

Tech Talk

Wi-Fi Marketing and How It Can Help Your Restaurant

Investing into your Wi-Fi network can help you gain valuable insights into your customers and promote return visits.

What is Wi-Fi Marketing

Wi-Fi Marketing is a way of using a guest Wi-Fi sign on to capture customer information in order to advertise to them in the future. Instead of a guest network with a simple password to login, customers are presented with a “splash” page that require a customer to enter information such as their email address in order to gain access to the network.



Why it works

Capturing that data from your customers allows you to personalize their experience at your establishment, offer incentives for return visits, or just simply thank them for dining with you on after they leave.

Consider that Two-thirds of consumers say having access to free Wi-Fi influences where they decide to shop and eat (Spectrum Business).

Campaign Analytics

With the ability to send coupons, or offers using information gained from customers using your Wi-Fi, you are also able on most Wi-Fi Marketing services to track results such as opened emails, redeemed coupons, etc. You can see which of your promotions worked and which did not, helping you create more effective offers going forward. Since data gained from users is location oriented, you can send messages that more relevant and track who is a repeat guest or who hasn't been back to your restaurant in a while, creating an opportunity to try and win back that customer with a personalized offer.

Driving traffic to your online platforms

Upon signing on to your Wi-Fi network, you can direct users to your social media pages, or website. This can help you gain followers in order to reach them in yet another way.

Getting Started

There are many companies out there that promote their Wi-Fi Marketing services. Companies like GoZone, Beambox, and Yelp Wi-Fi, are just a few. Prices typically range from \$50-150/per month. Nothing is a one-size-fits-all solution, but depending on your establishment, target demographic, and goals, it could very well be worth the investment or at least researching further. In this digital age, it is important to look for ways to reach customers and potential customers using the technology that they are using everyday