

Marketing *With WiFi* Getting Started Guide



FRESH
DIGITAL



Remember how special it made you feel when you had an amazing experience as a customer. As great as it felt for you back then, WiFi Marketing can help you create the same feeling for your customers bringing them back to your business fostering a deeper connection with your products and services.

In this guide you will learn how to use WiFi marketing to engage, inspire and motivate your customers into coming back to your business. You'll find out how to reach your customers at the right time and with the right message, all by leveraging WiFi marketing technology.



Marketing Message

Create engaging and informative messaging that drives customers back to your business time and time again. Your WiFi marketing messaging should consist of “evergreen content” that can be used time and time again that’s always relevant and engaging for your customer.

For example: a special every Tuesday night, or a feature such as delivery or online ordering in which will always be relevant.

“Evergreen content is any kind of content that is continually relevant, never goes out of date, and stays fresh for readers.”



Engaging Customers

Customers love coupons, but they really love great service, high quality products, time saving solutions and ease of doing business. Here are a few ideas for marketing messages you can send your customers with WiFi marketing:

- Customer satisfaction surveys.
- Notify customers of value added services such as: delivery, customized service, special offerings, and more!
- Suggest customer offerings on slow nights.
- Encourage customer reviews on sites like Yelp, Tripadvisor or Google!



Get More Social Media Engagement

After a customer logs onto the WiFi. Use the WiFi marketing redirection capabilities to send visitors to your social media pages to encourage more “likes”, “follows” or “check-ins”. If social media isn’t your thing redirect customers to your website or landing page for additional marketing!



Connect at the right time

With delayed emails and text messaging options, you can reach your customers when it makes the most sense. Whether you want to connect with your customer when they’re in your business, hours after they arrived or even days and weeks after their visit.

With the “set it and forget it” marketing messaging, you can send marketing messages to your customers any time and as often as you would like!



Easily Export Data

Export your valuable data at any time. File formats available for export include: MS-Excel, XML, JSON, CSV, TXT, SQL. Use your WiFi marketing customer database for your existing marketing solutions with simple exports.