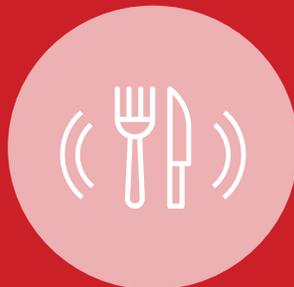


Supercharge Your Restaurant's Marketing with Guest WiFi

Learn How to Attract Diners and
Promote Your Business Effortlessly



Food & Beverage

INTRODUCTION

Being engaged in the food and beverage industry is a tough but extremely rewarding challenge. It isn't a business for the faint of heart. One of the main challenges in this business is attracting and retaining your customers, both new and regular. Marketing has been substantially transformed over the last few years. Restaurateurs have to be savvier than ever to develop and execute a successful marketing strategy.

Marketing in recent years has been revolutionized by new technologies and social media. No longer do customers rely on print media or just their friends' recommendations. They educate themselves via online reviews, they get recommendations on social channels (e.g., Facebook/Instagram, etc), they review information sent to them on their email and respond to digital display ads while they browse the web. All these channels must be at the center of your marketing strategy to run a successful business.



ATTRACTING NEW CUSTOMERS AND RETAINING REGULARS

While attracting new customers is incredibly important as part of marketing, it's only the first step in a multi-faceted approach to growing your business. Once you acquired a new customer, it is equally important to get them to return. A repeat customer spends on average 67% more than a new customer and accounts for roughly 68% of sales. ¹ The key to retaining customers comes down to understanding who they are and building a relationship with them.

THE PROBLEM

In the food and beverage industry getting to know your customers and obtaining contact information from them is not always easy. There are a few digital touch points when a customer visits your venue (e.g., credit card payments) that typically doesn't include obtaining more context on who your customer is (e.g., contact information, demographics, interests, habits, etc). Such information is vital in order to engage with them after they've left the venue and to communicate with them effectively in order to get them to return.

THE SOLUTION: GUEST WIFI

Odds are, you may already have guest WiFi service. You may give out a password or maybe you have a more sophisticated sign-in splash page. Either way, there is an easy way to transform your simple guest WiFi service into a powerful marketing platform.

With WiTS, you can build a splash page that will be able to capture valuable information from your clients when they opt-in to utilize the service seamlessly. There are no complex forms to fill out and customers can complete the task, typically in a single click. This includes capturing email addresses, contact information, demographics, interests and much more. That way you can build a powerful customer database, including information for each customer as well as their behavior and visit patterns across your venues. All this information is readily available to you in order to execute holistic digital campaigns across all digital media, including email, surveys, social and digital display ad campaigns.



How Guest WiFi Works



1 Your customer enters the restaurant with a WiFi enabled device



2 Your customer joins the guest WiFi with a single click, simply and effortlessly



3 You progressively build a powerful CRM of your customers, complete with contact information, demographics, store visit frequency, and much more



4 Automatically execute marketing campaigns involving those customers, utilizing demographics, store behavior, and many other attributes across all digital channels (social, email, digital display ads, surveys) and view insights



5 Effortlessly assess the ROI (return on investment) of each of the campaigns. Understanding how many return shoppers each campaign brings to your venue

Throughout this ebook, you'll discover how to attract new customers and understand who they are and their interests. You will discover methodologies that enable you to obtain valuable feedback for your business and transform new customers to regulars by executing strategic marketing campaigns.

Turn New Customers Into Repeat Customers



Getting a new customer to visit your restaurants is a result of solid work, good word of mouth, and marketing dollars well spent. But as much as you may think your hard work has just paid off, it's now time to recognize that the real work has just begun. Attracting new customers is a tough job that requires a lot of effort. However, keeping them and enticing them to return is just as important.

TURN NEW CUSTOMERS INTO REPEAT CUSTOMERS

Takeaway

- It's important to convert a new customer into repeat customers
- A 5% increase in repeat customers can boost sales up to 95% more
- Create a text campaign to increase awareness among new customers to your brand
- Offer incentives for their next visit
- Optimize your message based on your campaign results

WHY REPEAT CUSTOMERS ARE SO IMPORTANT

While it takes a lot of work to get new customers into your restaurant, by and large, it is far more important to maintain and increase your repeat customers. A Harvard study found that if you can increase your repeat customers by just 5%, you can boost your profits anywhere from 25% to a whopping 95% ^{5!}

Naturally, a solid menu and customer service will go a long way to entice customers to return. However, with so many choices customers frequently need a nudge to return. Putting your brand or logo in front of their eyes after they've left will go a long way to place your restaurant at the top of their choices in their next lunch/dinner plans. WiTS Connect enables you to do just that. Executing marketing campaigns via email or social media takes only a few clicks and uniquely positions your brand at the center of your customers' attention. Moreover, you are targeting customers that visited the venue in the past, focusing your marketing efforts on the people who are most important.

You have complete information on who your customers are, their contact information, and how frequently they visit you with the WiTS Connect platform. It's simple to select the group of customers you wish to target (e.g., first-time customers who haven't visited for the last two weeks) and target them with your campaigns. Most importantly, the platform provides full visibility on the ROI (Return On Investment) of any email marketing campaign. This tells you precisely how many customers visit your venue as the result of the email campaign.

KNOW WHO YOUR CUSTOMERS ARE

Takeaway

- Valuable demographic information is difficult to collect in a non-intrusive way
- Guest WiFi is the easiest way to collect it
- Understanding who your clients are is invaluable for developing marketing strategies
- Gives you critical data to create new opportunities

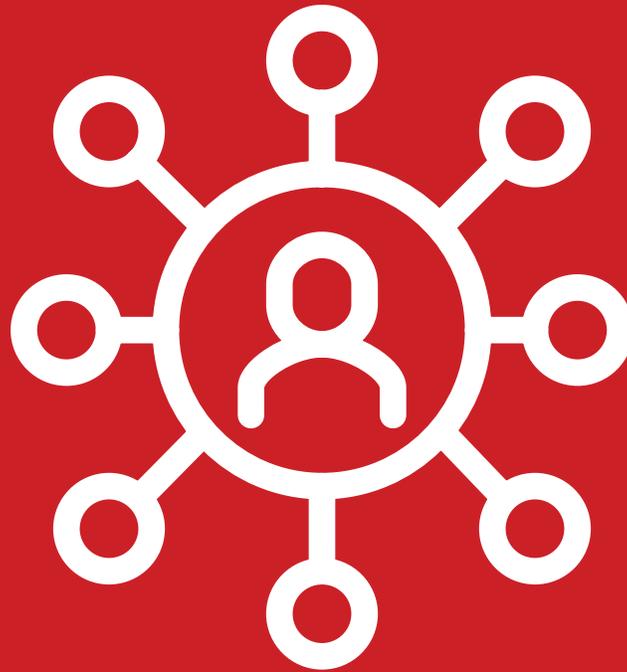
WHY IT'S IMPORTANT

Gaining a deeper understanding of your customers, individually and in aggregate, helps you to develop strategies to engage and communicate with them which builds stronger relationships. You can easily understand the prevailing demographics and interests among your clientele and focus your marketing strategies. Creating valuable contact lists of your customers allows you to stay in touch and communicate with them after they have left the premises. This enables you to engage in a more personalized manner if they haven't recently visited by executing a communication strategy aligned with their interests and preferences.

CREATING NEW OPPORTUNITIES

In addition to demographics, information on where your customers live is highly valuable. Do your customers mainly live in certain areas of the city? Are they traveling a large distance to visit? Such information can generate leads or insights for new restaurant locations based on demand. Demographic information and interests let you concentrate your marketing strategy around restaurant events that appeal to the target demographic.

Reach Your Customers with Social Marketing



Social Media has transformed the way we interact and communicate with customers. Facebook and Instagram are, by far, the most successful social platforms with billions of monthly users. Google Ads is a powerful way to promote your business by using display ads. Many of your customers are likely to have active Facebook/Instagram or Google accounts that they utilize to authenticate to your guest WiFi.

Social data is rich in personal information that would otherwise be hard to collect such as interests, demographics, contact information, and social activity. All these provide powerful insights into your customer base profiles and enables innovative ways to socially engage with your target customers and demographics.

REACH YOUR CUSTOMERS WITH SOCIAL MARKETING

Takeaway

- Facebook's algorithm reduces the amount of posts your page shows in a user's feed
- Advertise to customers who have already visited your restaurant
- Analyze the ROI of each campaign to optimize your advertisements

THE PROBLEM WITH ORGANIC REACH

You currently have only one organic way to communicate with customers on Facebook. If a customer "liked" your Facebook page, a post on Facebook from your restaurants' account could reach that customer.

Facebook uses an algorithm, however, that reduces the number of posts your page is shown in a user's feed. Social@Ogilvy reports that posts organically reach only 2% to 6% of followers. That means if you have 3,000 likes, on average only 60 to 180 people will ever see your post.

Another way to communicate with potential customers is to aim to advertise to people in the vicinity of your restaurant using a geographic filter. However such filters are crude and capture miles around your location that may contain a lot of people, but lacks the amount of precision needed to acquire a new customer.

The solution for this is targeted Facebook advertising using the WiTS platform. WiTS enables hyper-targeted social media campaigns utilizing the data collected when customers authenticated in your guest WiFi. The platform enables targeted campaigns across all social channels including Facebook, Instagram, and Google. That way you can target customers with high precision and nudge them to return. Customers will experience your messages as sponsored posts on their feeds, bringing your brand to the center of their attention.

Social Marketing for your restaurant using the WiTS platform provides a means to reach customers that you are unable to reach in other ways. It also allows you to optimize your marketing budget and build brand awareness wisely. Instead of targeting people in a geographical region, you can promote your brand to a hyper-targeted group of customers that are highly likely to return to the venue.

Above all, measuring the return on your marketing investment with the WiTS platform is straightforward. The platform will inform you how successful the campaign is in terms of bringing customers to your venue. No more marketing guesswork. You can see how much revenue each marketing action brings back to you.

Cross Promote your Restaurants



As your business grows, you may acquire additional locations. Alternatively, if you operate under a group you may aggregate numerous restaurant brands under your corporate umbrella. In both cases, understanding who your customers are and engaging with them is imperative for your business to thrive.

Obtaining customer data at your locations offers unique opportunities to not only upsell but to also cross sell your brands and branches.

CROSS PROMOTE YOUR RESTAURANTS

BEST PRACTICES

It costs, on average, seven times more to attract a new customer than it does to keep a current one. This is something to take into consideration as part of your marketing strategy. Having a wealth of information on your customers at a particular location can be used to your advantage. You can use that data in order to promote new locations or establish additional brands.

Create marketing campaigns, using your customer collections, to promote a new venue or restaurant in the group will make a huge impact. It can bring your new brand or location to the center of your customers' attention in a relatively inexpensive way. It is an effective, targeted marketing practice with fantastic results. Moreover, with the WiTS platform, you can evaluate how successful such a cross marketing campaign is and evaluate the precise number of customers it brings to your new venues.

EMAIL MARKETING FOR CROSS PROMOTION

The Digital Marketing Association revealed that the average ROI for businesses in the US utilizing email marketing was 4300%. The average open rate is 21% with a click through rate of 3.5% making it an ideal vehicle to build your clientele ⁷.

PROMOTE YOUR EVENTS

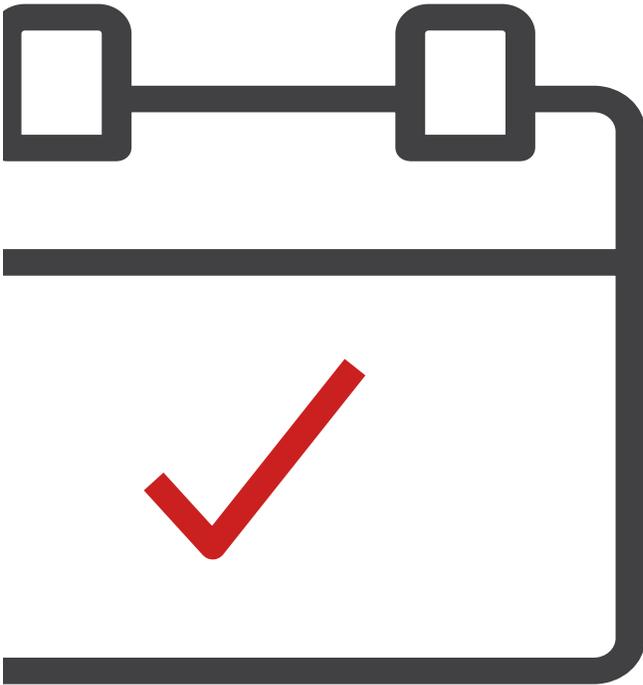
Hosting various events at your venues is a great way to generate interest. It provides additional motivation to reach out and communicate with your customers, inform them regarding upcoming events, and it keeps them engaged. They are a fantastic way to bring back your customers as well as attract new ones.

WHAT EVENTS TO CREATE

Events cater to your customers' interests. WiTS Connect provides a wealth of information to understand your customers' interests and demographics. This information is handy when you strategize on your next event.

There are numerous types of events to run including wine tasting, seasonal tasting, chef or wine producer nights. Special events in which you invite your most loyal customers for a test kitchen event where they can try new seasonal meals or dishes will be appreciated by many. You can always find a reason to get customers to return.

WiTS Connect is an influential platform to promote such events across all digital channels and maintain contact communication and engagement with your customers.



Reaching Out to Existing Customers



Studies suggest that 91% of people welcome receiving promotional emails from companies they do business with

8.

As such, WiTS Connect caters to suitable email lists of highly-targeted customers to connect and engage with.

REACHING OUT TO CUSTOMERS

When it comes to social outreach and social campaigns, according to a study by Marketing Drive, 71% of people prefer advertisements tailored to their interests and shopping habits. Not only do a vast majority want advertisements tailored to their preferences, but a full 44% of them are willing to give up precious information in order to get it.

No matter what form of communication you choose, the information you need to execute your strategy is already collected for your next outreach using the Connect platform.

SOCIAL MARKETING OR EMAIL?

Why not both? Multi-channel campaigns offer great exposure and promote your events across social channels as well as via email.

CONCLUSION

Marketing effectively to your customers and building a relationship with them is crucial to the success of any venue. WiTS Connect offers a simple but powerful way to strategically execute multi-channel digital campaigns and measure precisely the ROI of each. The platform provides a centralized command center for your marketing across all your venues. This contributes to the successful transition of your business to the digital age and is an invaluable asset in your toolkit.

ABOUT WiTS

WiTS is a technology company offering the most advanced Wi-Fi location marketing, advertising and analytics platform in the market. We help our clients build relationships with their visitors and shoppers, and market to them based on their behaviour inside their brick and mortar spaces. Our technology empowers our clients to target their audiences across all digital channels, to create high impact campaigns with measurable ROI.



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