

WiFi Marketing

Learn how restaurants, bars and retailers grow sales by connecting real-world behavior with online experiences.

Turning guest WiFi into a customer engagement tool



There are about 7.1 billion people on Earth. By 2019, five billion of them will own mobile phones. In fact, there are more mobile devices on the planet than humans. All those people and all those devices are looking for the same thing: a clear WiFi signal.



To serve that search, there are now over 1.8 million commercial WiFi hotspots in North America. Each year more and more come online because businesses that offer WiFi have the potential to attract loyal customers who will spend more money. The stats about businesses offering guest WiFi are compelling.

Up to 62% of businesses report customers spend more time in their locations if WiFi is offered. And that doesn't mean people are just squatting with laptops. The same studies show about 50% of customers spend more during each visit when WiFi is available. However, that's just a small part of what guest WiFi can do for businesses—it can be a powerful tool for marketing efforts, too.

What is WiFi marketing?

One of the biggest challenges that retail businesses face is connecting online marketing, where they now spend a huge portion of their budget, with the offline results when a customer walks through the door. WiFi marketing solves this problem in an elegant way.



WiFi marketing supports more responsive communication and measures in-store impact.

Once people sign on, WiFi marketing turns free WiFi hotspots into a marketing platform that automatically tracks customer visits, builds rich customer profiles, targets communication more precisely and directly measures in-store impact. In addition, WiFi marketing can provide the measurement many brick-and-mortar businesses need to prove their online marketing spend is worth the investment.

By tracking customer behavior, a WiFi marketing platform allows merchants to see which emails or ads resulted in a customer visit. WiFi marketing provides physical stores with the data collection and digital marketing opportunities online businesses have been using successfully for years.

How does WiFi marketing work?

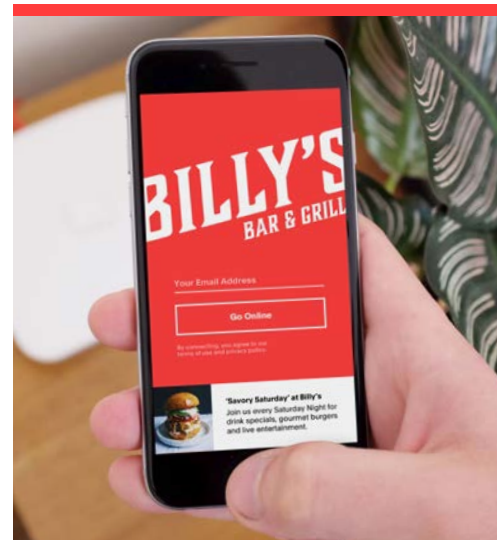
WiFi marketing uses a free hotspot to automatically record customer visits and build a rich database. Merchants get a more complete picture of who their customers are, and use this information to engage them with communication that is more relevant and timely.

When customers log onto a network, they'll reach a landing page where they are invited to share their email address or other profile information in exchange for access.

Once they agree to the terms of service, the WiFi marketing system will associate the contact information with their device. Each device has a unique media access control (MAC) address. It allows the WiFi router to identify that specific device anytime it connects, and by extension, anytime a customer returns.

One reason WiFi marketing is such a powerful tool is that communication can be driven by both customer profile information and visit behavior. Messages can be targeted based on any combination of the two: to reach new guests after their first visit, send them a personal message for a birthday or anniversary, recognize their loyalty after a certain number of visits, or invite them back if they haven't been in for a while. Messages can be created ahead of time and sent out automatically in response to guest visits, or created to target a specific group and sent in a batch.

With WiFi recording visits, businesses are able to connect the in-store effectiveness of every piece of communication. They are able to measure how many customers respond to their messages, not just in terms of open rates and click-throughs, but who actually walks through the door.

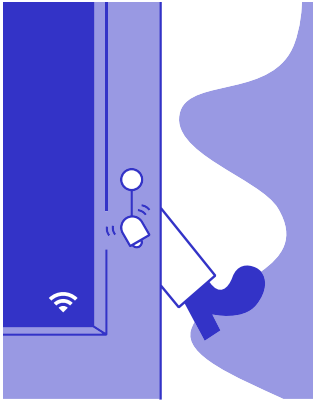


WiFi marketing can trigger communication based on customer profile information and visit behavior.

Smart Emails		Off/On
Automatically message customers based on their real-world visit behavior.		
Customer Type		Off/On
First Time	PREVIEW EDIT	<input checked="" type="checkbox"/>
Repeat	PREVIEW EDIT	<input checked="" type="checkbox"/>
Loyal	PREVIEW EDIT	<input checked="" type="checkbox"/>
Custom		CREATE



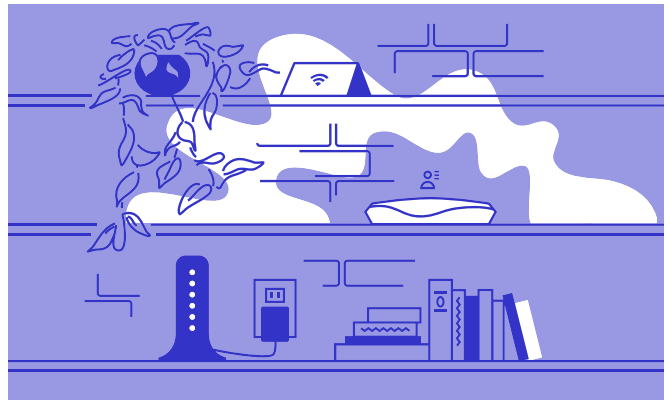
WiFi marketing increases customer loyalty



Getting customers to come back is challenging.



Offering guest WiFi can help bring them in again.



When customers connect to your hotspot, they provide contact info.



Then, you can message customers with special offers.



Messages can be triggered automatically when they visit.



Sending personalized messages builds loyalty and can increase return visits by 3x.

How does WiFi marketing help other programs?

WiFi marketing can help make other marketing technologies and programs more effective. No single program captures 100% of the customers that come through a business' doors. WiFi marketing can help fill in the gaps.

For example, the average party visiting a casual restaurant includes more than three people, but just one of them pays the bill. POS systems record visits from only the paying customers. Likewise, in stadiums, a large portion of the fans buy their tickets on the aftermarket which means their identities are unknown.



POS integration

Point-of-sale (POS) systems help speed up checkout, track inventory and create sales reports. Combining the valuable sales info from a POS system with customer data from WiFi marketing can create game-changing insights.

POS systems are limited to information from the person picking up the check. All others, no matter how large the party, will not be counted. WiFi marketing gives businesses the chance to connect with everyone.



Delivery apps

In the last few years, apps like UberEats, Caviar and DoorDash have revolutionized the process of ordering in. In fact, 86% of consumers are using off-premise food delivery services at least monthly. Captive portals can be used to promote preferred delivery services while offering the ability to download apps with free WiFi. Emails can be sent to customers who haven't been in for a while, letting them know they have the option of enjoying a meal at home.



Customer loyalty

Many loyalty programs suffer because of low participation. Businesses can't drive visits and loyalty if people don't sign up. To get people into these programs, they need to be aware of them, and have a convenient way to sign up. WiFi marketing lets you promote loyalty programs through a captive portal screen, and can also specifically target the most loyal customers with email offers.

What do you need to get started?



Hardware

WiFi marketing platforms are compatible with a wide range of wireless routers. If a business has already invested in a guest WiFi network, there's a good chance it is already compatible with popular WiFi marketing services. If there's a need for new hardware, many WiFi marketing providers make it easy by including high-end hardware at below-market prices.



Management

Like any technology, the more you put into it the more you can expect to get out of it. One of the great benefits of WiFi marketing is that they can automate many tasks that historically required manual effort, like building a customer list or running an email campaign. But with some creativity, core functionality can be used to even greater effect. Initial set up also have a significant impact on results. It's important to be realistic about objectives and put appropriate resources into the program.



Software

When evaluating WiFi marketing solutions, it's important to understand where it will fit with tools already in use. Many bundle together functionality for contact collection with automated communication features and even reputation management. This can be convenient for businesses that don't have these capabilities. For others, it may be unnecessary expense and complication. Pre-built integrations for an email marketing or CRM system may be more important. Start by mapping existing systems and look for the best complement.

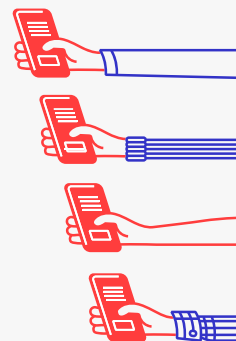


WiFi marketing is a game changer

Online businesses use digital cookies to record customer visits, develop profiles, serve ads and track results. Because they can attribute marketing actions directly to consumer behavior, they are able to optimize their efforts using data as a guide.

WiFi marketing uses hotspots like cookies to achieve results similar to what online marketers enjoy. WiFi marketing helps businesses know their customers better and grow sales by connecting real-world behavior with online experiences. It lets you automatically track customer visits, build rich customer profiles, target communication more precisely and directly measure in-store impact.

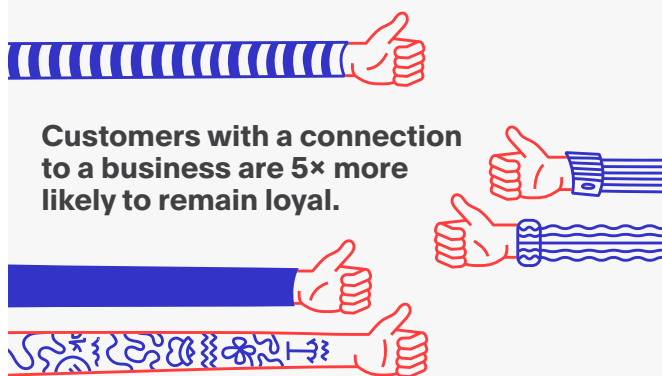
Compared to traditional offline data collection methods, retailers using WiFi marketing were able to collect 5× as many customer profiles.



Customers who participate in WiFi marketing programs visit 3× more often.



Customers with a connection to a business are 5× more likely to remain loyal.



Contacting customers who have not returned leads to 2× as many win backs.



What are the benefits of WiFi marketing?



Contact collection

It doesn't require customers to fill out any physical comment cards and employees don't have to constantly ask if they want to sign up for mailing lists. Compared to traditional methods, WiFi marketing platforms build customer lists 5× faster.



Realtime results

WiFi marketing connects communication programs with in-store results. It can show how many customers visit in response to email, text messages, even social advertising. This information is invaluable for offline businesses that want to understand the returns on their marketing spending.



Targeted communication

One of the largest advantages digital marketers have is the ability to segment customers by a range of demographic and behavioral variables. WiFi marketing allows businesses to build useful customer segments around profile characteristics and visit behavior. Businesses can then connect customer databases to the email marketing platform of their choice, or use the native email marketing functionality included with many WiFi marketing platforms, to create and deliver targeted emails.



Reputation management

Keeping ratings high on review sites is extremely important. 90% of consumers read online reviews before visiting a business. And not just any review will do. Bright Local reports, "49% of consumers need at least a four-star rating before they choose to use a business."

WiFi marketing can be used to more immediately understand customer experience, and act on it in a more timely way than with traditional comment cards. By using guest visits to trigger an invitation to share feedback, merchants can hear from guests while they're still onsite and respond to problems before they result in negative reviews.



Marketing automation

Messages can be set up and sent automatically following each customer visit. This is exceptionally useful for people who are too busy to stay on top of sending out marketing emails. It also allows messages to be sent when triggered by specific events or visit behavior. For example, welcome messages can be sent out to first-time customers automatically. Birthday, anniversary and holiday offers can be sent without having to schedule them.

Zenreach works for mom-and-pops, national chains and every business in-between.



Augie's Coffee opened its first store in Redlands, CA on the outskirts of Los Angeles. Their goal was to serve the best coffee to the coolest people. The owners wanted a better way to capture customer contact information and promote events to customers via email.

Collected
15,000
contacts in the
first 6 months

Open rate
3x
higher than the
industry average



Anthony's Coal Fired Pizza started out as a single-restaurant concept in 2002 and has now grown to 65 company owned restaurants in eight states.

Their small marketing team was having trouble reminding employees to constantly encourage guests to provide their contact info to stay in touch via paper and pen.

Collects
7,000
contacts
every month

Retrieved
1,800
lost customers
so far



Pinheads is known for serving over 30 craft beers, hosting bowling leagues for all ages, outdoor volleyball courts, luxury arcade and local live music. Before using WiFi marketing, they were collecting emails through comment cards and event sign ups, then manually segmenting lists "the old-school way."

Collected
3,000
contacts in
first 6 months

Increased
return
customers
+20%

Zenreach pioneered WiFi marketing, and continues to set the pace for an innovative and fast-growing industry.



We help businesses use WiFi to dramatically improve customer acquisition, loyalty and value. Our platform automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date. It allows communication that is more personal and precisely targeted, and directly measures the in-store impact. Founded in 2012, Zenreach serves thousands of independent merchants and leading brands like Peet's Coffee, Hakkasan and Anheuser-Busch.

Start using WiFi to bring back more customers by visiting zenreach.com

