



Marketing

for pubs and restaurants

by
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What's changed?

Competition is fierce due to changes that have happened within the last 10 years. Marketing has completely transformed from what was once perceived to be effective to what actually works today. Newspaper, print and radio advertising are no longer sufficient for a company's marketing strategy.

We are now in a day and age where information is available instantly; people interact with other people, companies and brands through social media. On the fly marketing campaigns are becoming essential for companies success.

Strategy?

Of course you already know about the above... within your establishment you are active on social media, have relevant offers to your customers, utilise a business card fishbowl and are quite possibly active on multiple offer websites.

However - Only 48% of Digital Marketers interviewed by Adobe feel highly capable in digital marketing. Only 40% think their company's marketing is effective. When it comes to measuring the effectiveness of digital campaigns specifically, only 9% strongly agreed with the statement that they "know their digital marketing is working."

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.



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.

How can Technology benefit you?

Social WiFi is a relatively new concept that works with existing WiFi networks and is already becoming an essential tool for companies to maximise their marketing efforts.

Combining companies marketing efforts into a simple interface means that companies don't have to spend time manually entering customer's data into spreadsheets, keep a track of their most valuable customers and worry about keeping up to date customer data profiles.

Data Capture WiFi

Have you ever been to a public place and had to fill in a form to access free WiFi; annoying, right? First you have to create a username and give away a tonne of information (mums maiden name, first childhood pet...). Of course this is fantastic for the marketing team at the company providing you with the WiFi but what if companies could make this a lot more simple and less intrusive on the customer?

Social WiFi

Social WiFi is similar to the above with a key difference; Customers gain access through a couple of clicks authentication with their Facebook/Twitter/Google/LinkedIn/Instagram account. No usernames and passwords for the customer to create means no data protection/security risk for you as a venue.

What do you get from this?

As a venue you get all available marketing data and full marketing OPT-IN from the customer as below:

- Email Address
- Mobile Number
(if listed on their Social Media Account)
- Name
- Age
- Home town
- Gender
- Number of Visits
- Duration of Visit
- Last visit date and time



But wait, there's more...

You are able to view the key demographics and interests of your visitors as a whole and can coordinate your marketing efforts as such.

Social Media and Social WiFi

Smarter WiFi will encourage your customers to like you on Facebook and follow you on Twitter in a non-intrusive manner; after all would you want your customers to receive marketing material that they don't want?

Get in touch with us to discuss how Smarter WiFi can help with your marketing strategy.

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