



Grow
Your WiFi

THE BIG PICTURE



7%

Facebook users
see organic posts



Harvard Business

5%-9%

A 1 Stars increase
can increase revenue



Tired

of using fishbowls or other archaic ways to gather info from customers?

Wifi-Marketing

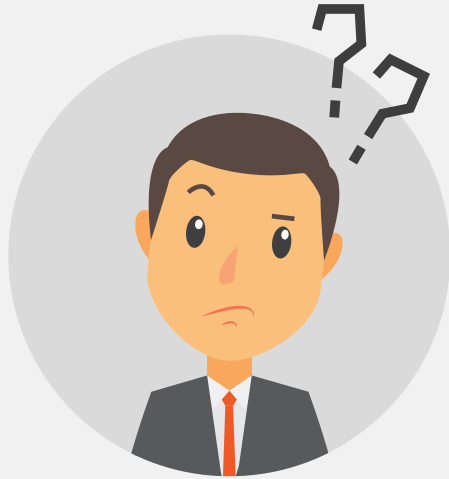
=

Solution



The background of the slide is a photograph of a person's hands working on a laptop. The person is wearing a light-colored shirt and is holding a pen over a document. The image is heavily overlaid with a semi-transparent red color, creating a monochromatic effect. In the center of the image, there is a white rounded rectangle containing the text "The Customer".

The Customer



CON-SID-ER-A-TION/SET/: —

Noun

The subset of brands that consumers evaluate when making a purchase decision.

“What is going to bring my customer back in the door?”





Wifi-Marketing Growth System

Five Step System to Bring Back Your Customers



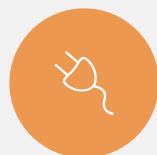
STEP ONE

PLUG IT IN

CLIENT REQUIREMENTS

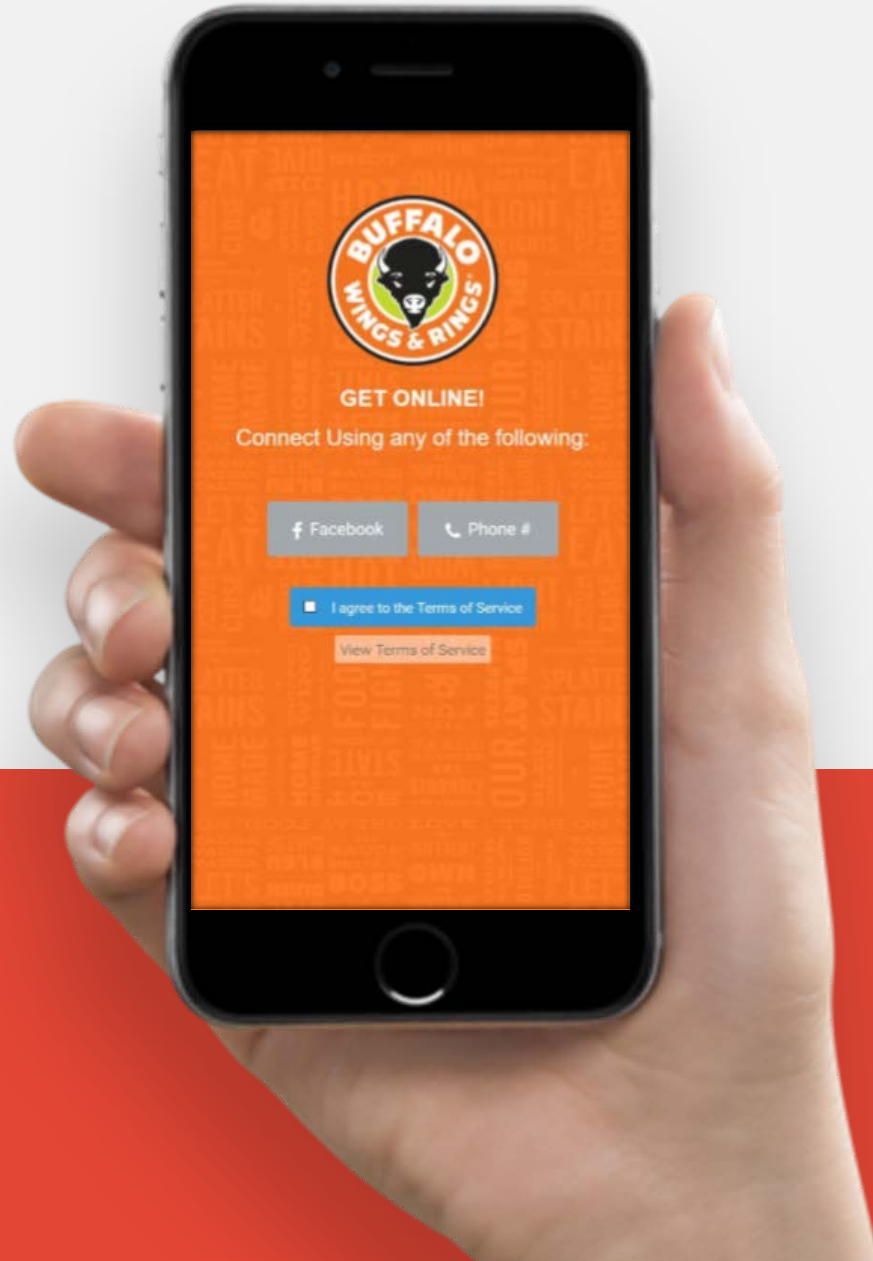


Current
Internet
Connection



Power
Outlet





STEP TWO

PLUG IT IN

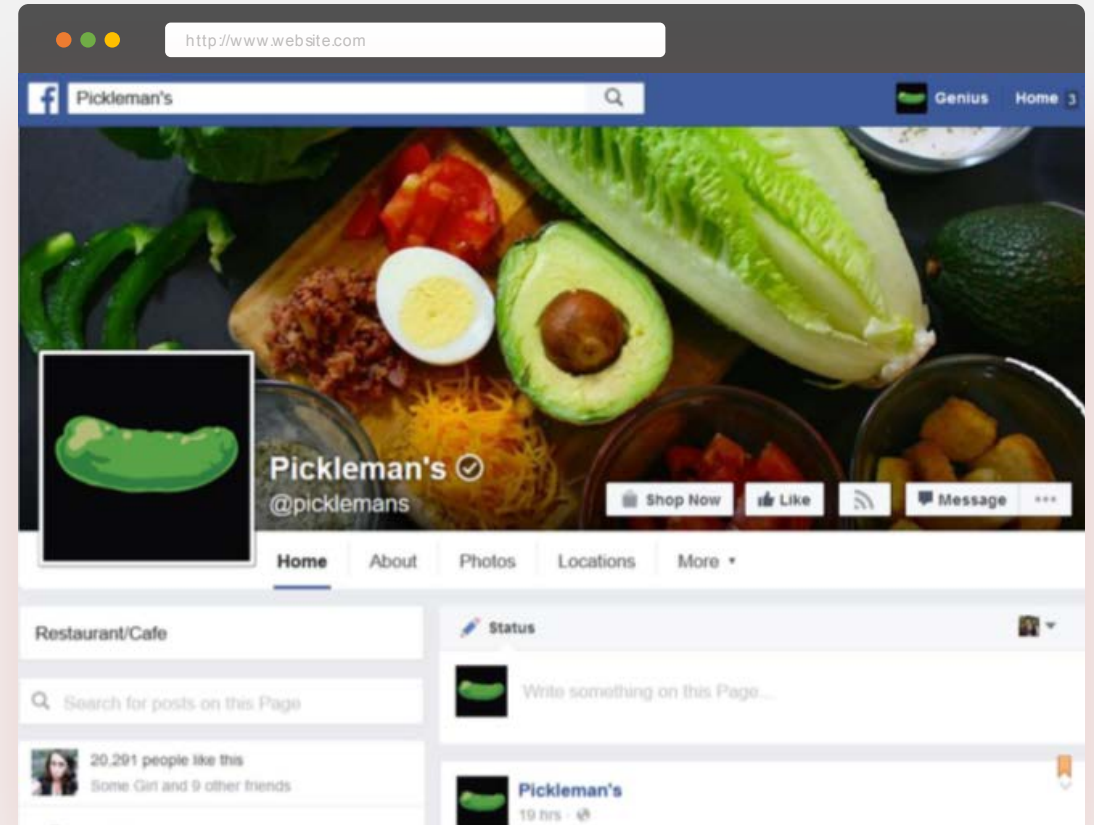


STEP THREE

REDIRECT FOR ENGAGEMENT

After a guests logs in, redirect them to

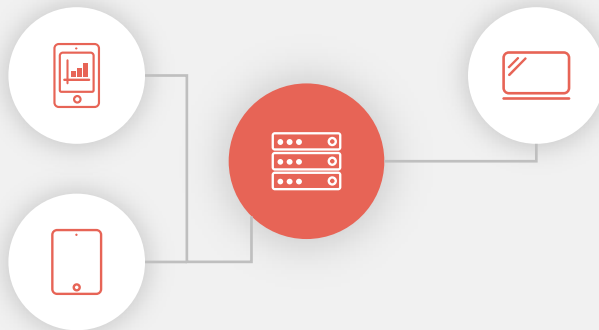
- Facebook
- Instagram
- Twitter
- Business Website
- Survey or Form



STEP FOUR

COLLECT DATA

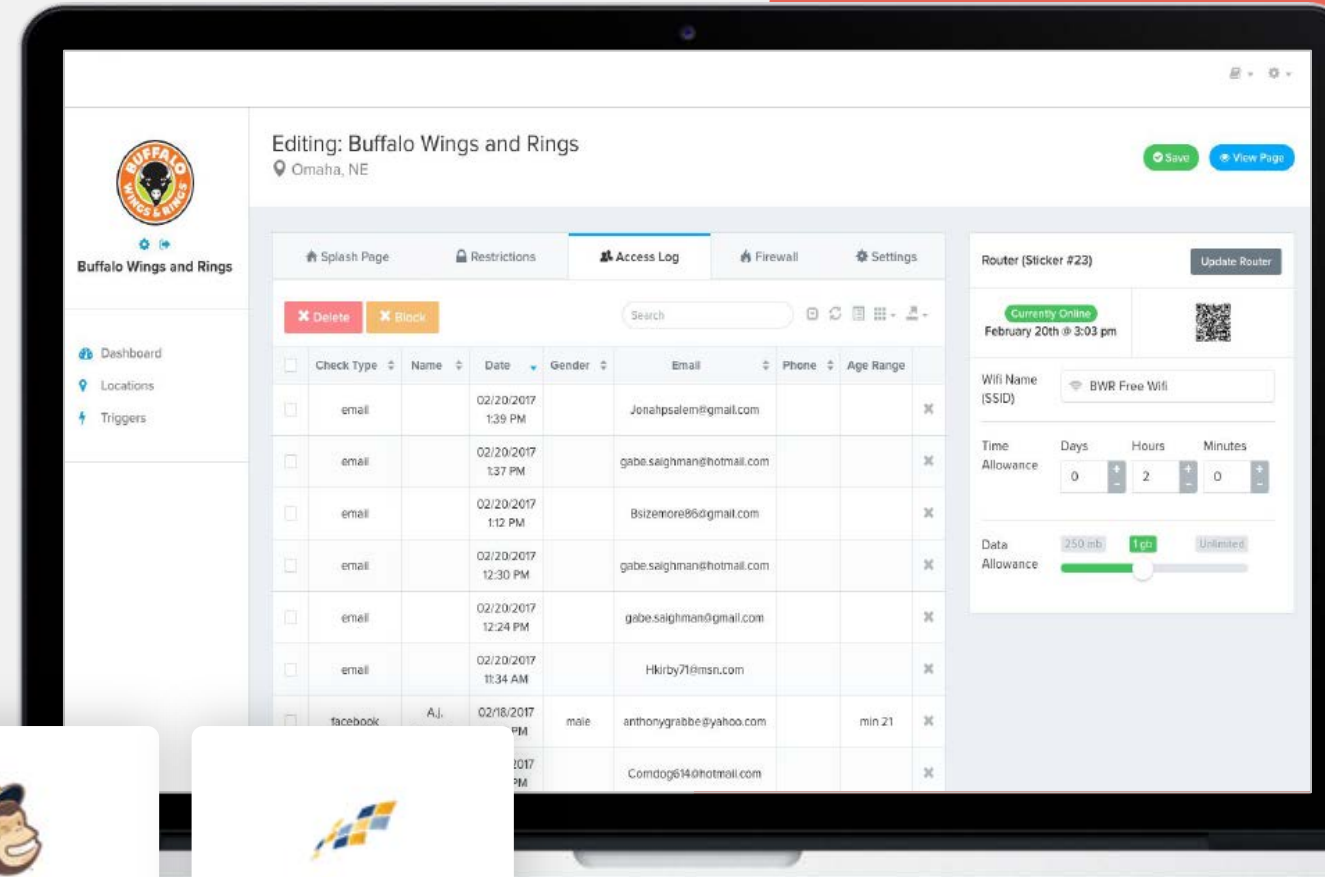
As customers use your free wifi access, watch your lists grow. Grow your rewards program, email lists, social media channels automatically

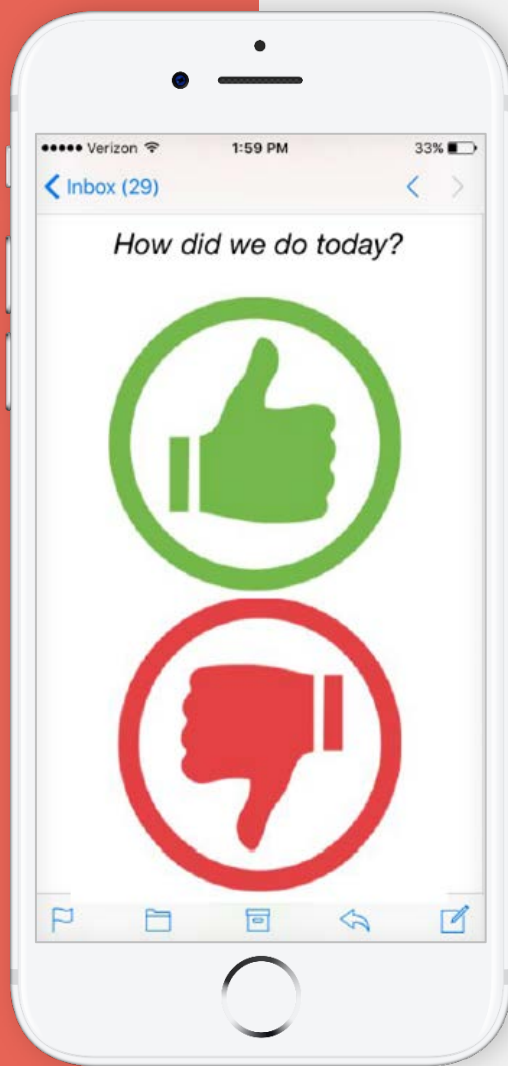


Add Contact to
MailChimp List



Add Contact to
ConstantContact
List





STEP FIVE

MARKETING AUTOMATION

Our team of experts create a unique marketing automation cadence. Proven to bring back your customers!



Be top of mind for your customers



No "Giveaway" or "Coupons"



More "five stars" Google review



Content Stays Relevant



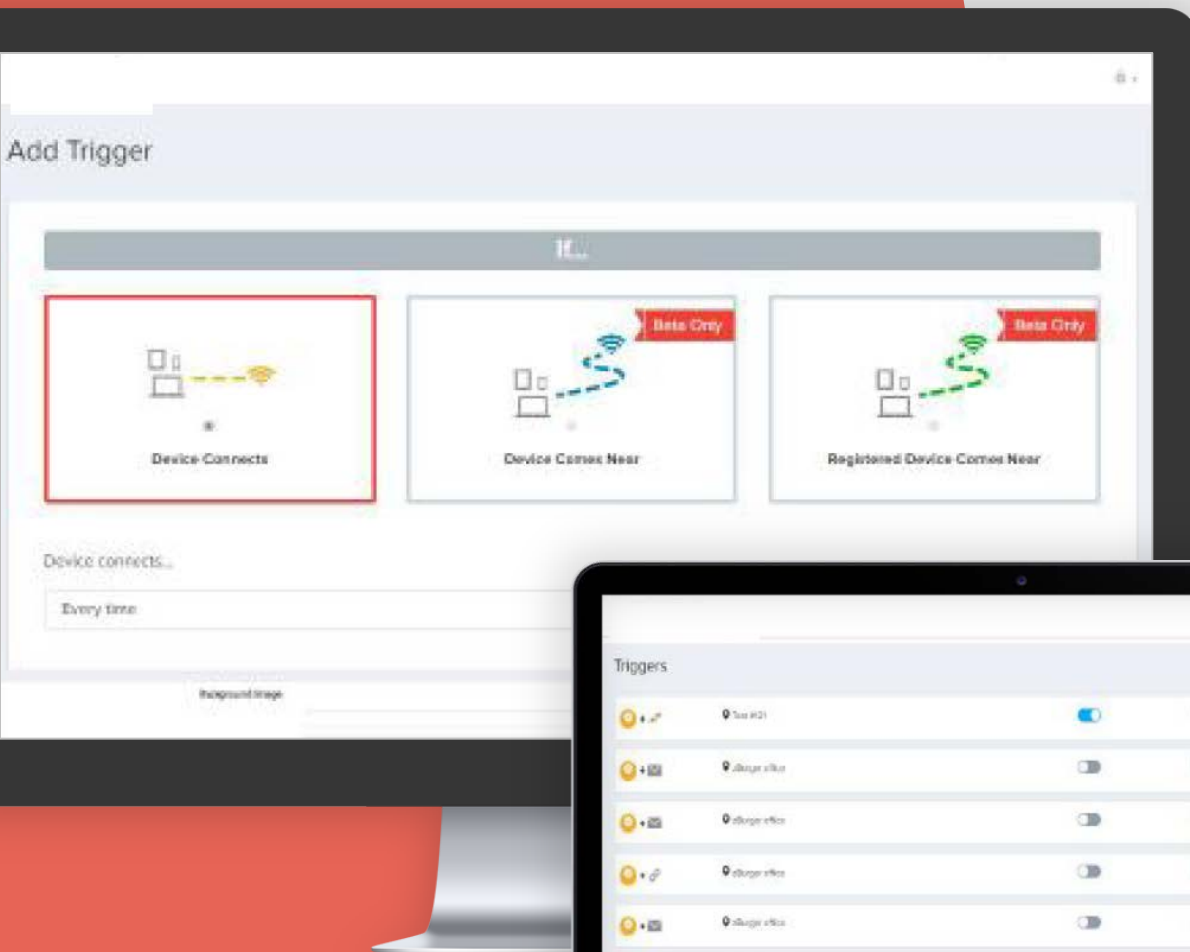
A 1 star increase
can increase revenue



5% - 9%

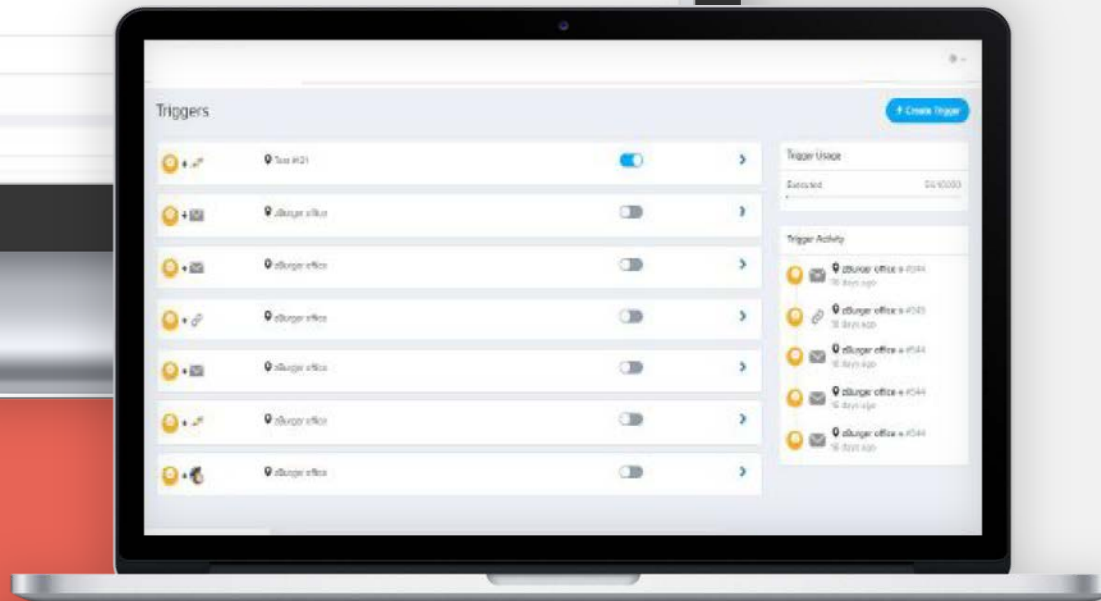
(Harvard Business)

Features and Use

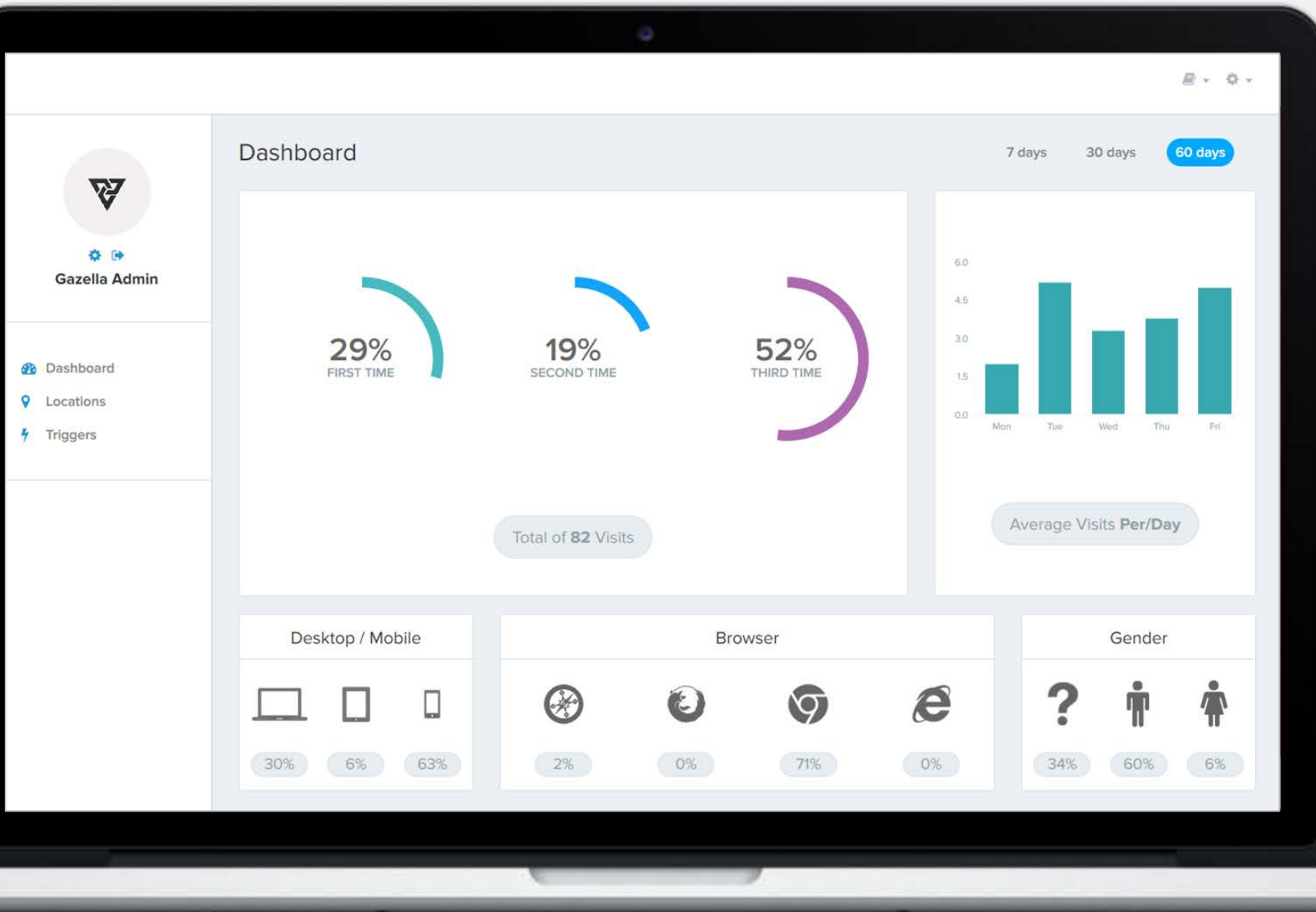


CUSTOMIZATION

WHEN ONE SIZE DOESN'T FIT ALL



- Create your own marketing sequence to fit your specific needs.
- Customize splash page, network name, time allowance, and how guests log in



MONITOR GROWTH

SEE HOW PEOPLE ARE ENGAGING

E-MAIL TEMPLATES

SET IT AND FORGET IT

Stay in your customer's **consideration set!**

- Slow Day Encouragement
- Online Ordering
- Catering

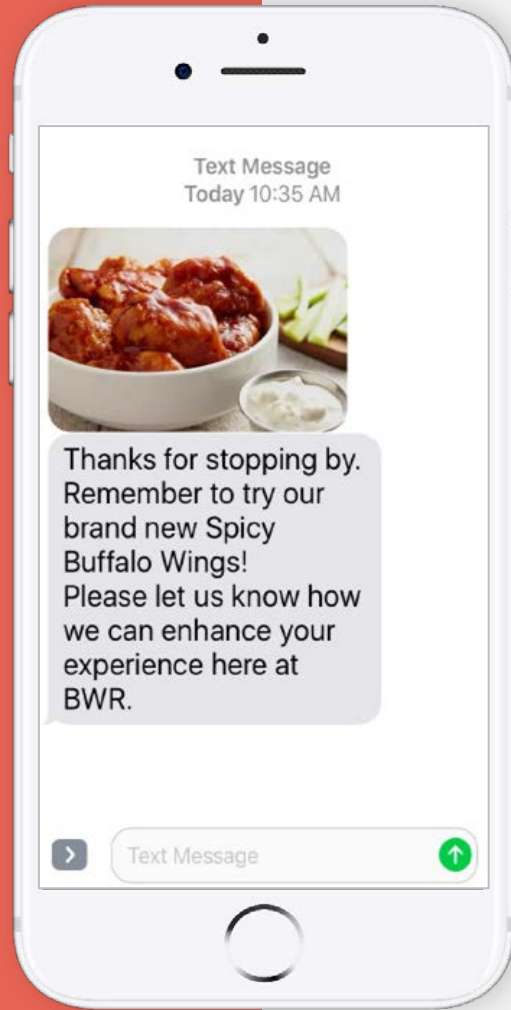
Keep your customers happy!

- Highlight Weekly Specials
- Send Happy Hour Menus
- Upcoming Events

The background of the right side of the image is a solid orange color. Overlaid on this is a faint, semi-transparent image of a laptop. The laptop screen displays a white rectangular box with rounded corners. Inside this box, at the top, is a red speech bubble with the word 'Tuesday!' in white, bold, sans-serif font. Below the speech bubble, the text 'What are you doing this Tuesday Night?' is written in a smaller, black, sans-serif font.

Tuesday!

What are you doing this Tuesday
Night?



AUTO-TEXTING

LOW TOUCH, LOW THINK

Connect with Customers via text right away

- Highlight menu items
- Upsell drinks, apps, etc.
- Encourage loyalty programs

BENEFITS OF TRIGGERS

CONNECTING WITH YOUR CUSTOMERS

- Get more google reviews - (trigger after first visit) “how was your visit”
- Customers connect with social media - (trigger a few days after visit) “like us on facebook or follow us on instagram”

Target Goal: Connecting customers and driving traffic to your establishment as well as your social media and websites.





SUMMARY

WHAT WE COVERED

01

Customers are thinking of your business next time buying decisions happen. (via trigger marketing)

02

Complete Customization Available: splash page, network name, time allowance etc.

03

Integrate with current email marketing systems to quickly grow lists

04

You don't have to give anything away. Using triggers to remind your customers about your business and what you offer.

End