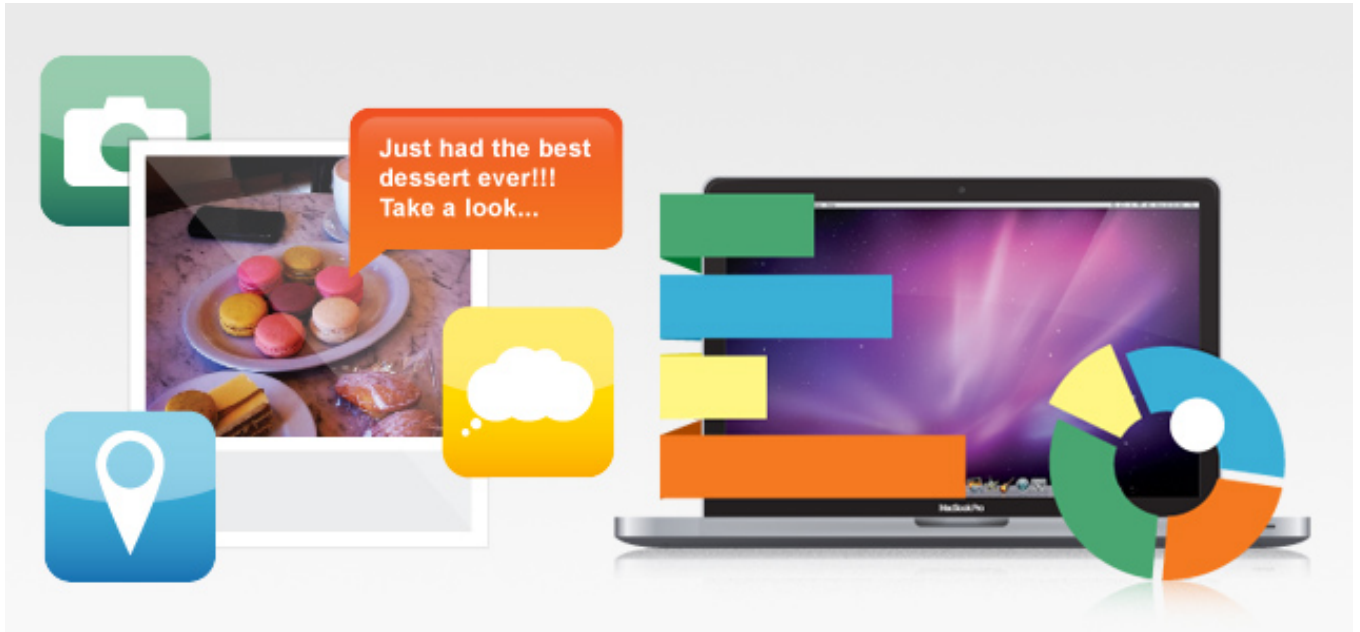


Platform tells brands when customers are talking about them



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We've already seen [Brands In Public](#) provide a site for companies to aggregate online conversations into one place, available for the public to see. Now, [VenueSeen](#) aims to offer brands notifications when people are talking about them or taking photos of their stores, enabling them to make timely interactions with fans and potential customers.

Designed for businesses with a real-world presence, those signing up for a VenueSeen account will be alerted to any mentions of their brand on social sites such as Instagram and Foursquare, as well as instances of people using geotagging to check-in to their venues. The Dashboard then shows all of this data in a central feed, enabling companies to analyze in what way customers are talking about them and to add their voice to the conversation. Of particular interest, beyond just mentions of the brands, notifications of new photos and comments tagged with the company location are offered, allowing for instant reaction. VenueSeen also makes it easy to repost content from Instagram and Foursquare onto platforms such as Facebook and Twitter.

VenueSeen is currently offering a free trial of its service, with plans starting at USD 20 a month. Could this bring brands and their customers closer together?

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