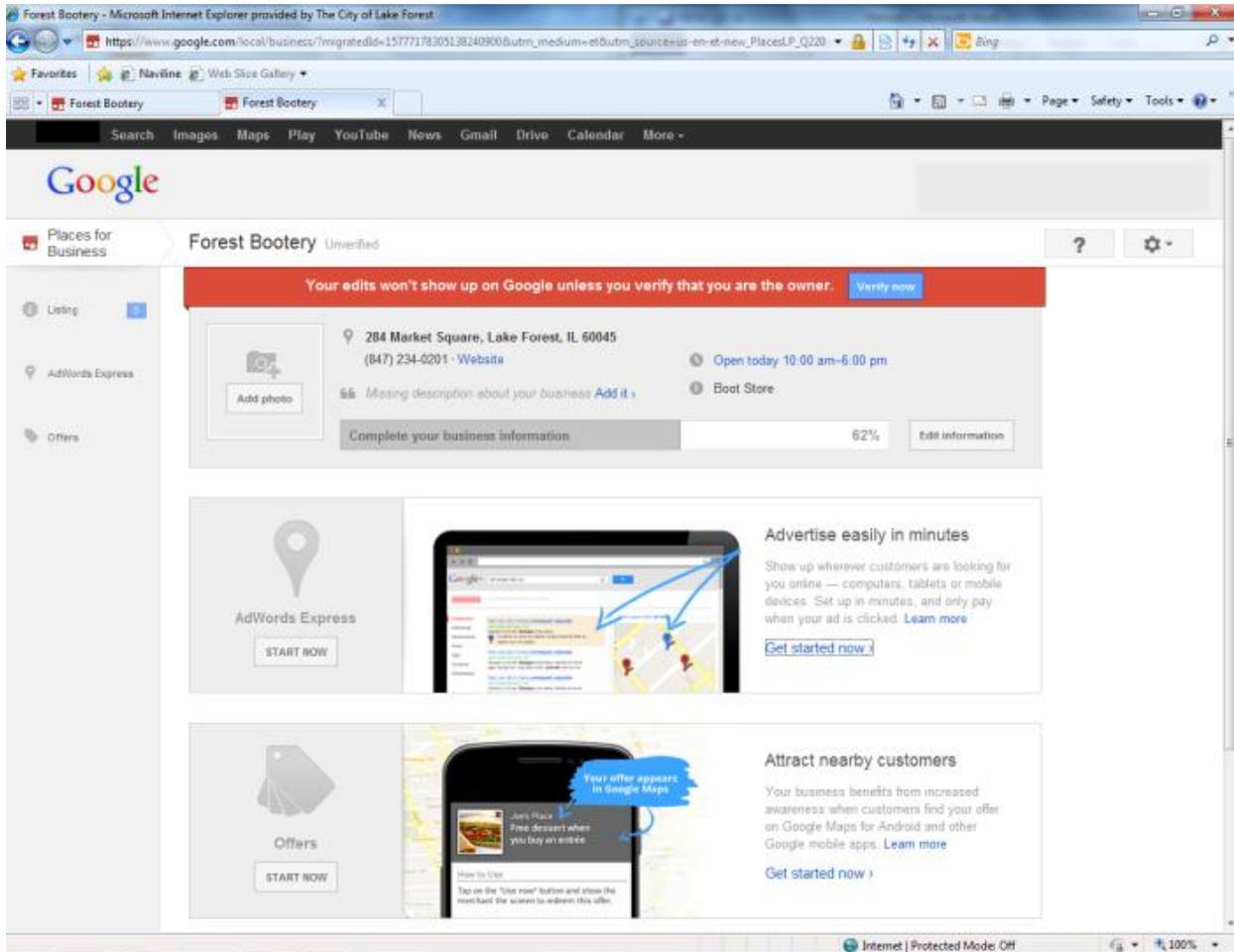
6. Select which business you wish to verify

7. If your business is already verified it will say "This listing has already been verified"

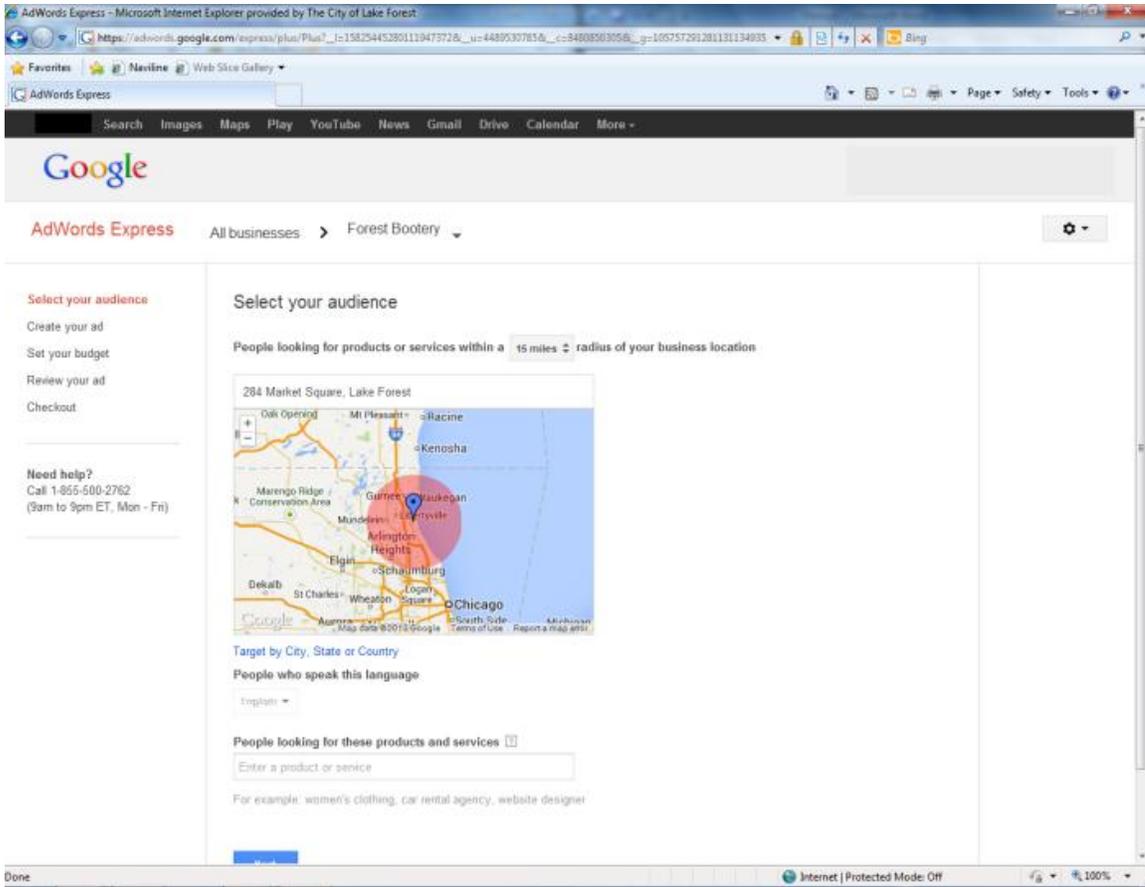
8. If your business is not already verified you will be given the option to verify your business by phone or by postcard



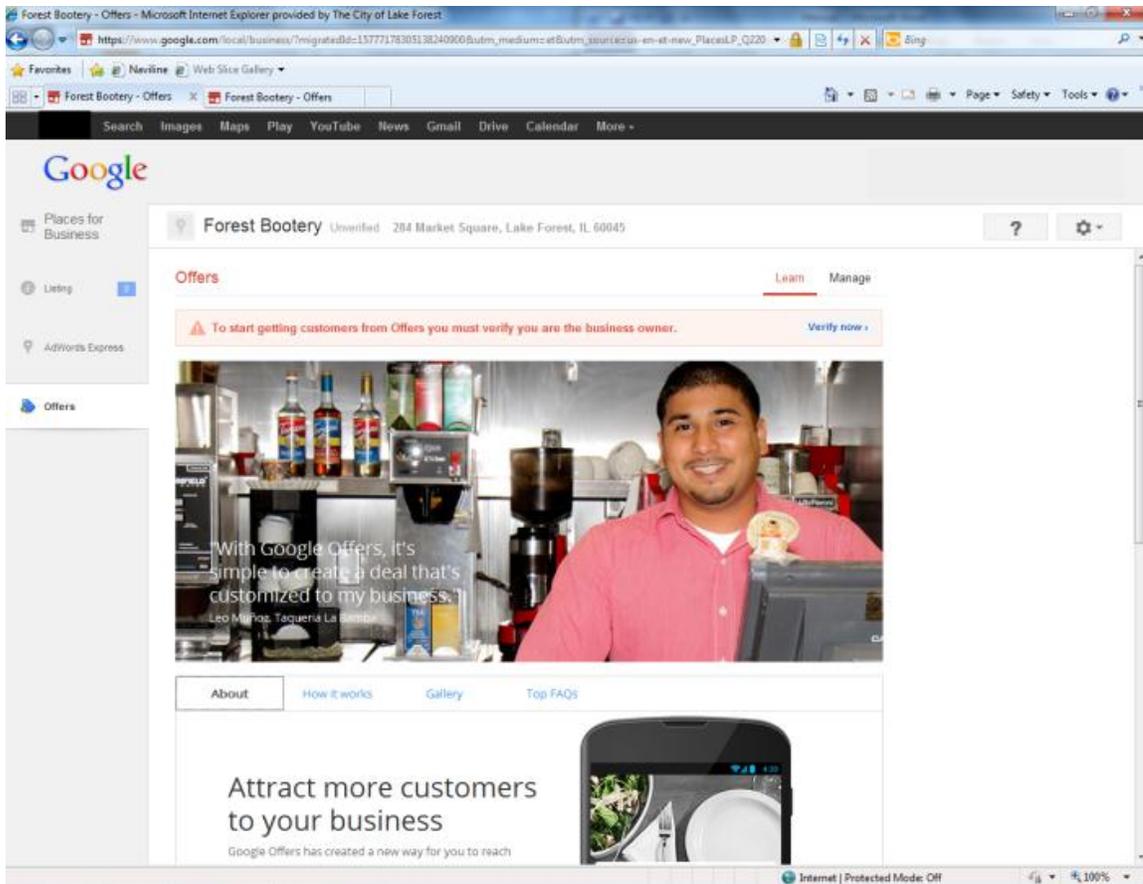
After verifying your place of business you will have the option of adding more information about your business to the listing such as adding photos or a description. There is also the option of creating an AdWords Express which allows you to create an advertisement that shows up whenever potential customers are looking up your business online. You have to pay only when your advertisement is clicked. In addition to creating an AdWords Express advertisement, there is also the possibility of creating an Offer that allows customers to get a discount upon checking out. You get to determine the value of the discount.



(Example of the page where you can access AdWords Express, Offers, and edit your information)



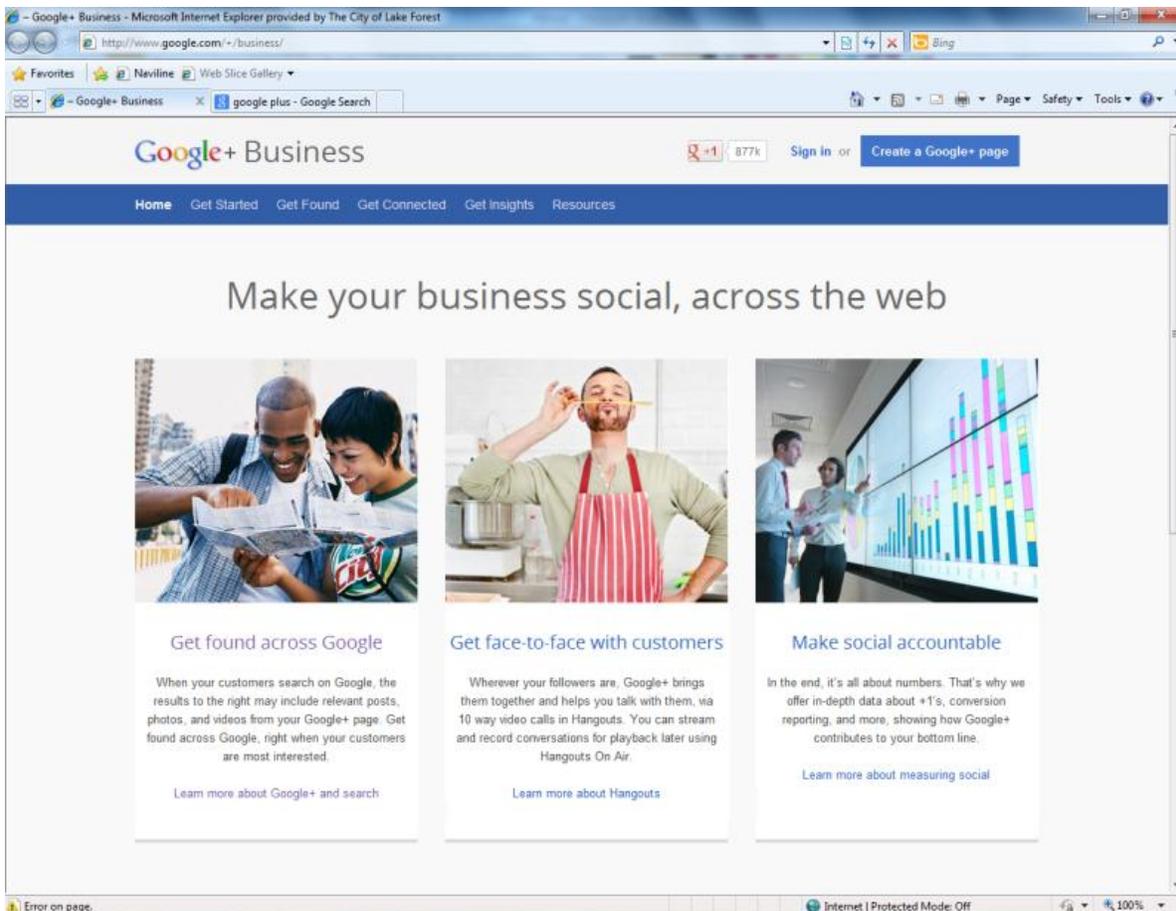
(Example of AdWords Express)



(Example of homepage for Offers)



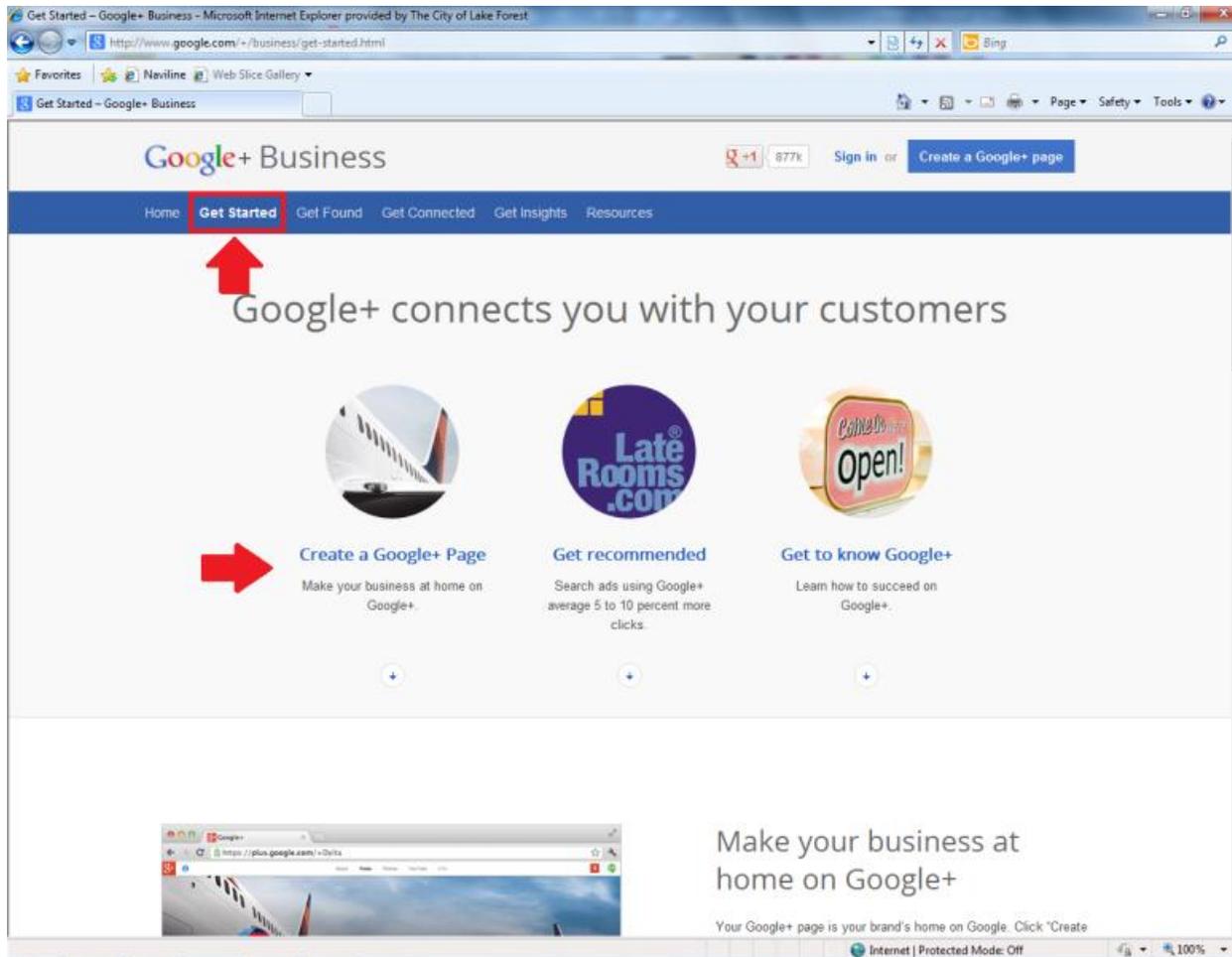
Google Plus is a social networking and identity service that is owned and operated by Google. Google+ Pages allows businesses to set up profiles or “pages” that allow the businesses to post information about what is currently happening in their business. (It is similar to the idea of facebook pages for businesses). Other Google+ users can follow your page and by having followers it will boost your business when it comes to being ranked for Google searches. Google+ users also have the ability to +1 your business site and this allows people who are searching on Google to see how many other people liked your business/website.



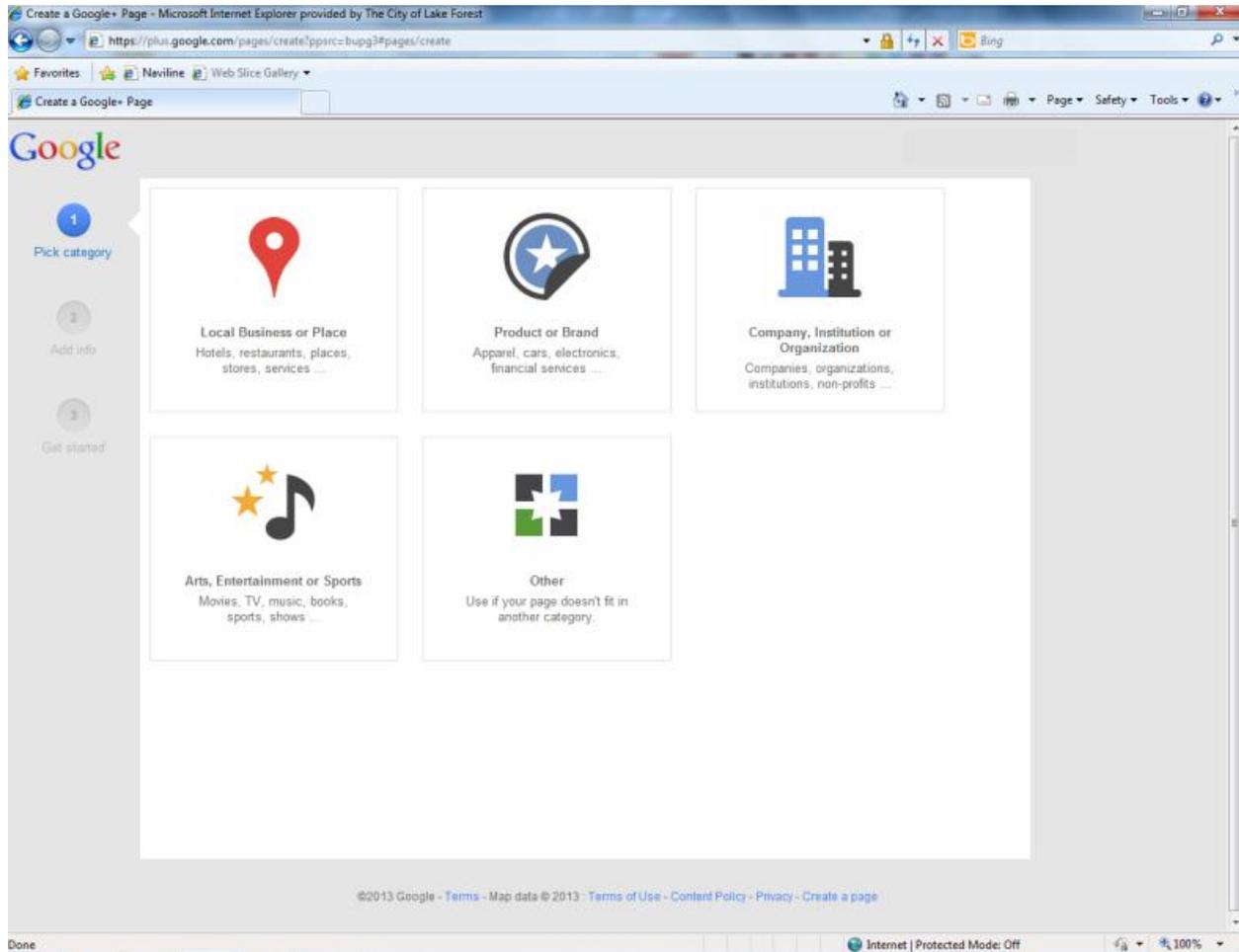
[\(http://www.google.com/+business/\)](http://www.google.com/+business/)

To create a Google+ page or your business:

1. Go to <http://www.google.com/+business/>
2. Click “Get Started in the top left corner and then click “Create a Google+ Page”

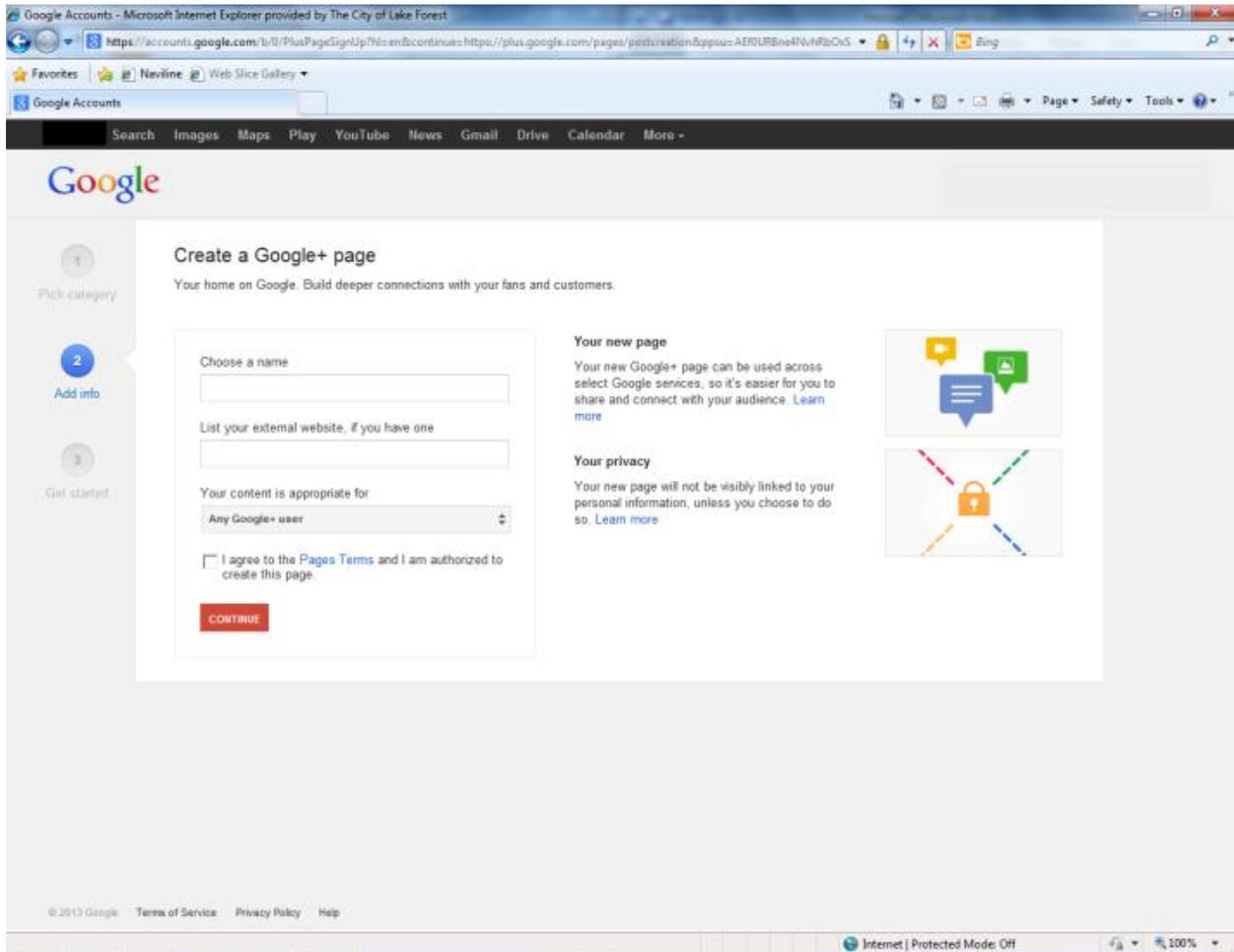


3. From there it will redirect you to a page with different categories for what you would like to classify your business as



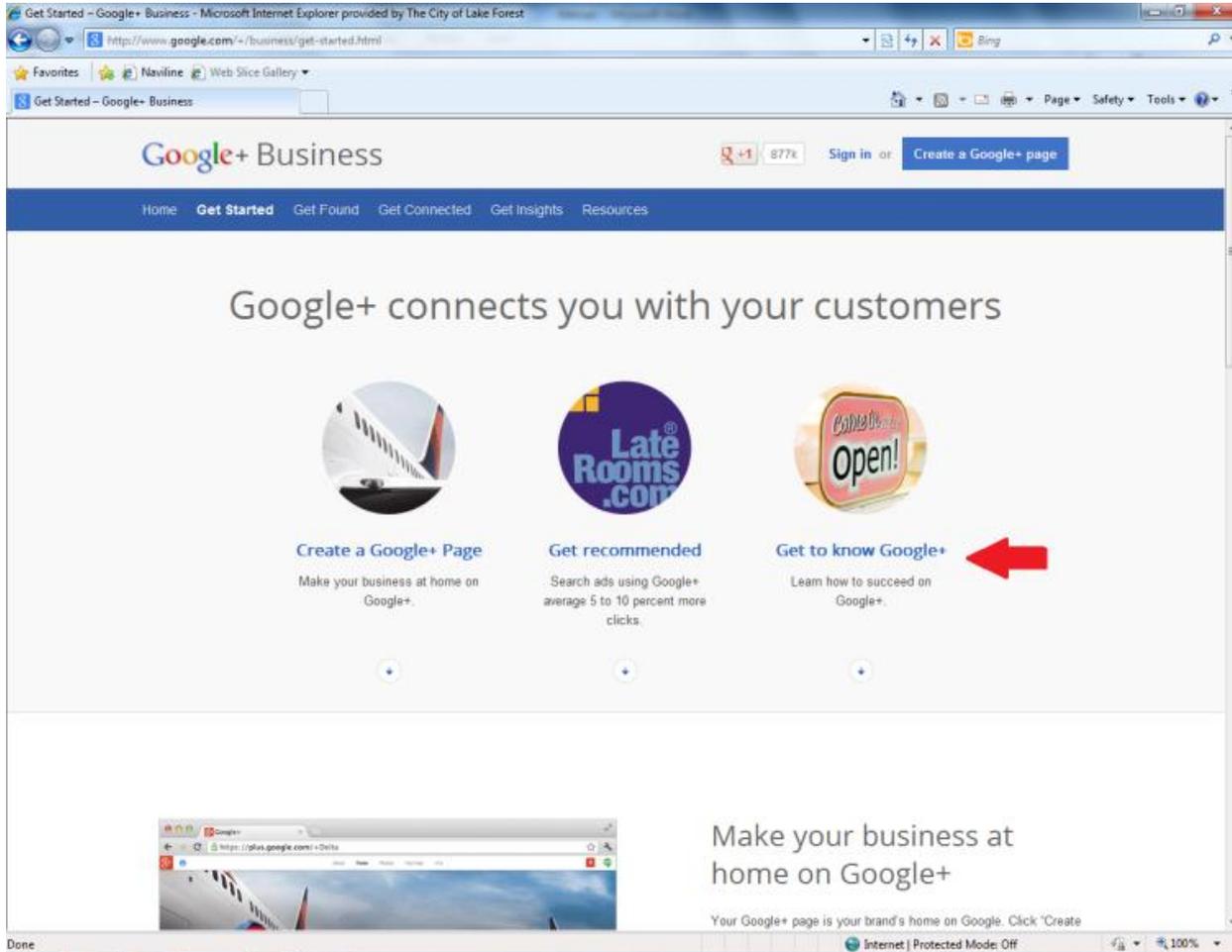
4. Select which one suits your business the best

5. Add the necessary information



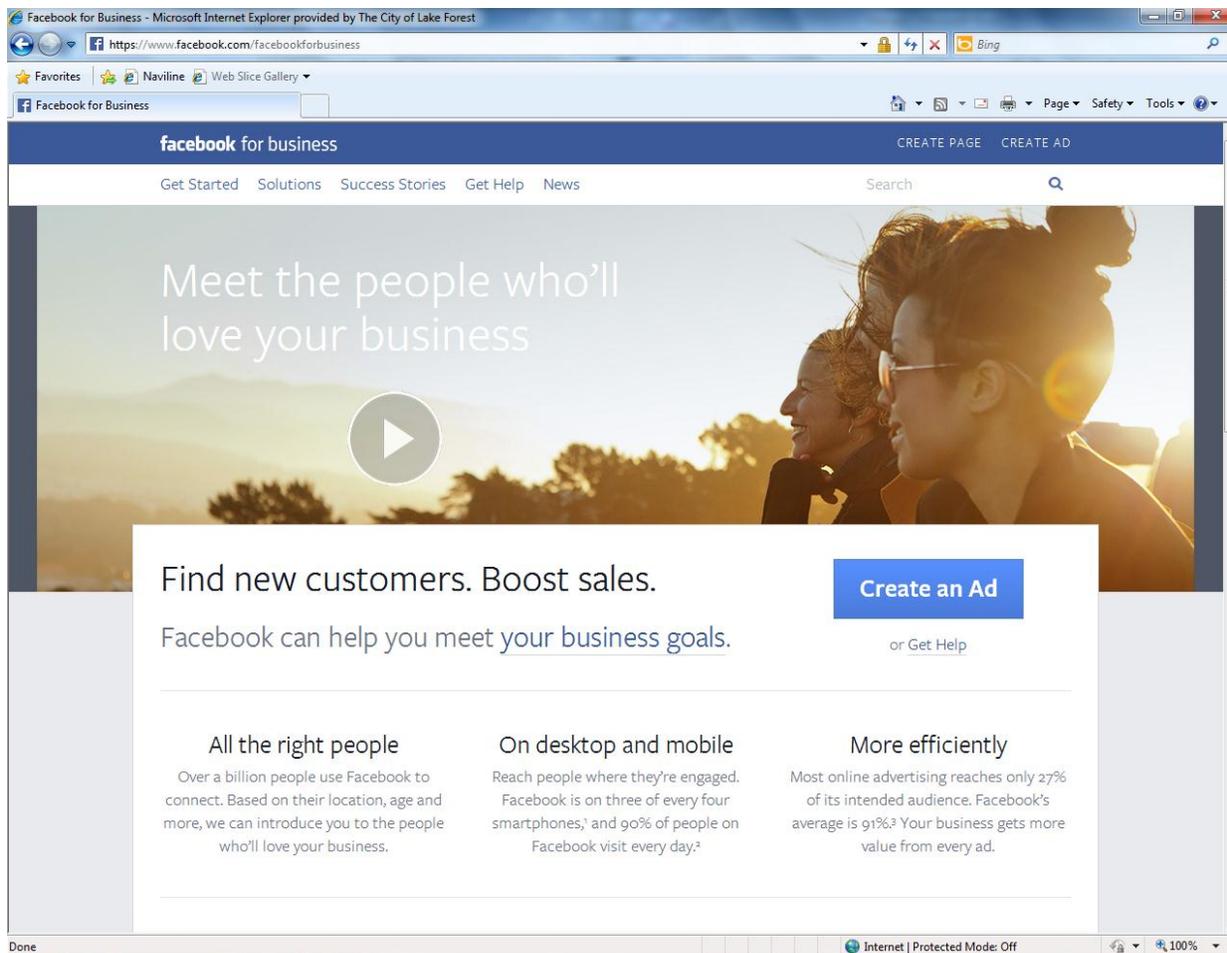
6. Begin adding to your page contact information, descriptions of the business, etc.

For more information go back to the “Get Started” page and then click “Get to Know Google+”. You will be lead to a “Get Started” guide which you can download. It provides useful tips for how to get your Google+ page going and ways to customize your page as well as post from your page.





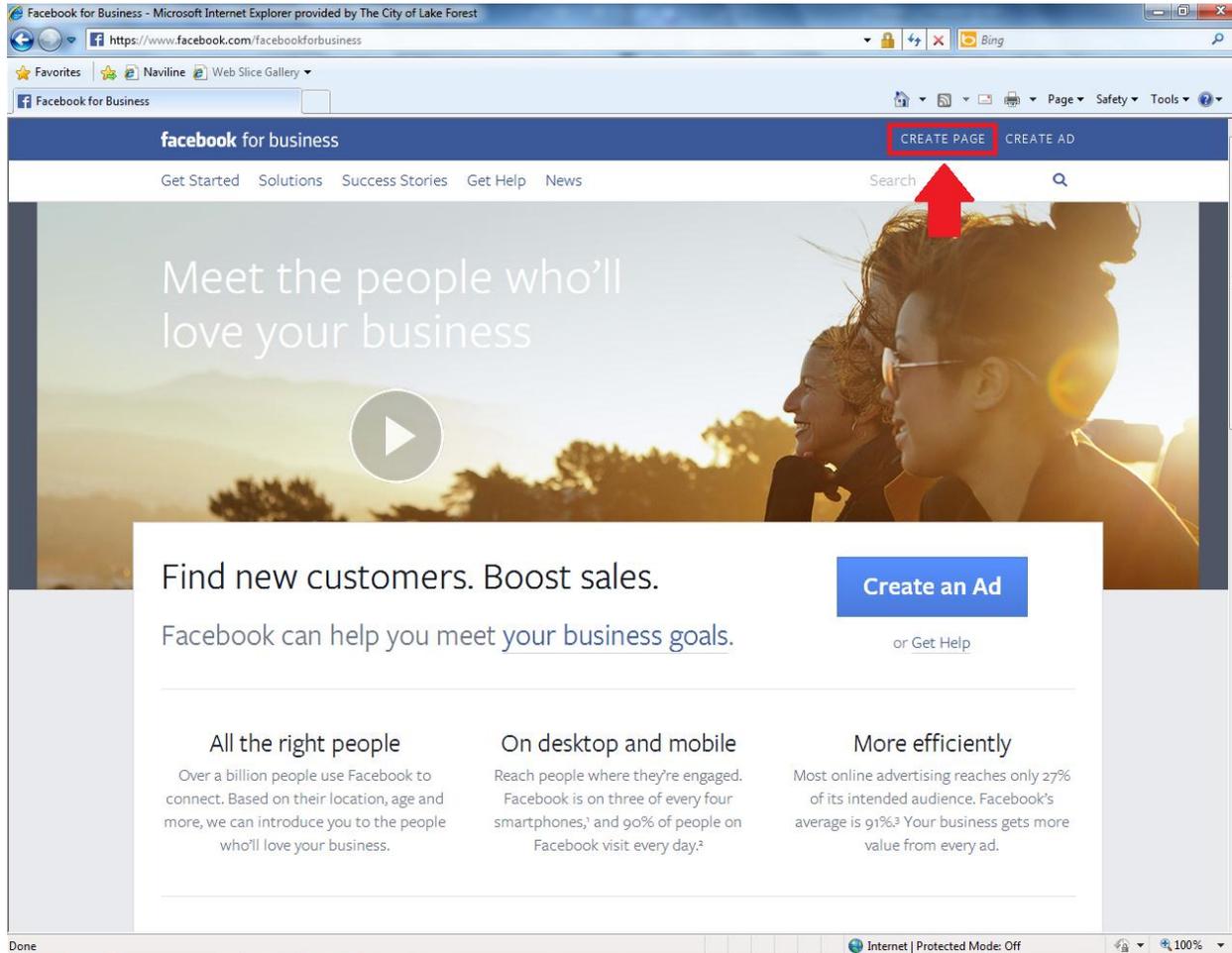
A business can create a page on Facebook for their business and on that page they have the ability to provide their contact information, store hours, pictures of the store or of merchandize, and so much more. Facebook also provides the option of businesses to not only advertise on Facebook but it can also determine a target audience for the business and then advertise to that target audience.



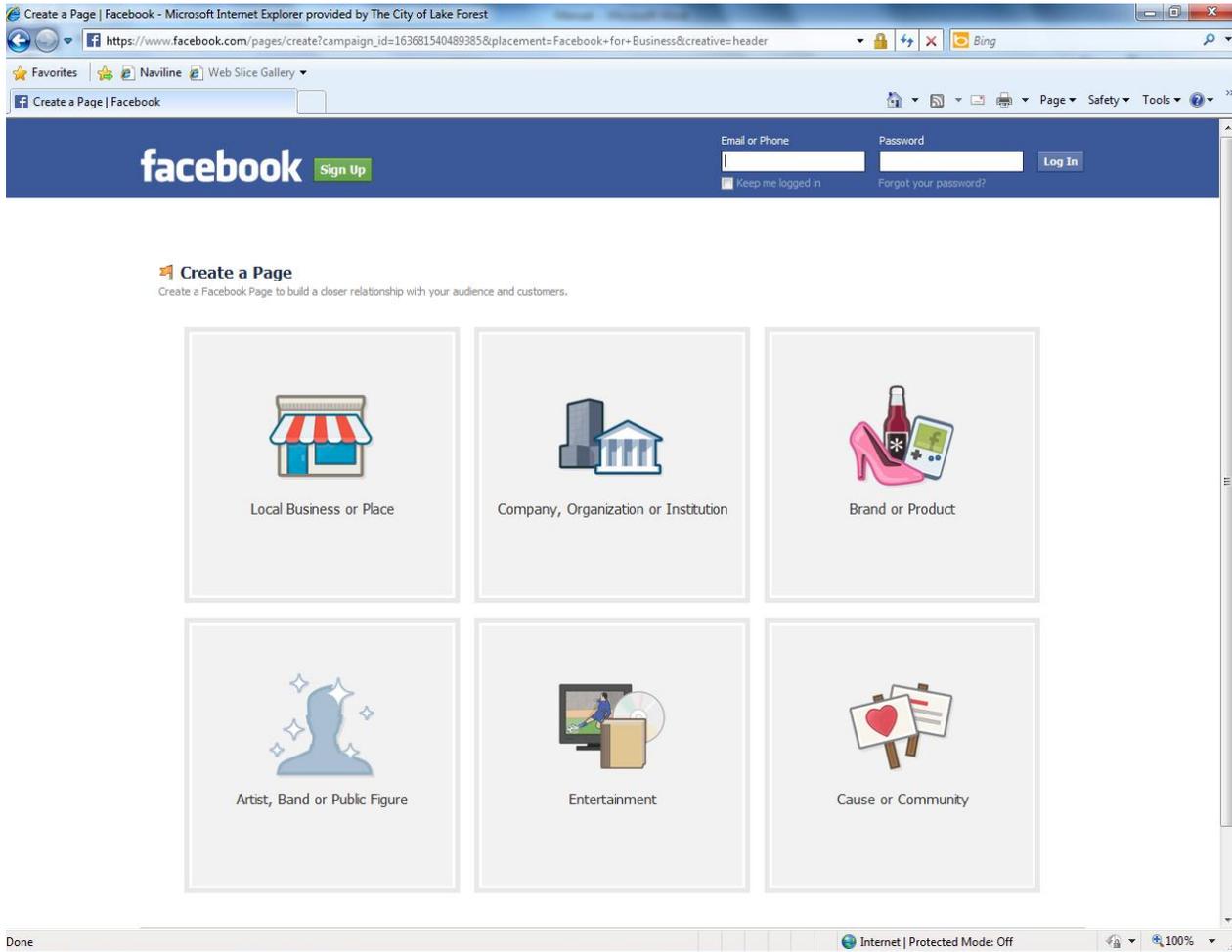
<https://www.facebook.com/facebookforbusiness>

To create a page for your business on facebook:

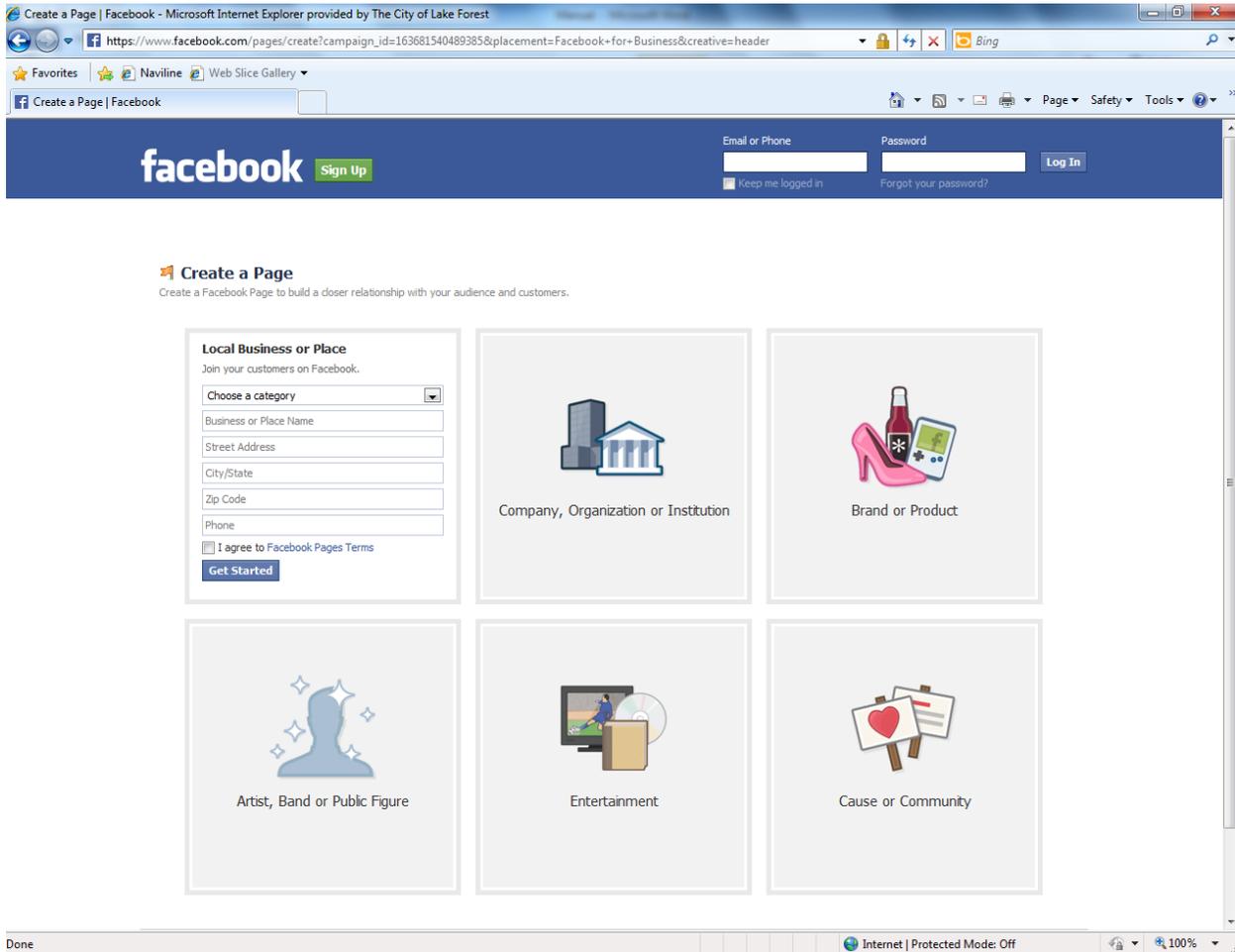
1. Go to <https://www.facebook.com/facebookforbusiness>
2. In the upper right hand corner click "Create Page"



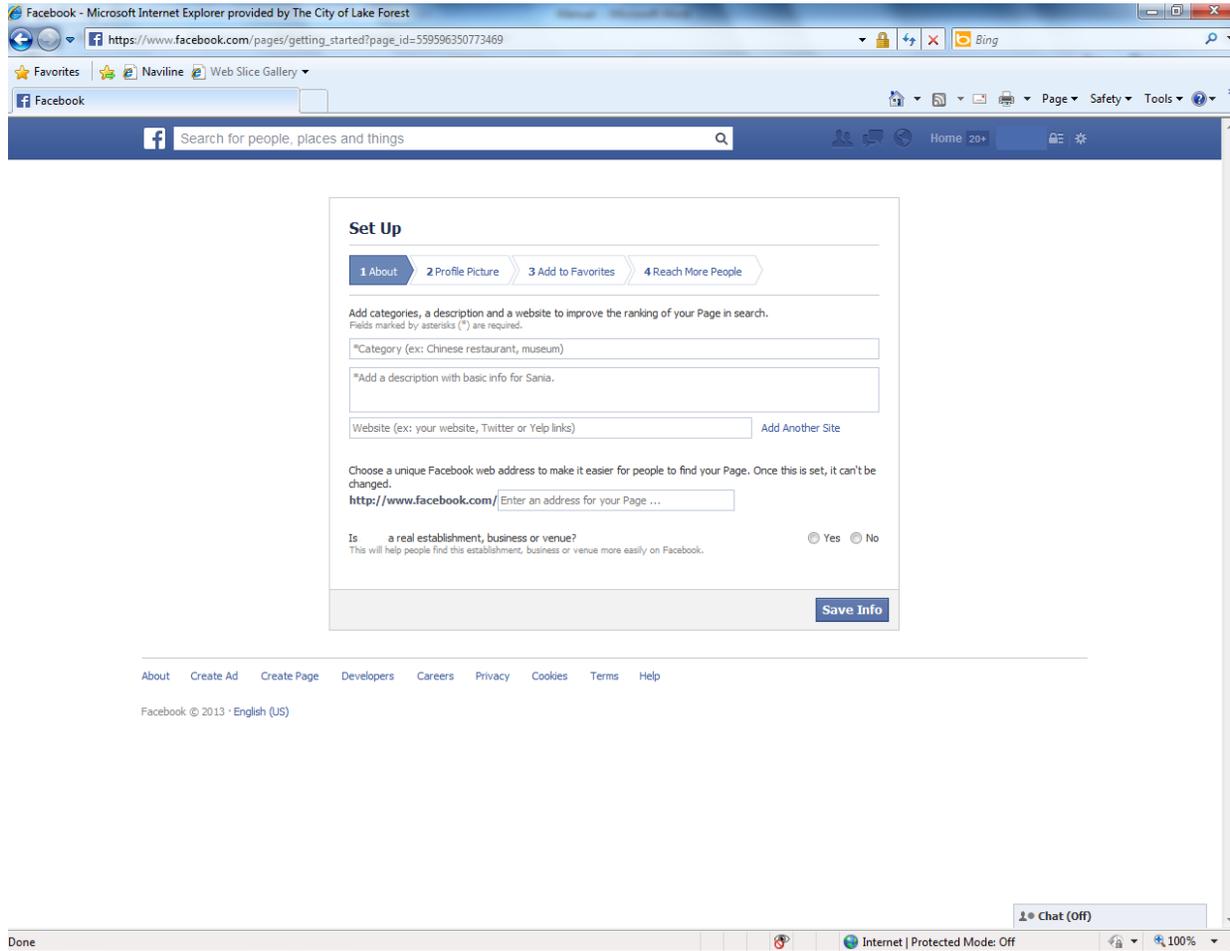
### 3. Select the category your business falls into



#### 4. Begin filling in the basic information



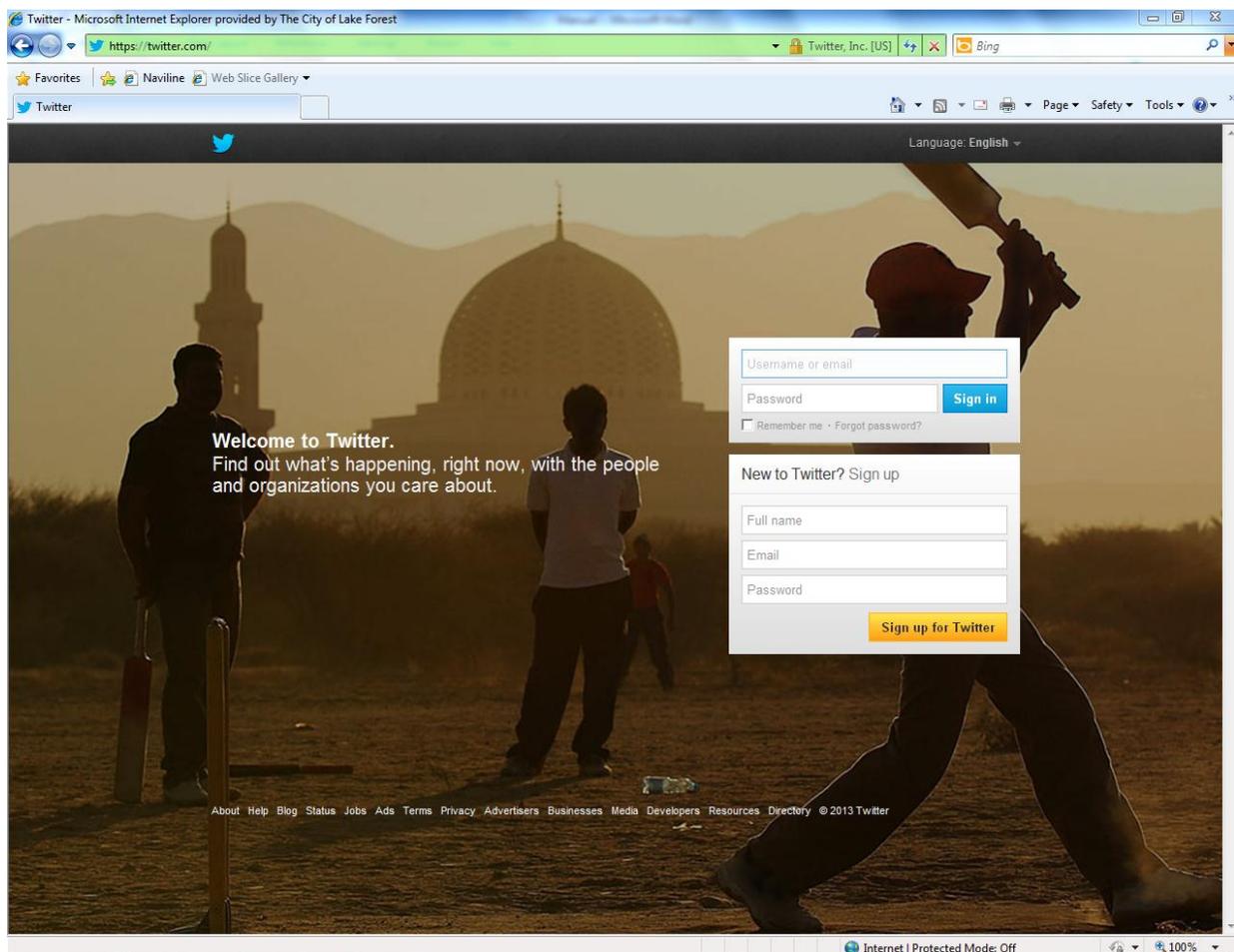
5. After filling in the basic information you can continue to add more detailed information, provide website links, and further customize your page.



6. When you finish filling out the steps you will be brought to your new business page. Here you can personalize it and add as much information as you see fit.

# twitter

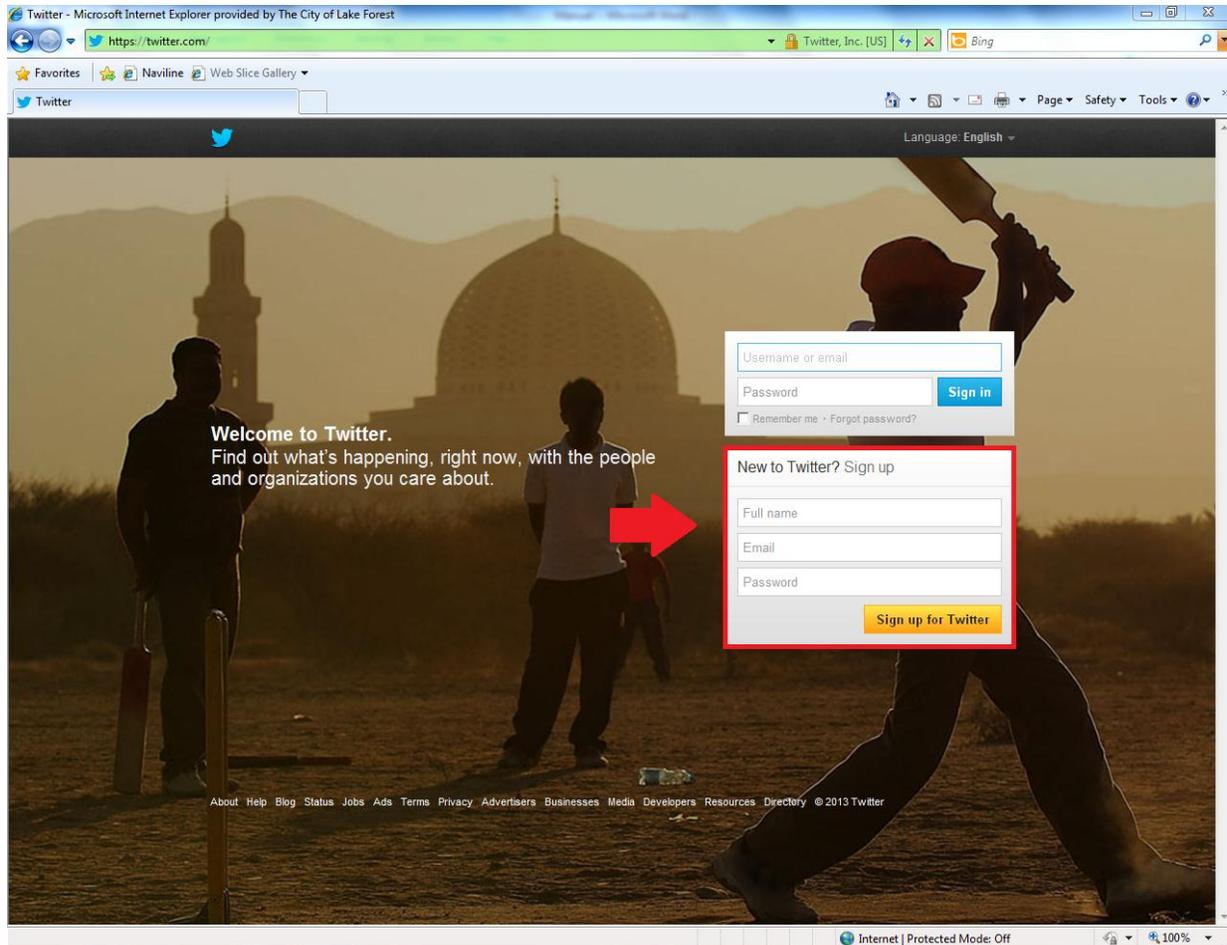
With Twitter a business can keep their followers up-to-date on specials that they have in the store, a new shipment of goods, and so much more. Creating a Twitter account is free. Businesses can send out a tweet to keep their followers up-to-date on everything that is going on in the store. There is also the option of purchasing advertisements on Twitter to target specific groups of people who would be most interested in your products/goods.



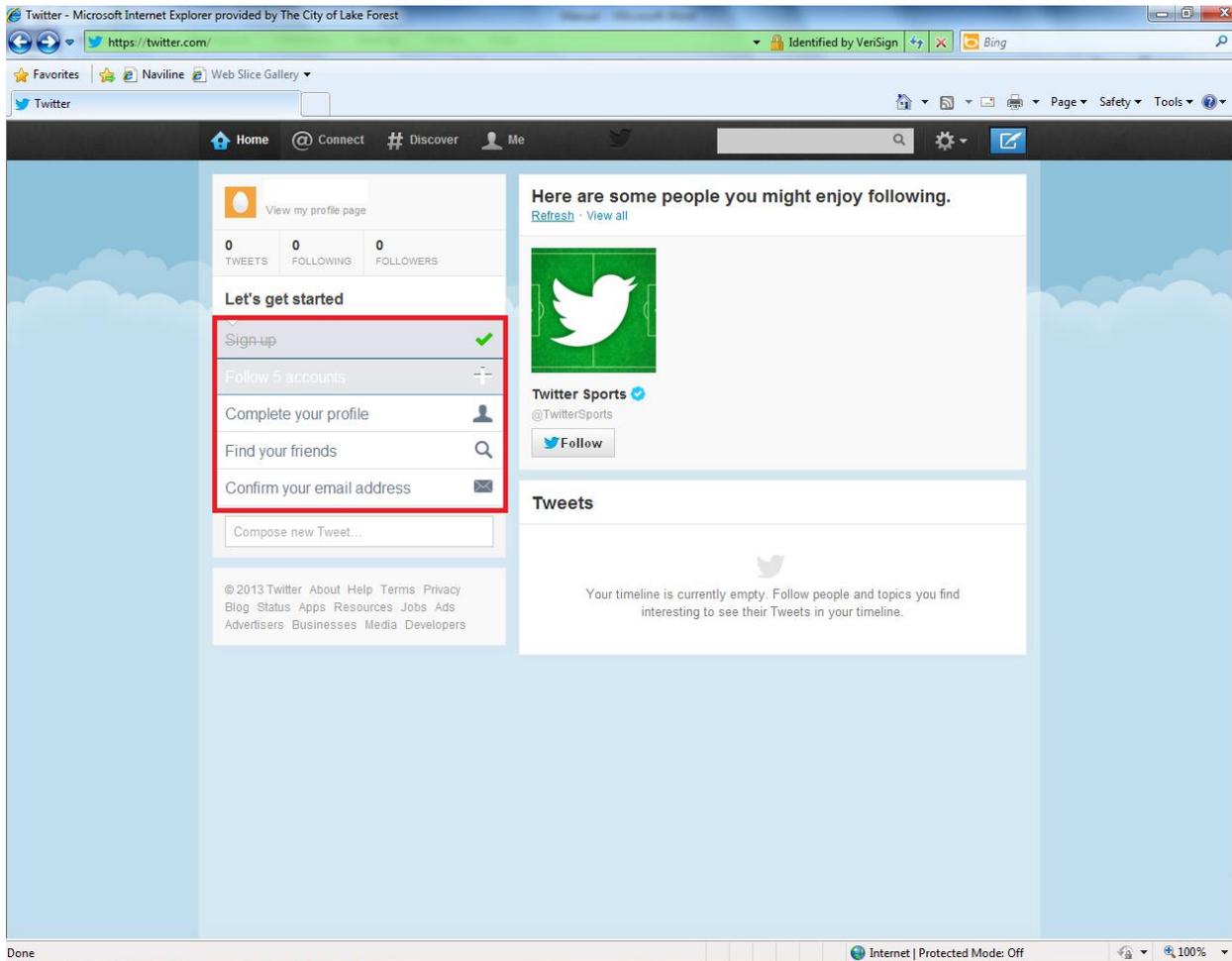
[\(https://twitter.com/\)](https://twitter.com/)

To create a twitter account for your place of business:

1. Go to <https://twitter.com/>
2. Enter your business name, email address associated with the business, and create a password.



### 3. Twitter will lead you through a startup process.



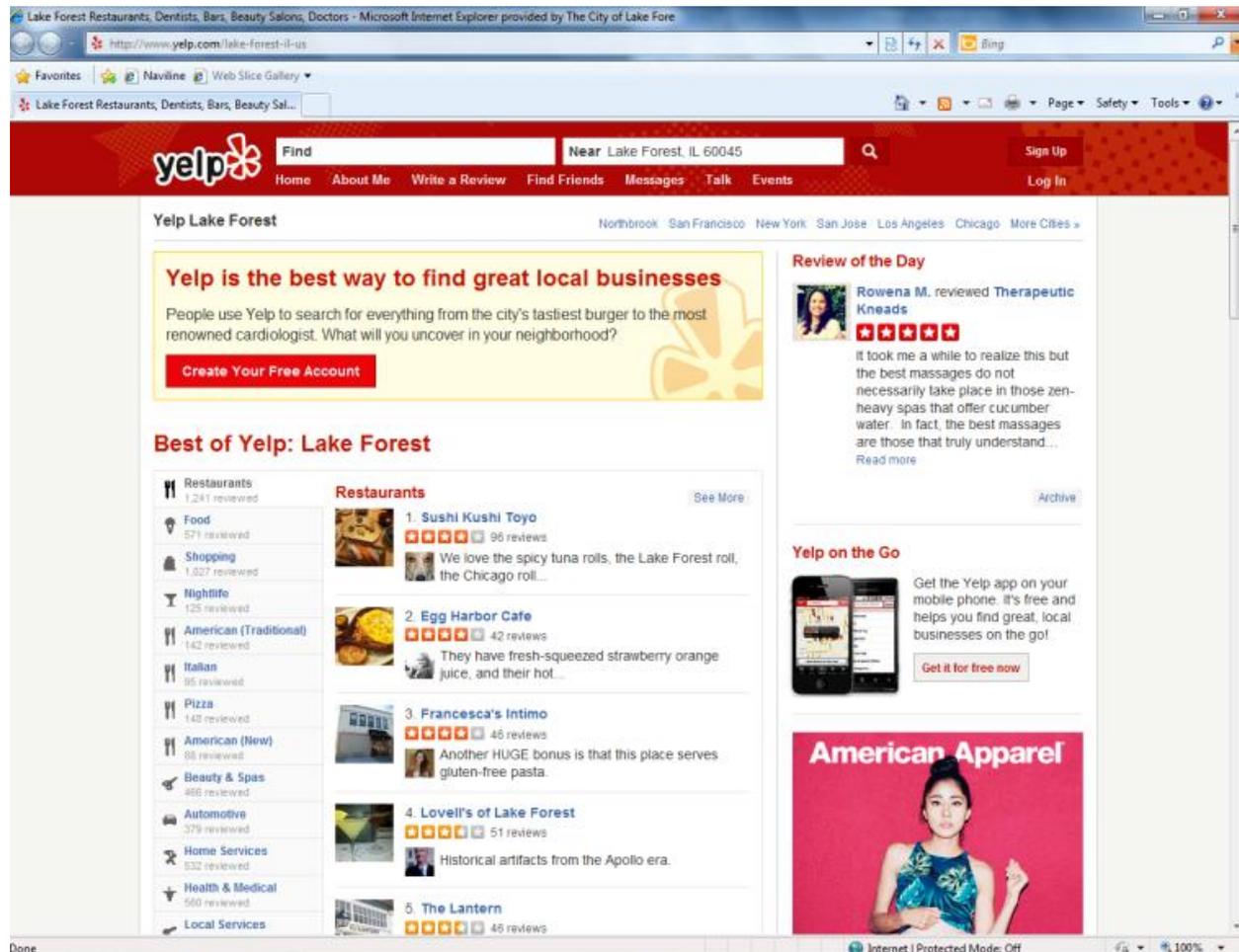
4. Go through the steps and enter your desired information.

5. After that you can take the time to customize your account and homepage as you see fit.

Once you have everything completed, you can begin sending out tweets advertising what is going on with your store such as promotions, sales, new goods, etc.



Yelp is an online urban city guide that helps people find places to eat, shop, drink, relax, and play. It is based off of the opinions and experiences people have had at the businesses. Yelp Business Accounts allow businesses to share information with the Yelp Community. Anyone can use the site and everyone has the ability to write a review. Businesses also have the ability to purchase ads through Yelp and the ads offer targeted advertising to increase a business' exposure on relevant searches and nearby business pages.



<http://www.yelp.com/lake-forest-il-us>

Yelp lists the businesses with basic information such as the contact information, business hours, and information about everything from noise level to if it is a good place for kids. If you wish to create a Business Owner Account you will be able to communicate with your customers, track the User Views on your business page, add information such as photos, a detailed business description, up-to-date information and much more.

If you want to create a Business Owner Account:

1. Go to <http://www.yelp.com/lake-forest-il-us>
2. Search for your place of business
3. Select the listing you are interested in
4. Click “Work Here? Claim this Business”

The screenshot shows the Yelp business page for Sushi Kushi Toyo. The page includes the following information:

- Business Name:** Sushi Kushi Toyo
- Address:** 825 S Waukegan Rd, Lake Forest, IL 60045
- Phone:** (847) 234-9950
- Website:** sushikushitoyo.com
- Hours:** Mon-Sat 11:30 am - 2 pm, Mon-Sat 5 pm - 10 pm, Sun 4:30 pm - 9 pm
- Price Range:** \$\$
- Good for Kids:** Yes
- Takes Reservations:** Yes
- Delivery:** No
- Take-out:** Yes
- Waiter Service:** Yes
- Outdoor Seating:** No
- Good For:** Lunch, Dinner
- Alcohol:** Beer & Wine Only
- Noise Level:** Average
- Ambience:** Casual
- Has TV:** Yes
- Wheelchair Accessible:** Yes

The 'Work Here? Claim This Business' button is highlighted with a red box and a red arrow pointing to it. Other buttons include 'Send to Friend', 'Bookmark', 'Send to Phone', and 'Write a Review'. The page also features a map, a '96 reviews for Sushi Kushi Toyo' section, and a 'People Who Viewed This Also Viewed...' section.

5. If you already have a Business Owner Account, sign in. If not create a new account

The screenshot shows a web browser window with the URL [https://biz.yelp.com/signup/PvTxCdXH5DBXXeae90vN4A/account?return\\_url=http%3A%2F%2Fwww.yelp.com%2Fbiz%2Fsushi-kushi-toyo-la](https://biz.yelp.com/signup/PvTxCdXH5DBXXeae90vN4A/account?return_url=http%3A%2F%2Fwww.yelp.com%2Fbiz%2Fsushi-kushi-toyo-la). The page title is "Create an Account | Yelp for Business Owners". The main heading is "Create a business owner account for Sushi Kushi Toyo".

Below the heading, there is a link: "Already have a business owner account? [Log in to claim.](#)".

The form includes the following fields:

- First Name** and **Last Name** (text input fields)
- Email Address** (text input field) with a note: "We loathe spam even more than you do. We will NOT sell your email address."
- Password** (text input field) with a note: "At least 6 characters."

Below the form, there is a disclaimer: "By clicking the button below, you represent that you have authority to claim this account on behalf of this business, and agree to Yelp's Terms of Service."

A red "Continue" button is located below the disclaimer.

To the right of the form is a quote: "Claiming your page is the first step to growing your business with Yelp. You can add photos, respond to reviews, and manage your online reputation." attributed to "- Julie Lim, OC Wine Mart". Below the quote is a photograph of Julie Lim, a woman in a black dress, standing next to a wine display.

At the bottom of the page, there are four columns of links:

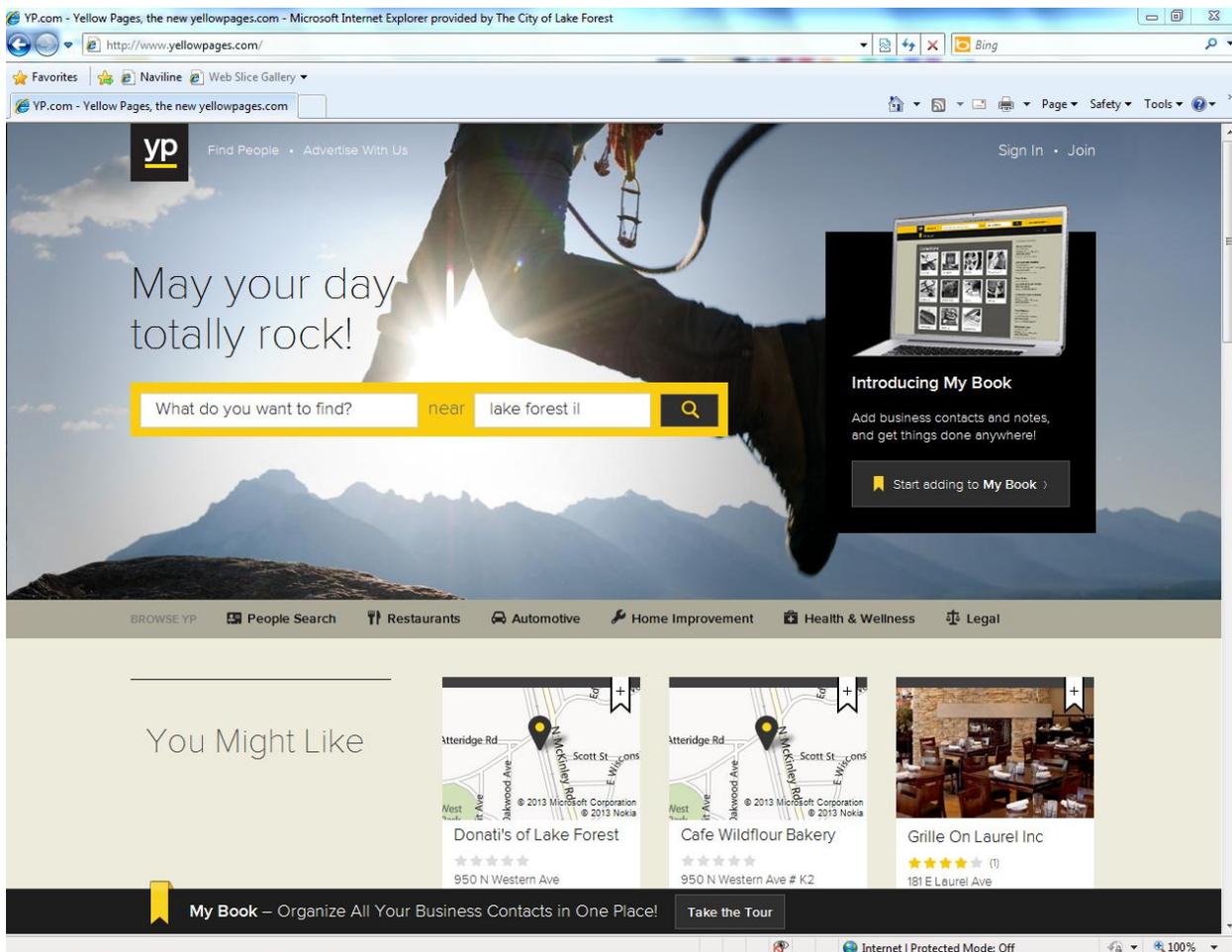
- About**: [About Yelp](#), [Yelp Blog](#), [Press](#), [Terms of Service](#), [Privacy Policy](#)
- Help**: [FAQ](#), [Content Guidelines](#), [Contact Yelp](#), [Business Support Center](#), [Developers](#)
- Countries**: [Australia](#), [Austria](#), [Belgium](#), [Brazil](#), [Canada](#), [Czech Republic](#), [Denmark](#), [Finland](#), [France](#), [Germany](#), [Ireland](#), [Italy](#), [New Zealand](#), [Norway](#), [Poland](#), [Singapore](#), [Spain](#), [Sweden](#), [Switzerland](#), [The Netherlands](#), [Turkey](#), [United Kingdom](#)
- Language**: [English](#) (dropdown menu)

Copyright © 2004-2013 Yelp

6. After creating an account you are free to update the page, add photos, enhance the description, etc.



YP.com (YellowPages.com) provides people with a listing of your business that includes contact information, store hours, services provided, etc. It is compatible with mobile devices such as smartphones and tablets. You also have the ability to add your basic contact information, descriptions of the place of business, and link people to your website by claiming the business listing as yours. Customers have the option of writing a review as well.



<https://www.yp.com>

Lake Forest Flowers, 546 N Western AVE, Lake Forest, IL 60045 - YP.com - Microsoft Internet Explorer provided by The City of La

http://www.yellowpages.com/lake-forest-il/mip/lake-forest-flowers-473704742

the mustard seed near lake forest il

Sign In | Join

Home > Florists near Lake Forest, IL > Lake Forest Flowers

## Lake Forest Flowers

★★★★★ (2)

**CONTACT**  
 546 N Western AVE  
 Lake Forest, IL 60045  
 (847) 234-0017  
[Visit Website](#)

**HOURS**  
 OPEN  
 Today: 8:30 am - 5:00 pm  
 Tomorrow: 8:30 am - 5:00 pm

+ Add a note...

**BUSINESS DETAILS** PHOTOS REVIEWS

**Categories:** Florists, Gift Baskets, Plants  
**Payment method:** Amex, Discover, Master Card, Visa  
**Services/Product offered:** Holiday Supplies, Wedding Events, Weddings,  
**Hours:** Mon - Sat 8:30 am - 5:00 pm  
 Sun 12:00 am - 12:00 am  
**Link:** <http://www.lakeforestflowers.com>

[Improve Business Info >](#) | [Claim a listing >](#)

Photos

**Related Searches**  
 Dentists, Attorneys, Plumbers, Carpet Rug Cleaners, Insurance, Grocery Stores

**People Also Viewed**

- Konradt's Florist**  
 ★★★★★ (0)  
 1383 N Western Ave, Lake Forest, IL
- Angelo Florist & Design Studio**  
 ★★★★★ (1)  
 825 S Waukegan Rd Ste A7, Lake Forest, IL
- Designs By Jody Inc**  
 ★★★★★ (0)  
 152 Baker Rd, Lake Bluff, IL
- Pierce Florists**  
 ★★★★★ (1)  
 106 S Genesee St, Waukegan, IL
- Holly Barry House Ltd**  
 ★★★★★ (0)  
 393 Vine Ave, Highland Park, IL

**96 YEARS in Business**

**My Book** – Organize All Your Business Contacts in One Place! [Take the Tour](#)

http://www.yellowpages.com/mybook/tour

Internet | Protected Mode: Off

(Example of the information provided on the business listing before it has been claimed).



Foursquare is a free app that allows people to “check in” at the venue, business, etc. Checking-in earns users points and badges. By checking in, people are advertising to their foursquare friends that they are at your business. Foursquare provides people with recommendations on where to go to eat based off of past check-ins as well as where friends have checked-in. You have the option of offering a “check-in” special, where once someone checks-in to your business they can get for example, half off their appetizer or a free dessert.



**About**

Discover why over 40,000,000 people and 1,500,000 businesses use Foursquare.



**Your Listing**

Learn how you can take control of your listing and connect with your customers.



**Advertise**

A new kind of advertising made just for local businesses.

[\(http://business.foursquare.com/\)](http://business.foursquare.com/)

To determine if your business is on foursquare:

1. Go to <http://business.foursquare.com/>
2. Click “Learn More”

Foursquare for Business - Microsoft Internet Explorer provided by The City of Lake Forest

http://business.foursquare.com/

Foursquare FOR BUSINESS

About Your Listing Advertise Brand Tools Case Studies

Foursquare connects people to businesses.  
Get more customers walking through your door.

Learn More

**About**  
Discover why over 40,000,000 people and 1,500,000 businesses use Foursquare.

**Your Listing**  
Learn how you can take control of your listing and connect with your customers.

**Advertise**  
A new kind of advertising made just for local businesses.

About Blog Developers Help Jobs Privacy (Updated) Terms Store English

foursquare © 2013 Lovingly made in NYC & SF

Done, but with errors on page. Internet | Protected Mode: Off 100%

3. After clicking “Learn More” scroll down and click “Get Started Today”

Overview — Foursquare for Business - Microsoft Internet Explorer provided by The City of Lake Forest  
http://business.foursquare.com/overview

**foursquare** FOR BUSINESS

About Your Listing Advertise Brand Tools Case Studies

Foursquare 101 Overview Getting Set Up

**You're probably already on Foursquare.**  
Ninety-three percent of storefronts with local channels are on Foursquare.\* Your customers probably listed your business already. You can [claim it on Foursquare](#) to take control of your listing.

**Your customers are having a conversation about you.**  
Consumers check in at local businesses to tell their friends where they like to go. They also leave brief tips and photos at their favorite places. You can listen to what your customers are saying and use our tools to join the conversation.

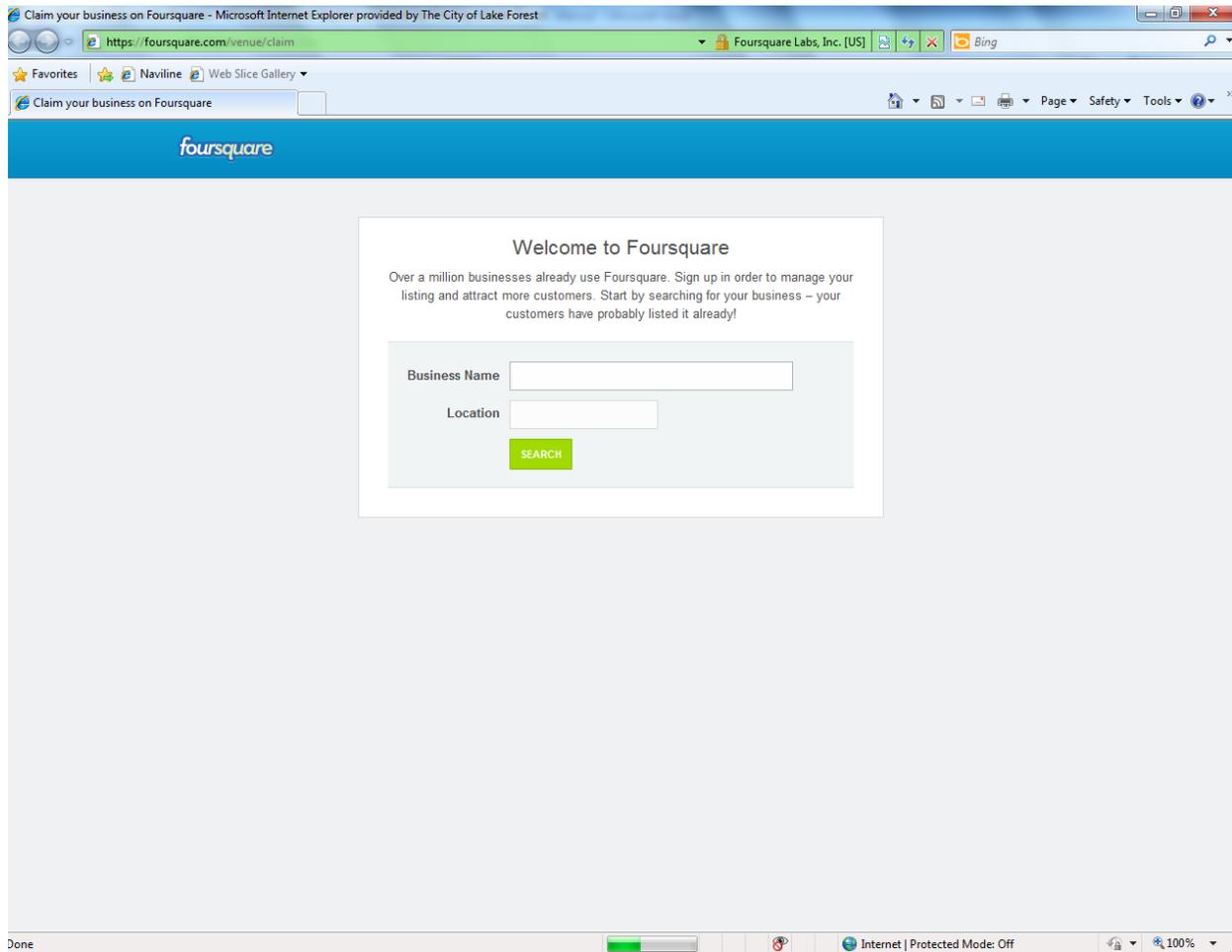
**Our audience is more likely to become your customer.**  
People are using their phones to connect with businesses more than ever. Nearly all mobile users (95%) rely on their devices for local search, and 90% of mobile phone searches result in either a purchase or a visit.\*\*

Foursquare was built to help businesses like yours.

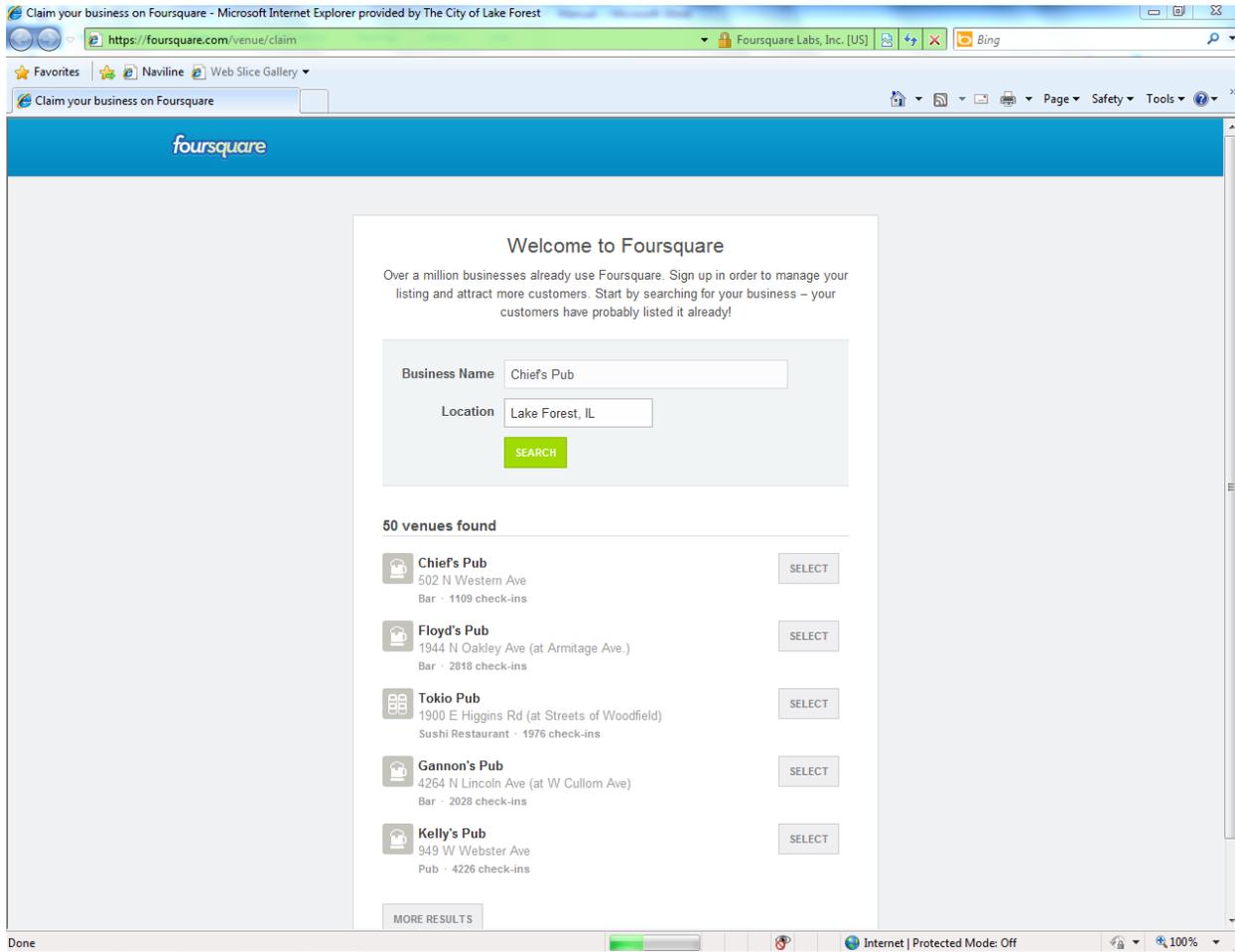
**Get Started Today**

https://foursquare.com/venue/claim Internet | Protected Mode: Off 100%

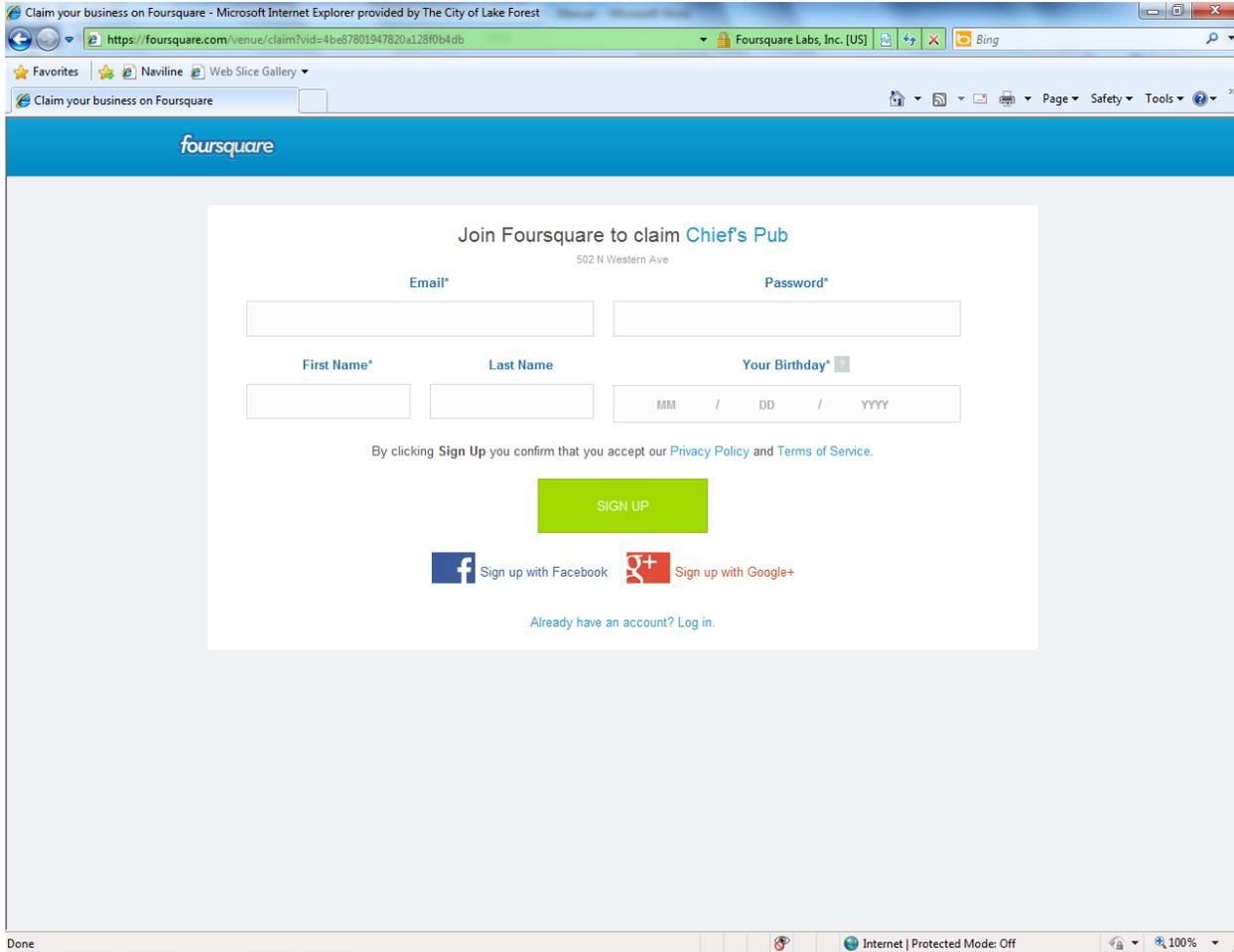
4. You will then be led to a page which prompts you to enter your business name and location



5. After you type in your business information (ex: Chief's Pub) a set of listings will show up. Select the listing that you are interested in



6. Once you click the listing you wish to claim, you will be prompted to join foursquare in order to claim the listing and add a more detailed description, business hours, etc.

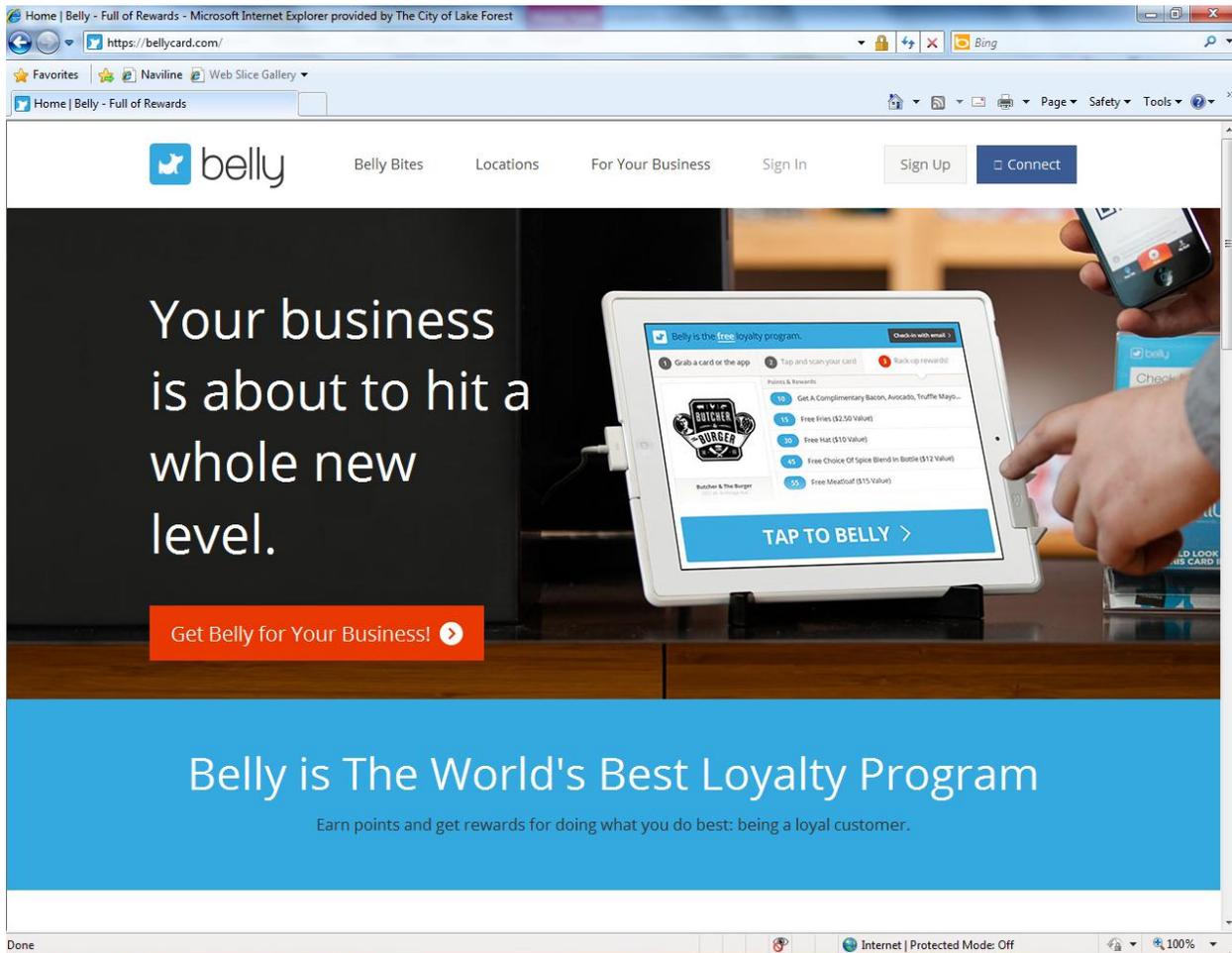


This is an example of a sticker that can be placed in your business to alert people that you are on foursquare and they have the ability to check-in.





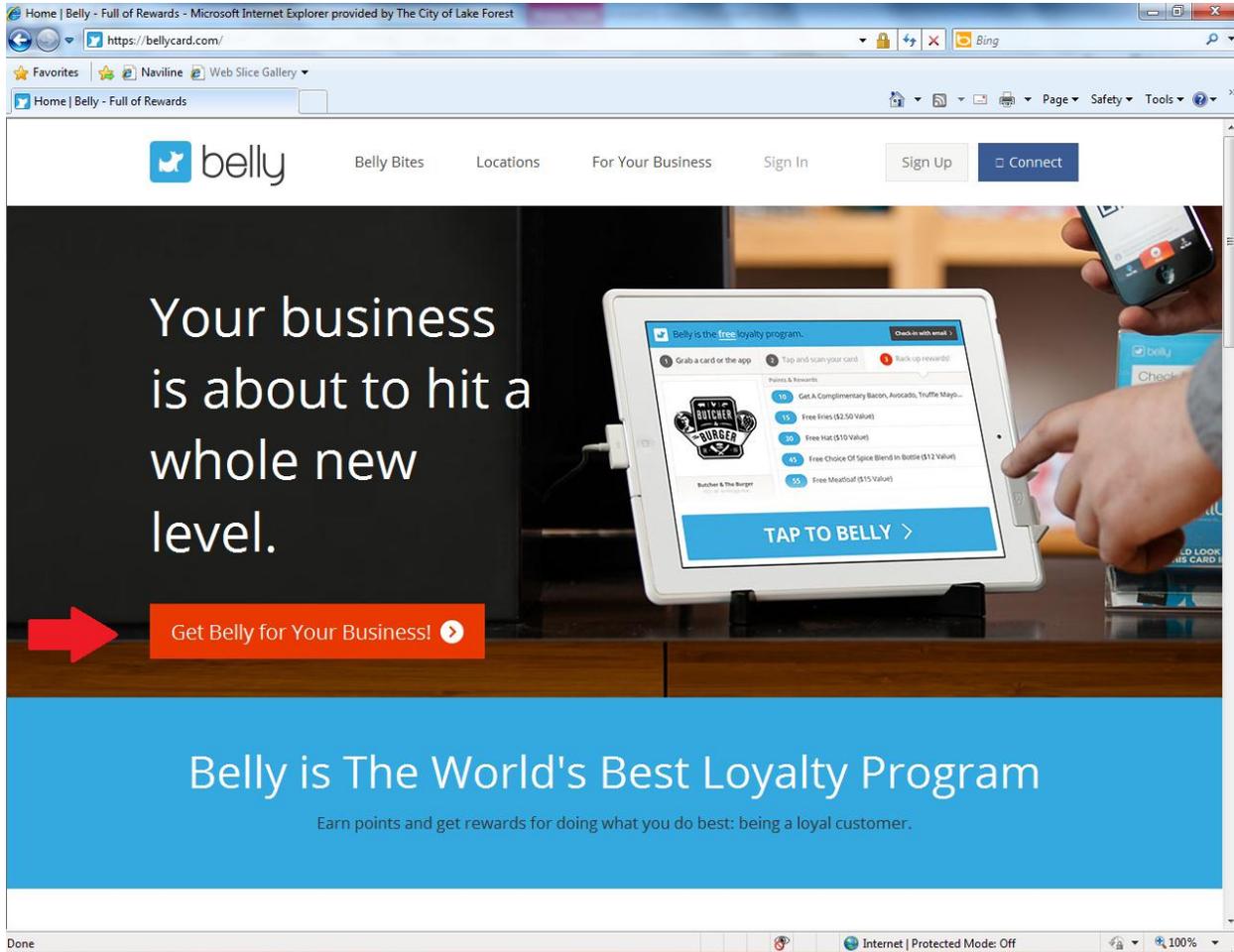
Belly is a digital loyalty platform that allows customers the ability to earn points redeemable for unique rewards at that store. “Belly Members” download the Belly mobile app or use the universal BellyCard to earn points for rewards at any business subscribed to the Belly network. Belly uses QR codes with mobile apps and physical cards that allow customers to check in on the in-store tablet to gain points for repeat visits. These points can then be redeemed for unique rewards that are determined by each business.



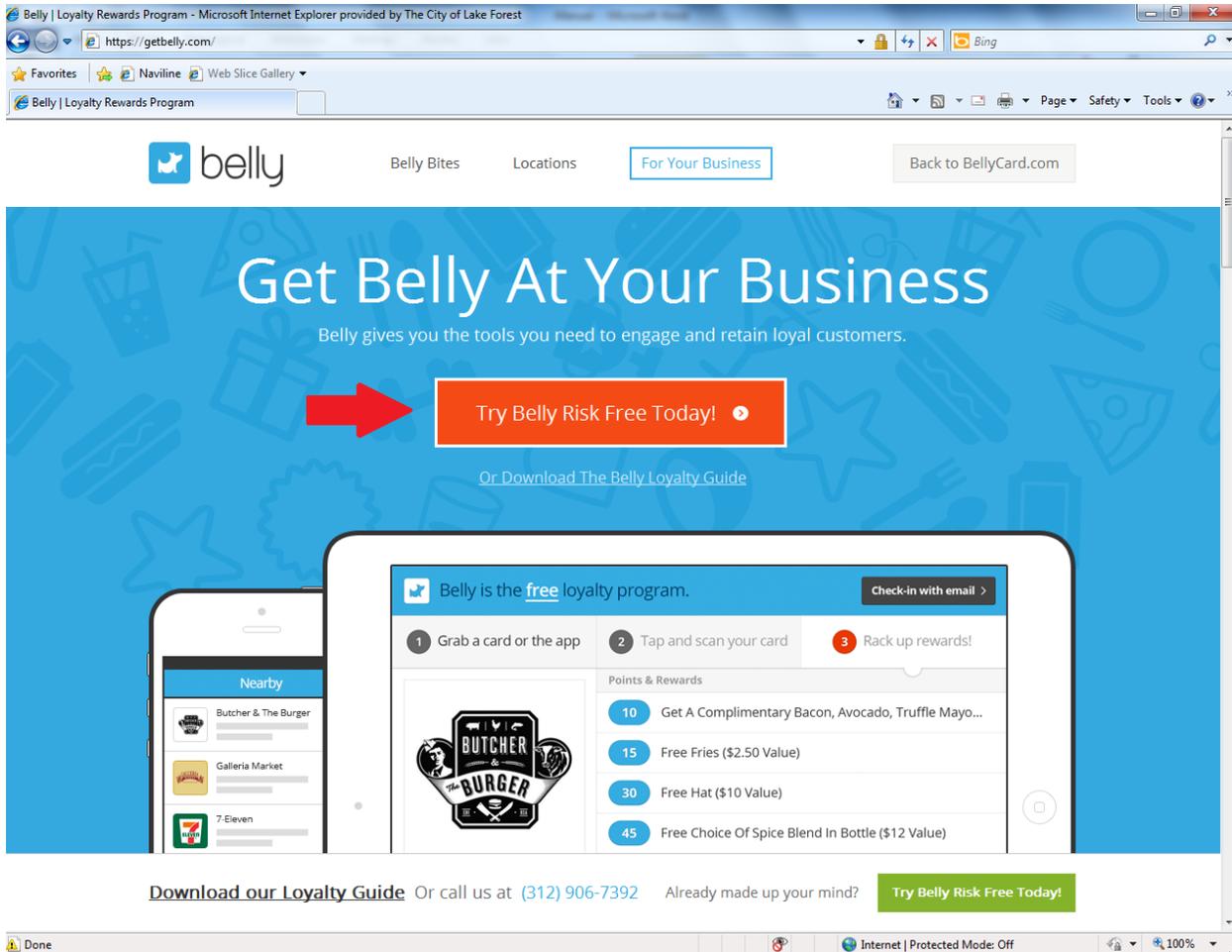
[\(https://bellycard.com/\)](https://bellycard.com/)

To get Belly for your business:

1. Go to <https://bellycard.com>
2. Click “Get Belly for your Business!”



3. You then have the option to try Belly risk free or you can download the Belly Loyalty Guide. Trying Belly risk free is a 30 day trial period whereas the Belly Loyalty Guide provides you with information about Belly and how it can help your business.



A quick list of what you get if you get Belly is:

Social exposure, customized rewards for loyal customers, email campaigns, additional discovery, Belly Bites (which give Belly Members exclusive offers to bring them into your place of business), and mobile integration.

<https://getbelly.com/> has a full list of how the Belly program works with your business.



MerchantCircle helps small businesses network with other local businesses to reach local customers through free marketing tools and social media. **MerchantCircle uses features from sites like YP.com, Citysearch, and Yelp alongside social media sites such as Facebook.** The online directory is preloaded with business listings and information about the business such as an address, phone number, and a map. After claiming the listing the business then has the option to upload pictures, create coupons, and send online newsletters through MerchantCircle. It is also possible for people to pay for search engine advertisements through MerchantCircle.



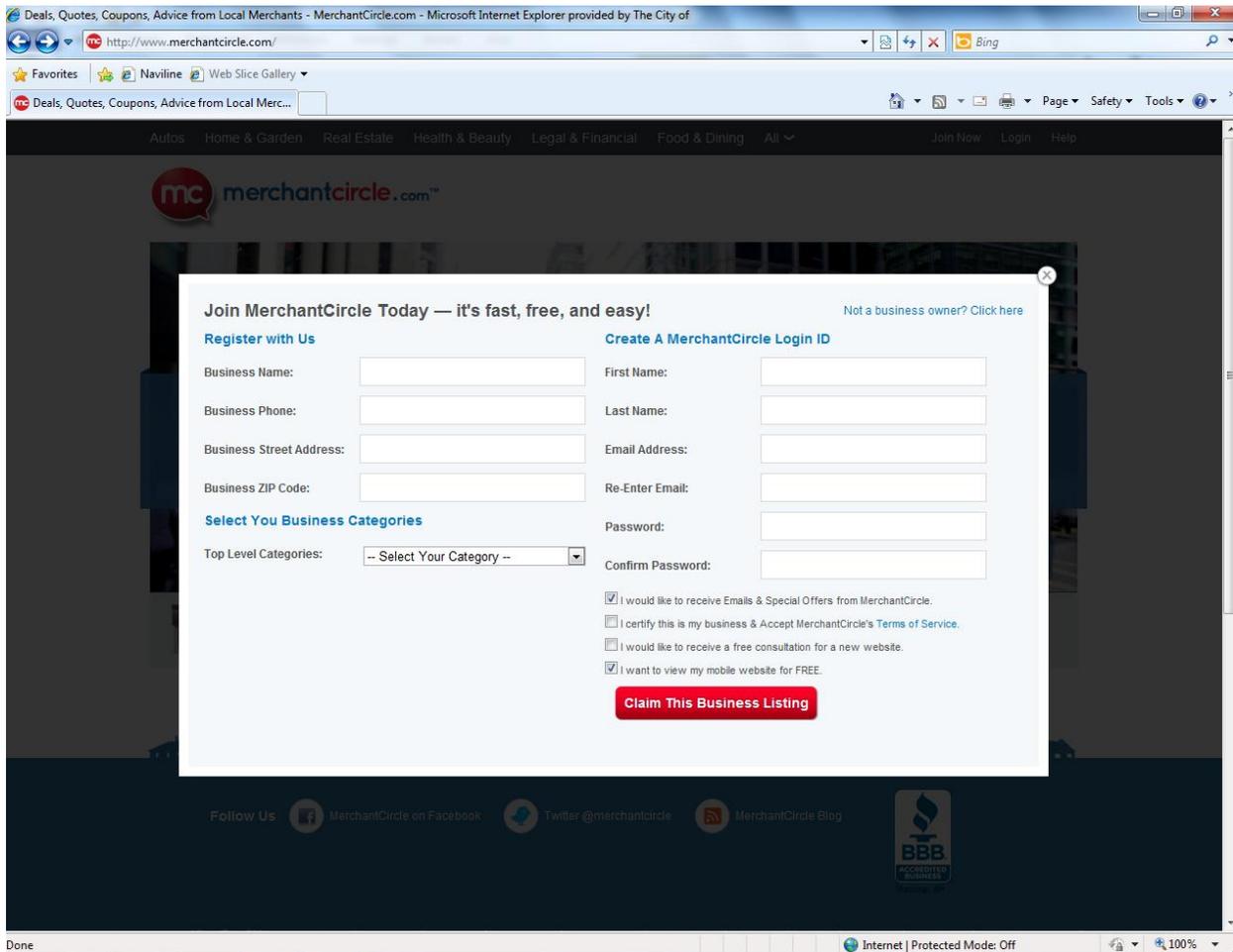
<https://www.merchantcircle.com>

To claim a business listing as your own:

1. Go to <https://www.merchantcircle.com>
2. Click "Join Now" in the upper right hand corner



3. You will then be prompted to enter your information and the information of the business.



4. After entering the necessary information you are then able to “Claim This Business Listing” and add photos, create online coupons, send newsletters, etc. to your business listing.



Citysearch helps people find local businesses in their city/neighborhood. Businesses are able to provide their contact information as well as a link to their website.

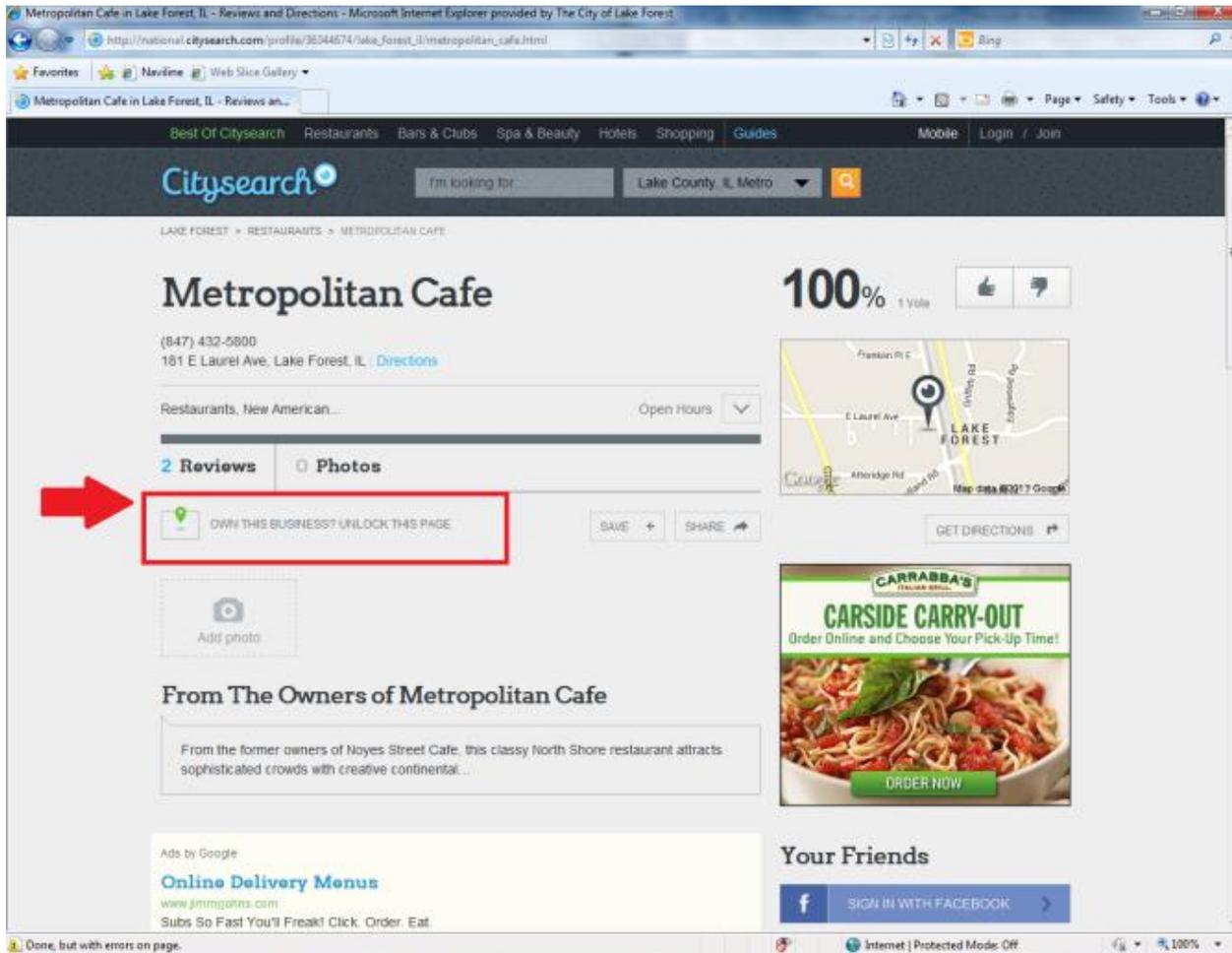


<http://national.citysearch.com/guide/lake-forest-il>

This website prelists places of business with basic information, such as a short description, contact information, and business hours. If you wish to add more to the business listing:

1. Go to <http://national.citysearch.com/guide/lake-forest-il>
2. Type the name of your business into the "I'm Looking For..." search box
3. Click the business listing you are interested in

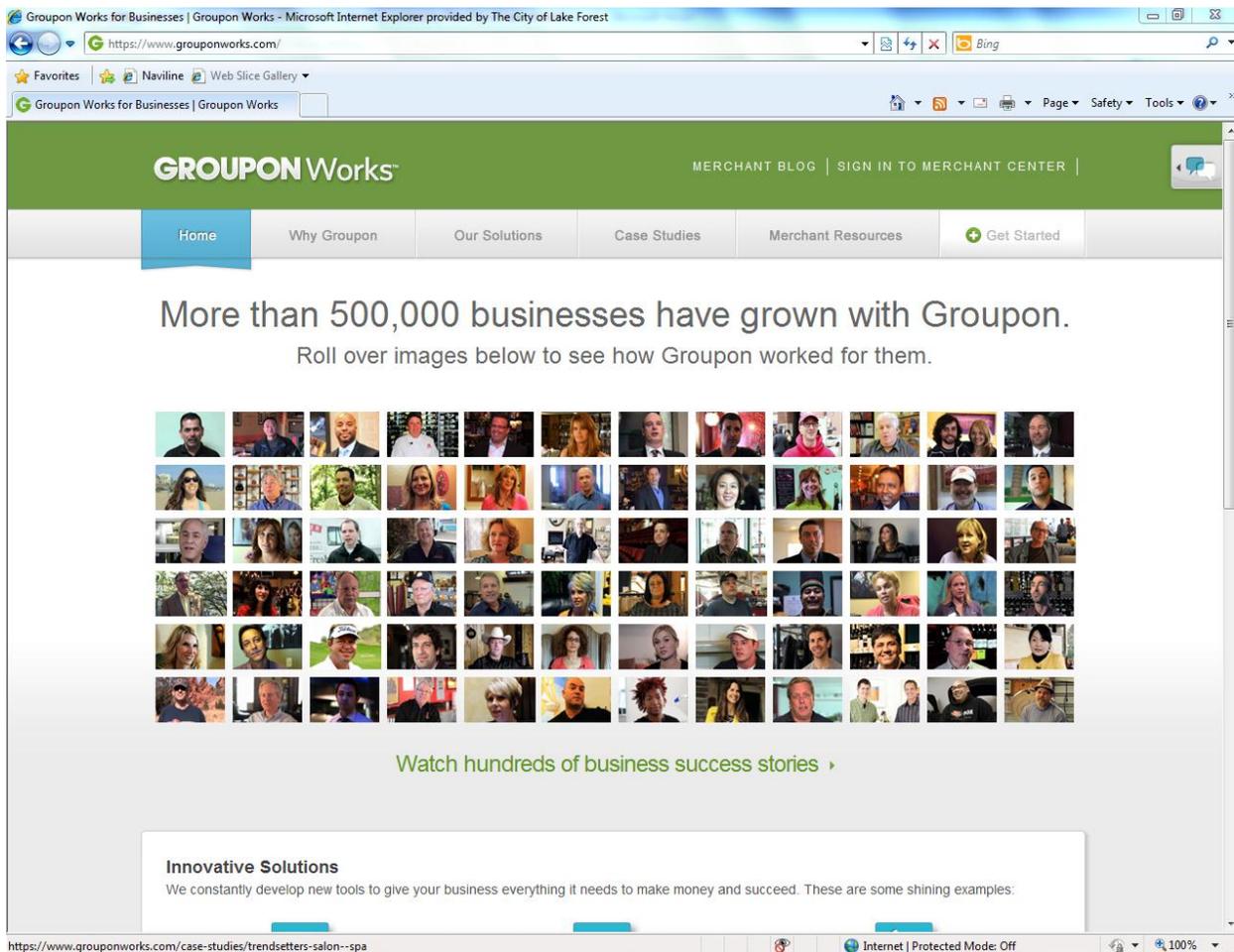
4. Click "Own this business? Unlock this page"



5. Create an account to complete your claim. (You will then be able to add photos, list a menu, etc.)

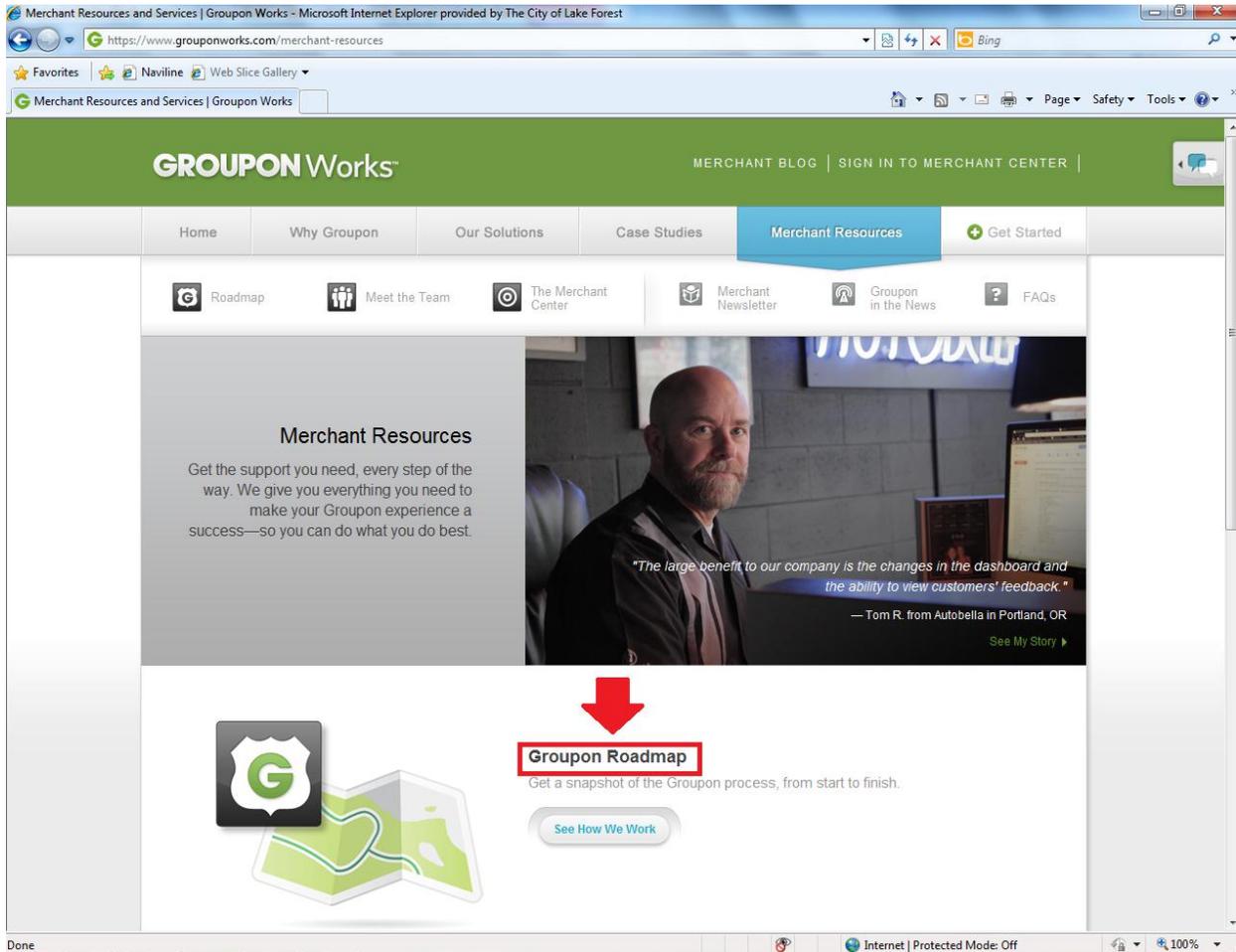


Groupon is a deal-of-the-day website that features discounted gift certificates that can be used at local or national companies. Every 24 hours Groupon will broadcast an electronic coupon for a restaurant or store in your city that recommends that local service as well as offering a 40% to 60% discount if you purchase that service. It is a free service to join and subscribers will receive email announcements describing the deal-of-the-day and if the customer likes the deal they can then purchase it from Groupon and redeem it in the store.



<https://www.grouponworks.com>

Navigating to <https://www.grouponworks.com> will provide you and your business with all of the information about Groupon and creating a Groupon offer that would be the most beneficial to your business. You can also call (888) 582-4354 (Monday-Friday 8am-7pm CDT) to speak with a Groupon specialist that will talk to you about not only the steps to create an offer but they will also provide you will all of the information you need.



Under the “Merchant Resources” tab there is a “Groupon Roadmap” that provides you with a quick guide to Groupon and what to expect when working with Groupon.



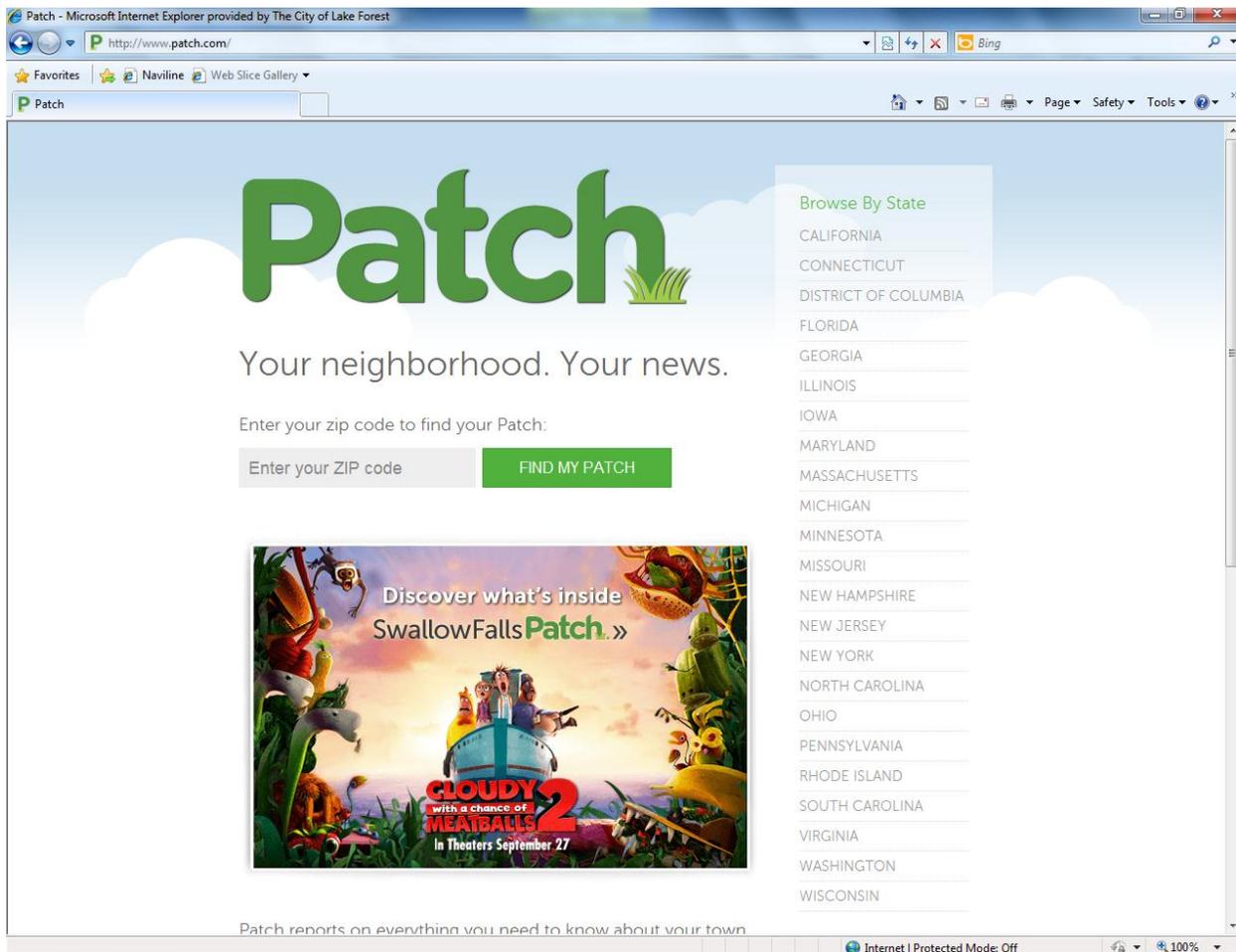
Web.com provides people with the ability to create a website for their small to medium sized business. They provide Do-It-For-Me and Do-It-Yourself website building tools, online marketing, technology solutions and so much more that allow for business to maintain an effective online presence. It is free to create and maintain the site for your business but users do have the option of upgrading to Premium Service which removes advertisements from the site, allows you to create a custom domain name, provide you with live chat support, and more.



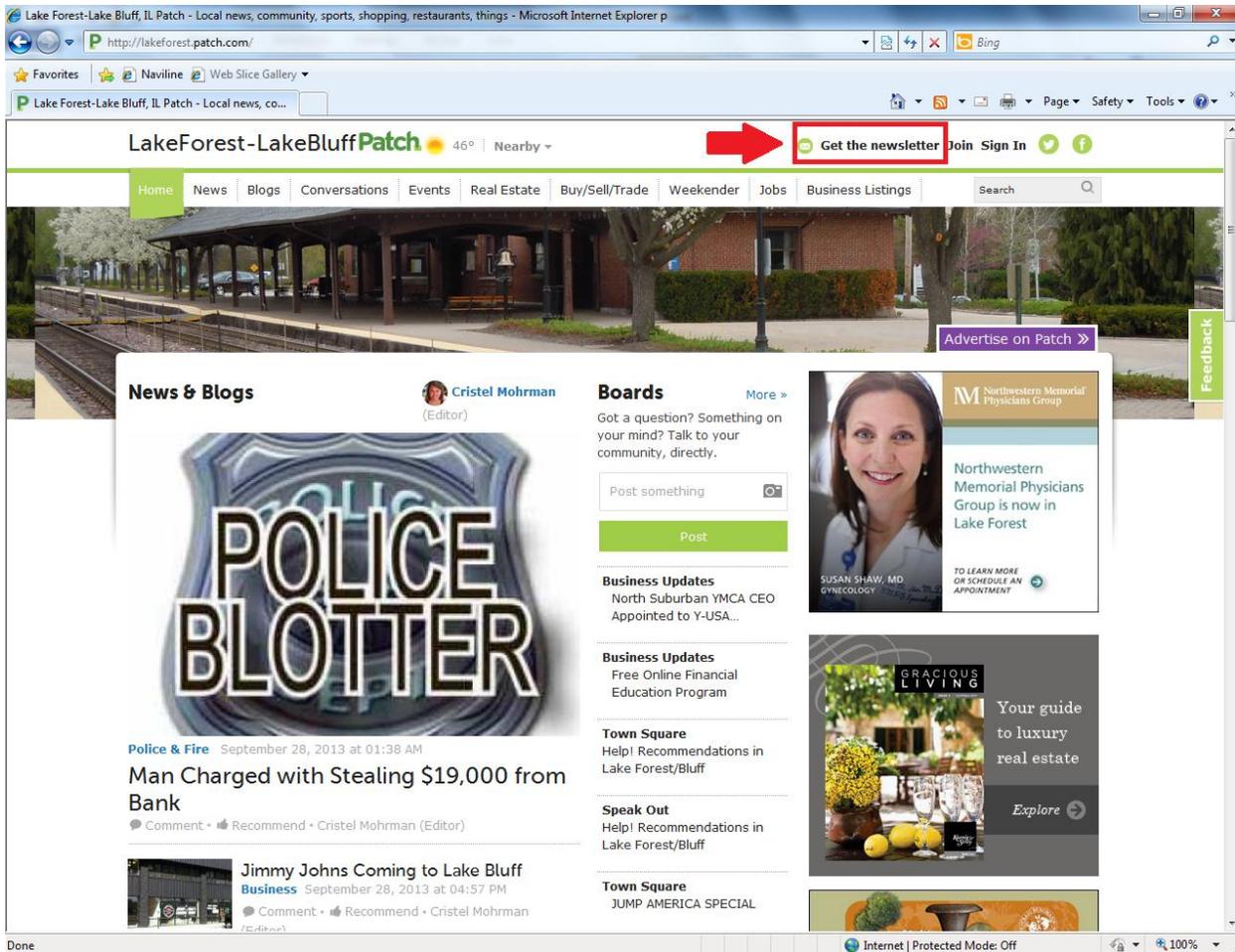
<https://www.web.com>

# Patch

Patch is a community-specific website that provides comprehensive and relevant news and information on a local and national level. Through Patch people are able to keep up with news and events in the community, check out photos and videos around town, learn about the local businesses, participate in discussions and so much more. People have the opportunity to comment on stories, post photos, events to the community calendar, and businesses can also start their own blog.



<https://www.patch.com>



Lake Forest – Lake Bluff Patch homepage

If you want to be kept up-to-date with all of the latest information that is happening in the community you have the option to sign up for the newsletter (top right-hand corner).