

Turn Up Revenue & Engagement with Free Guest WiFi

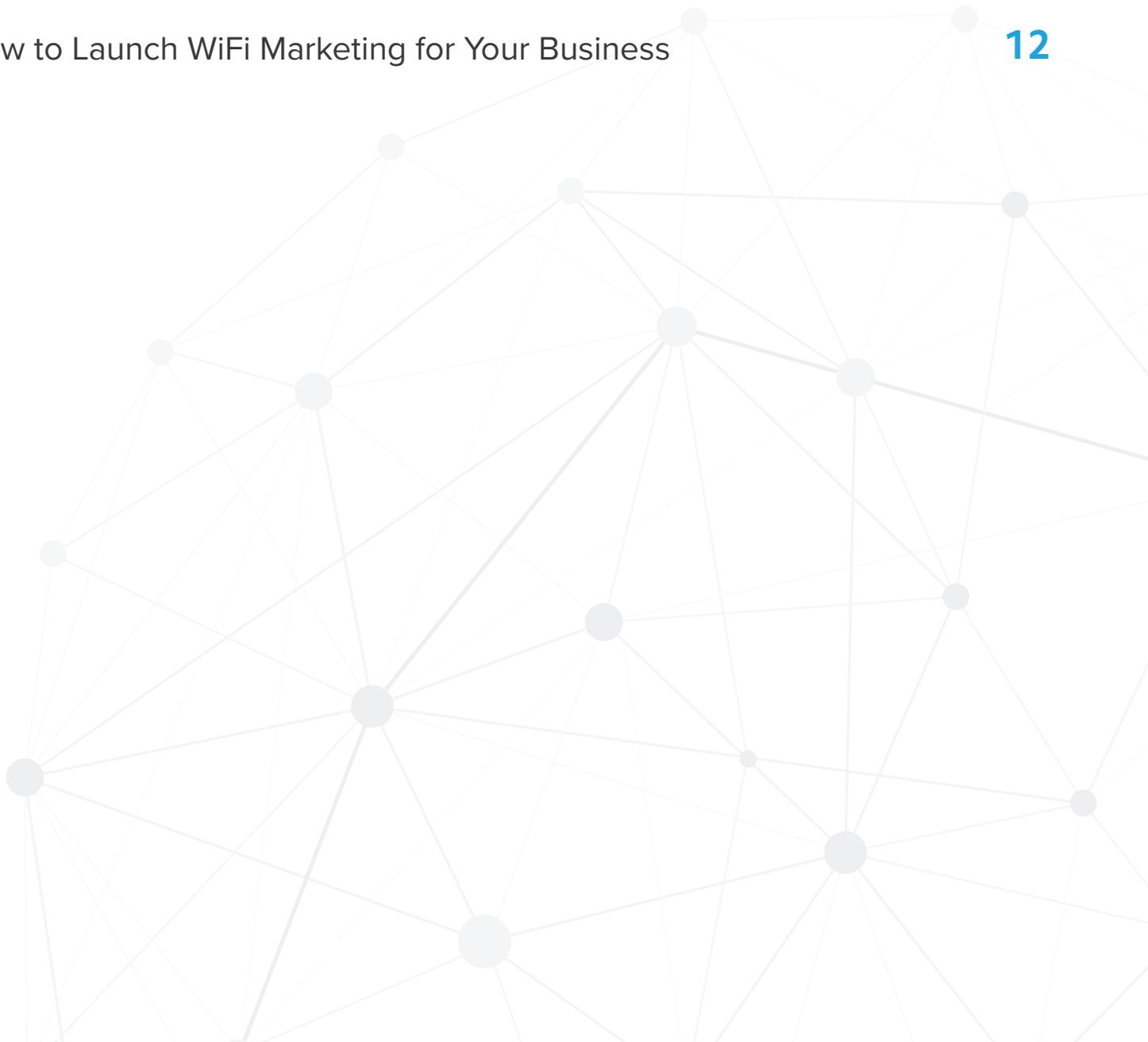
How you can get more from the WiFi you're giving away for free.

WiFi is no longer an amenity.

Free, publicly available WiFi is no longer a perk — it's a requirement of business. Customers expect it and reward companies who offer it with repeat business and more time spent in store. But guest WiFi doesn't have to be a cost center. In fact, utilized properly, it can be a game-changing, revenue-generating marketing machine. We'll teach you how to unlock that power, and then turn it up to 11.

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The New Normal:

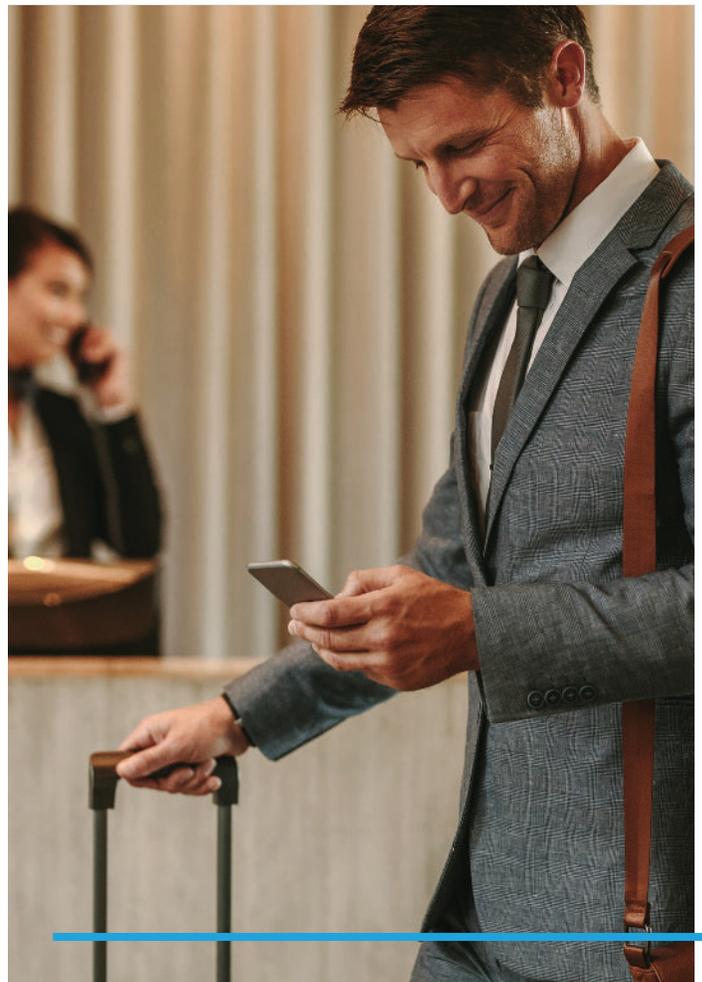
Customer Expectations in the Age of WiFi

Over half the world is on the Internet^[1]. And folks aren't just "on" the internet, they're using it to search everything you can imagine. There are more than 40,000 search queries every second on average, yielding an average of 3.5 billion searches daily^[2]. Yes, you read that correctly - there are more than 3.5 billion searches every single day on Google alone.

All that searching means people have become conditioned to having the Internet available to them wherever and whenever they want it. Enter Business-Supported Guest WiFi.

Checking in & logging on

Hotel guests will try to connect to a property's WiFi within seven minutes of their arrival.



The benefit of offering guest WiFi? Business.

Your customers expect WiFi, and expect that your company will offer it for free while they are on your premises. Businesses that offer it are more likely to be favored over competitors that don't. In fact, according to Small Biz Trends, "There are people who select venues based upon availability of free WiFi. Thus, your business is bound to have an advantage over your competitors if they do not offer free WiFi."^[3]

According to research by Devicescape^[4], providing free WiFi for customers increases:

- ▶ Foot traffic
- ▶ Time spent on premises
- ▶ The amount customers spend

The LA Times cited a similar study and reported that 96 percent of customers prefer visiting a business that offers free WiFi. They went onto say that "79 percent of businesses say it helps keep customers happy while they wait for service," and "64 percent of respondents have chosen a restaurant based on free Wi-Fi availability."^[5]

Guest WiFi can boost your SEO.

Google now indexes content from iOS apps as well as searches made through your phone's browser. This includes customer-favorite apps like Yelp, Trip Advisor, and Groupon. The more apps your business appears on, the more your search result ranking is likely to improve.

How does WiFi impact this? Because foot-traffic customers are more likely to open the app when they're in close proximity of your business. Think about every time you've checked Yelp before walking into a new restaurant. Now imagine if the restaurant offered your guest the WiFi needed to check those five-star reviews.

Guest WiFi increases social visibility.

Your customers want to check in on social media and share where they are. As a result your business will also enjoy enhanced marketing opportunities. Make it easy (and possibly fun!) for them to check in and share selfies and other social content while they are at your establishment. It's the most persuasive kind of marketing available, and all it costs is your monthly WiFi bill.

Costs and Profits:

WiFi Marketing Transforms Cost Into Revenue

Guest WiFi is a necessary cost. Customers stay longer when you have WiFi, and as a result spend more money with you. However, guest WiFi doesn't have to be a cost center for your company. It can, and should, be a profit center.

WiFi Marketing converts cost to profit.

There is a burgeoning argument that marketing is not a cost center within an organization, as the traditional model suggests. Rather, it is a profit center. This profit center philosophy bears out if you **spend less on acquiring and retaining new customers than the revenue those customers bring to your business.**

How much did that customer just cost you?

Hotel	\$27
Retail	\$10
Restaurant	\$52
Airline	\$98
Bank	\$175

WiFi marketing is a powerful tool in building that marketing-as-profit-center model in your business. **WiFi marketing can:**

- ▶ Attract new customers in your vicinity
- ▶ Capture customer information for remarketing
- ▶ Improve guest experience, thereby improving brand affinity
- ▶ Nurture visitors to return, give reviews, and recommend your business

Hotel www.hospitalitynet.org/news/4066627.html
20% of average US-based room cost of \$135

Retail www.propellercrm.com/blog/customer-acquisition-cost

Restaurant pos.toasttab.com/blog/restaurant-customer-acquisition-cost

Airline www.propellercrm.com/blog/customer-acquisition-cost

Bank www.propellercrm.com/blog/customer-acquisition-cost

Attract New Customers Through Proximity Marketing

You don't have to wait for customers to walk through your door before you start marketing to them. If your WiFi signal extends to the sidewalk or common space around your brick-and-mortar location, a branded login page introduces your brand as soon as they connect to your WiFi. Offer them a can't-miss promotion or exclusive coupon to get them in the door.

Increase Customer Lifetime Value Through WiFi Marketing

A quality WiFi marketing platform is more than a splash page — it's a marketing automation tool. Build nurturing email campaigns that encourages customers to return, thanks them for their purchases, and alerts them to special campaigns and promotions.

Transform Customers into Brand Evangelists

There is no marketing more powerful than a personal recommendation from an existing customer. WiFi marketing makes this easier than ever. Send a thank you that asks if their purchase met their expectations, and if so, encourage them to leave a review. Share your most positive reviews right on your splash page, so new visitors are reassured by social proof.

Build Brand Visibility Through Custom WiFi Assets

The #1 reason to offer guest WiFi is the marketing potential. Create brand recognition quickly with a branded WiFi network name, login page, and splash page once they've logged on.

Protect Your Network with a Captive Portal

A WiFi marketing platform that utilizes a captive portal provides a safe and secure environment for your WiFi guests and your own back end. A proper captive portal system prohibits WiFi users from locating and accessing other devices that are on the same network. This allows guests to easily access your network (say goodbye to WiFi passwords) while keeping your business and guest data safe and secure.

Calculate the ROI

Need a little more proof that WiFi marketing pays for itself? We developed an ROI Calculator to show our clients how much extra revenue WiFi marketing could generate. To show you how it works, here's a fictional client called Big Fun Bowling Center.

Big Fun Bowling Center has 13 locations across the Southeast.

They feature laser tag, bumper cars, arcades, restaurants and, of course, bowling. Guest WiFi usage is high, but they are not currently using a WiFi marketing platform. Instead, they have a guest WiFi account and post the password at the front entrance. Customers complain that the WiFi is spotty in certain areas, and the CEO is tired of offering an expensive service with no benefit.

Average Daily Guests*

Please enter the approximate number of guests in your venue in an average day.

Guest WiFi Usage*

What is the estimated usage of guest WiFi in your venue?

Low (10%)

Medium (25%)

High (50%)

Average Purchase Amount*

What is the approximate purchase amount for your average guest?

Results

With a WiFi Marketing platform Big Fun Bowling Center could:

- ▶ Increase their customer lists by 1100
- ▶ Send 2,250 new marketing emails
- ▶ Expand their social reach with 67.5 check-ins and 135 new Facebook Likes
- ▶ Generate \$336.00 additional monthly revenue*.

*Based on your average ticket price times the number of guests that returned due to your smart campaigns.

See what WiFi Marketing can do for your brand
at gozonewifi.com/roi-calculator

Your New Marketing Power Tool: Helpful Tips for Your WiFi Marketing

WiFi Marketing is a powerful tool, but any master craftsman can tell you a tool is only as effective as the person wielding it. To truly capitalize on the potential in your guest WiFi, you need a marketing strategy that incorporates guest WiFi data and executes against the opportunities this customer-focused platform offers.

Build personas with WiFi analytics.

From the moment your customer accesses your free WiFi via your captive portal, you get instant access to their:

- ▶ Demographic data
- ▶ Shopping patterns
- ▶ Brand interaction history

This information allows you to create customer personas, so you can better tailor your messaging and promotions to your ideal customer. By getting into the mind of your customer, it will be that much easier to convert your soft sales pitches into actual sales.



Leverage WiFi analytics in-store to improve customer experience.

WiFi analytics can tell you which messages and promotions work with your audience, as well as how often your customers visit and how they move through your store. Presence analytics from customers logged into your WiFi can help you determine shopping patterns.

Offering guest WiFi gives you that answer in real time. You'll be able to get a better gauge of how many people are coming in, and who is making repeat visits to your location. With this data you can determine shopping patterns, and provide better customer service.

For example, you may learn that your heaviest days and times for foot traffic are Tuesdays around 6 p.m. This data gives you the opportunity to have more staff on hand on those days to be available to your customers.

WiFi analytics brings digital and in-store analytics into one place, creating a powerful bank of customer data to drive your marketing and customer experience.



Make sure your content is useful.

Now that you have a way to connect and engage with your customers, you can give them useful content that shows you care about their needs. Take a moment before you rush off to start creating — remember that every sale involves a buyer's journey. Develop unique, useful content for the customer who just discovered you and is considering a first purchase, a returning customer, and your die-hard fans who visit regularly.

You can't simply bombard your customer list with sales pitches and expect them to stick around. Yes, you do need to ask for the sale, but you should have more than offers in your interactions with your potential customers.

Don't send boring emails.

This one seems like a no-brainer, right? The reality is brands send lackluster emails every day. If you wouldn't open that email based, why should you expect that your customers will? Here are a few tips to spruce up your emails.

- ▶ **Create compelling subject lines.** This is the hook that will decide whether or not a customer clicks to open your email. Make sure it's clear what they'll get if they do.
- ▶ **Don't skip out on preview text.**
- ▶ **Limit the number of emails you send.** Nobody likes to be bombarded with emails. And one email too many can result in an Unsubscribe. Send emails when you have something worthwhile to share
- ▶ **Test everything and test often.** Try out different subject line styles to see what grabs your audience. Test if a percentage off beats a dollar amount messaging. There are no hard-and-fast rules here. Test often to see what works for your audience.

Use social media to have real conversations.

Just like you don't want your emails to be overloaded with sales pitches, your social pages shouldn't be either. Social isn't a marketplace, it's a public square. Sure, you can buy things there, but the point is to communicate.

A social media strategy built on authentic connections with your customers builds brand visibility and brand affinity. And it's a marketing platform your entire company can get involved in. Here's how:

- ▶ **Create behind the scenes videos that people want to see.** Hotels and restaurants can show off their bar staff's mixology skills with Instagram videos. Major arena? Fans will go nuts for video and pictures bands tuning up or sports teams prepping for the big game.
- ▶ **Run a contest.** Not only can this help you ramp up engagement, it can also yield user generated content that you can leverage to further promote your company.
- ▶ **Ask questions, and answer them.** Your customers have questions. You can answer them through polls, quizzes, Twitter Q&As and Facebook Live events.
- ▶ **Ask questions of your community.** Create polls and surveys. The answers you acquire could give you product and services ideas, as well as inspiration for future content.

How it Works:

Industry Highlights & Case Studies

WiFi marketing works, regardless of your industry. If you have a brick-and-mortar location and you're offering guest WiFi, you can unlock hidden revenue potential by turning that free WiFi into a marketing automation machine.

Retail

If you haven't heard of omnichannel marketing yet, you will soon. Omnichannel is what connects online experiences and shops with brick-and-mortar retail spaces. Your website and social media are a good start, but WiFi marketing allows you to fully incorporate the digital side of your business into your physical location.

Food & Hospitality

People who can connect to WiFi stay longer, making them more likely to order more food and drinks while they are there. And for those who overstay their welcome, you can set time restrictions to turn over tables.

Offer two separate guest WiFi experiences — one for business travelers and one for folks on vacations or other personal travel. Custom landing pages for these two separate audiences can offer business travelers perks for repeat stays, hours for the business center, and links to preferred transportation vendors. Non-business guests might enjoy a Things to Do link and a coupon from a partner attraction.

Festivals & Arenas

Sharing pictures and videos from the event is part of the experience now. Delight your audience by providing guest WiFi that does more. Maps, guest info, a list of hashtags for folks to follow, and links to contact security are all great ways to engage your audience and build a customer list to target for your next event.

Travel & Transportation

Is it any wonder that high-speed internet is offered as a search filter on travel sites like Expedia, Hotwire and Kayak? People want to stay connected wherever they go. WiFi marketing can offer them itineraries, check-in options, and reviews of venues.

Didn't See Your Industry? Contact Us.

We're happy to show you how WiFi marketing can work for you.

Case Study:

American Social Bar + Kitchen

Overview

American Social American Bar and Kitchen is a casual fine dining restaurant and sports bar with bustling locations in Tampa and Miami, FL. In 2016, with a goal to expand marketing efforts and build a loyalty program, they were collecting barely 100 email addresses per month between the two locations.

The Problem

In a rapidly growing metropolitan area, remaining competitive and gaining loyal customers is a challenge regardless of the product you're putting out there. In 2016, the already popular restaurants realized that they were missing one thing – a loyalty marketing program.

The Solution

GoZone's platform enables AMSO to create a completely branded WiFi login page, where they display upcoming promotions and events. By using GoZone's Smart WiFi, they have grown their customer database by 10x.

The Results

43,862

Customer emails collected

360,000

Marketing emails sent

37%

increase in loyal customers

12%

growth in social media (month over month)



Todd and his team are the perfect partners for our business. Combined with their outstanding customer service, their product has helped to increase not only our customer database numbers, but also our overall revenues.

- Adam Perhosky
Director of Marketing & Events

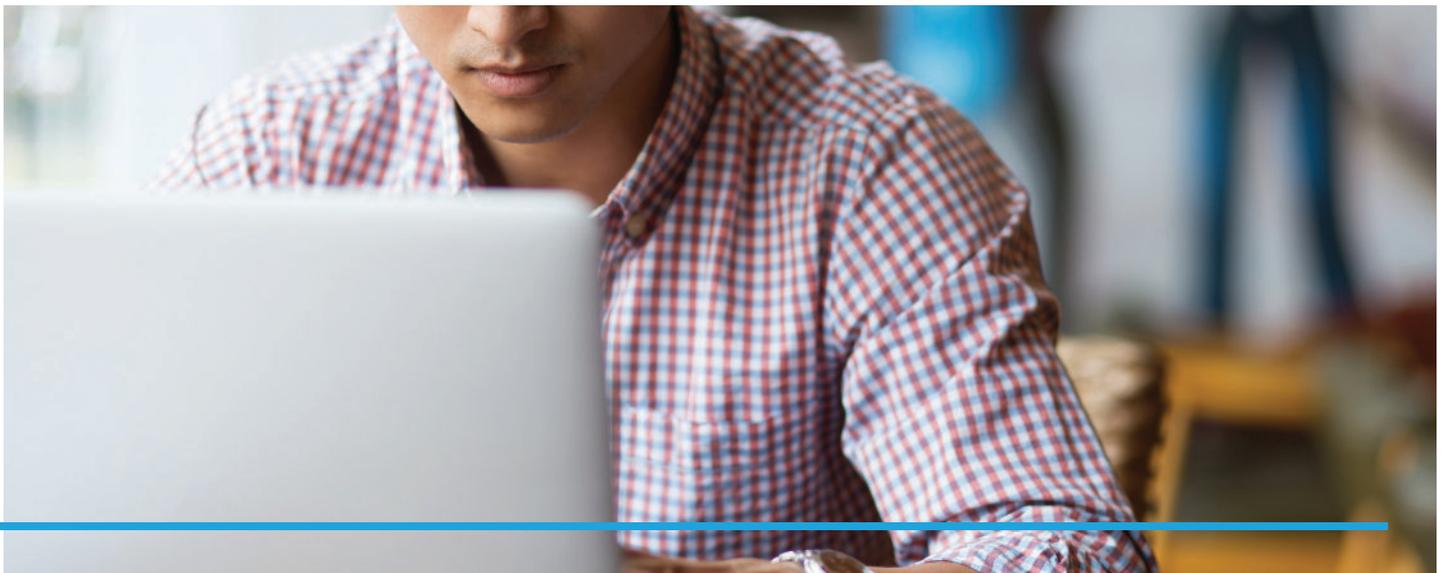
Ready to Get Started?

Launch WiFi Marketing for Your Business.

It's easier to jump on the WiFi Marketing train than you may realize. Here's what you need to get started:

- 1.** The first thing your business will need is the ability to connect to the internet. You'll need to discuss this with your internet service provider, to determine the speeds and costs they feel will be best suited for your business.
- 2.** You will also need a business-class router that allows multiple devices to connect to the internet simultaneously. Most companies already have 1 and 2, but if you're just starting your business it's helpful to know how to proceed.
- 3.** Finally, you'll need the GoZone WiFi Smart WiFi Controller and a GoZone Marketing4WiFi plan. With the Smart WiFi Controller, you simply plug it into your modem, and people can then automatically connect to your business's WiFi without a password.

Once your guests attempt to connect, they will view your branded login splash page and enter their email or social media information to connect. That's it!



Before you know it, your customers will be seamlessly connecting to the internet, and you will be building your CRM and building loyalty to increase your bottom line.

Marketing4WiFi Plans*

Essential

\$25

Month-to-month plans available at \$30/month

- ▶ Customized Login Page
- ▶ Basic Guest Analytics
- ▶ Facebook Like and Check-In Feature
- ▶ Dedicated Account Manager
- ▶ Marketing Materials
- ▶ Customized WiFi Network Name
- ▶ Custom Landing Page
- ▶ Advanced Guest Insights
- ▶ Smart Email and Social Campaigns

Professional

\$50

Month-to-month plans available at \$60/month

- ▶ Customized Login Page
- ▶ Basic Guest Analytics
- ▶ Facebook Like and Check-In Feature
- ▶ Dedicated Account Manager
- ▶ Marketing Materials
- ▶ Customized WiFi Network Name
- ▶ Custom Landing Page
- ▶ Advanced Guest Insights
- ▶ Smart Email and Social Campaigns
- ▶ Ability to export full data CSV
- ▶ Smart Coupons
- ▶ Mail Provider Integration

Professional Plus

\$75

Month-to-month plans available at \$90/month

- ▶ Customized Login Page
- ▶ Basic Guest Analytics
- ▶ Facebook Like and Check-In Feature
- ▶ Dedicated Account Manager
- ▶ Marketing Materials
- ▶ Customized WiFi Network Name
- ▶ Custom Landing Page
- ▶ Advanced Guest Insights
- ▶ Smart Email and Social Campaigns
- ▶ Ability to export full data CSV
- ▶ Smart Coupons
- ▶ Mail Provider Integration
- ▶ API and Zapier Access

*Save 25% when paid annually

Ready to Enhance Your Guest WiFi and Grow Your Business
gozonewifi.com/schedule-a-demo/

Resources

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