



Enhancing your visibility through social wifi.

Providing you with indepth market analysis for your venue and enhancing your presence with wifi login through **social media accounts**.

5 stats you need to know about SMS marketing

1. 5.1 billion out of the 6.8 billion people on Earth own a mobile phone.
2. The average person looks at their phone 150 times a day (Source: Nokia).
3. 90 minutes for someone to respond to an email - 90 seconds for someone to respond to an SMS.
4. 98 per cent of all SMS messages are opened, but only 20 per cent of marketing emails are opened.
5. 75 per cent of people would like to have offers sent to them via SMS, rather than see adverts on mobile apps or whilst they're browsing the internet. It's natural to receive a text message, but people don't like adverts getting in the way of their everyday activities.

Social Wi-Fi

Encourage guests to distribute your brand's visibility, using automated likes and shares. SmarterWifi realise the importance of brand awareness as well as targeted marketing. Your guests' social networks will be opened up as potential new audiences. The marketing insight and experience provided by us ensure that your brand is projected through the best channels, in the best way, at the best times.

Analysis

Segment your Wi-Fi guests by demographic, analyse conversion rates, compare consumer behaviour with many variables of your choice, or simply allow SmarterWifi to plan, manage and report on your marketing communications. We can track your RoMI and make recommendations for future communications. We use presence and MI (marketing intelligence) tools to determine which stage your guests are at in terms of the purchase funnel, and then provide detailed, relevant communication at the right time.

Presence

Allow SmarterWifi to monitor your Wi-Fi guests' usage based on their geo-location. We are able to track and monitor browsing habits against guest location and segment data accordingly. Geo-fencing is also now possible; SmarterWifi

can instantly see who is within your network and where, and what's more, trigger messages as they move into different areas of the venue.

Consultation

SmarterWifi offer a free hour of training for each new client. Whether or not you have an in-house marketing team, we offer high-level, strategic recommendations to support your marketing activities. Need campaign planning for a single event, project or conference? No problem. We use the latest MI (marketing intelligence) and BI (business intelligence) tools, coupled with our in-house expertise and experience, to optimise your project and offer selective, appropriate targeting. We offer ongoing marketing consultation and advice depending on your requirement.

Security & Content Filtering

SmarterWifi utilise Cisco Systems, Inc. and Ruckus Wireless technology and many others to offer your guests safe, secure access. There is no requirement for public passwords, which could result in security flaws and risks. Authentication is conducted through the guest's social media account, and all data is securely protected in accordance with data protection laws. We work closely with the Internet Watch Foundation (IWF) to ensure that content you provide is family-friendly and adheres to strict security policies.



Allow SmarterWifi to measure, analyse and communicate with your Wi-Fi guests, using intelligent marketing, and responsive techniques.

SMS Marketing

If a customer is a fan of your brand, the chances are they'll want to receive marketing text messages from you and you should take advantage of this. SmarterWifi campaign management can identify those brand advocates as part of our marketing activity, and utilise the power of SMS. We know that SMS can make that fan feel special with a campaign that rewards them with unique offers just for them. It shows them that you value them as a customer, meaning you're much more likely to retain them than lose them to a competitor.

SmarterWifi use real-time and comparative reporting to schedule and automate SMS campaigns to target visitors at exactly the right moment, achieving maximum impact.

Email Marketing

Despite the growth of social media and other digital platforms, email is thriving. Across all industries throughout 2014, the average results for UK SME email marketing campaigns has a 22.87% open rate (up from 21.47% in 2013). It can be easier to achieve more sales from your existing client base than to win new business. Emails are an effective way to spread the word to customers about your full range of products and services. Consistently useful, email has underpinned the growth of many businesses; it is arguably the quickest and most effective lead generation tool and has the highest ROI.

Social Media Marketing

SmarterWifi's methodology of harnessing social media, email and SMS, allows us to take a fully-encompassing approach to our target markets. We aim to ensure that each customer is presented with information and offers specific to their needs, at the right moment, delivered via the most effective method.

Once your social media following has been established, the end goal is for them to purchase your product or service. Simply posting a link telling them to buy, isn't the most effective method. SmarterWifi works by driving your social media fans through a funnel by raising awareness through use of social media, directing web traffic to squeeze pages and promotional offers and discounts, and targeting via email, to eventually convert prospects into leads, resulting in sales. SMS is used not only to generate leads but also to retain customers and encourage repeat purchases.



Smarter Wifi Ltd
25 Oxford Road
Bournemouth
Dorset
BH8 8EY

0845 548 0233
info@smarterwifi.co.uk
www.smarterwifi.co.uk