

Wi-Fi Marketing Footprint: Central London case study

- Reach a large, affluent & local target
- Promote real-time offers & events
- Mobile Web Marketing Platform

Increase sales

Point-of-Connection (POC) advertising

Drive customers to your premises

Brand awareness

Content & advertising revenues

Chargeable Internet access

Mobile Web Marketing (MWM) services



- Full control of real-time promotional and marketing messages to local audience
- Attractive Return On Investment using only one WiFi system “per site”
- Advertising full range of services , i.e. live music, latest cinema offers, shop gifts, menu specials, etc.
- Unique Mobile Marketing (MWM) Platform using WiFi and WEB with new ways of monetising content on the mobile web
- Portal Advertising provides ongoing brand recognition and corporate sponsorship (e.g. Sony BMG, Toyota, etc)

WiFi Marketing - how does it work?

- 1) When laptop, phone or tablet is turned on, the device auto-searches until WiFi is detected
- 2) Visitors and business travellers who search for WiFi will always open up this Point-of-Connection (POC) window: Using our system, your brand appears in WiFi window (right) to anyone searching for WiFi up to 2Km away!! Offers and events are promoted real-time to a local target audience. A Branded Message in the window (SSID) – e.g. gigs: “Live Music in 30 minutes at our place!”
- 3) After clicking the branded WiFi link / advert: Your branded splash page (login page) appears with further revenue-generating opportunities Maximising awareness of the brand, promotions and revenue-generating services. The splash page is controlled by your Marketing or local staff and can be updated centrally across several disparate sites



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WiFi sponsor message

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WiFi Marketing - the opportunity

- Marketing, branding and promotion to WiFi users within proximity, irrespective of whether or not they actually use the Internet connection
- Offer WiFi portal users the ability to go to your branded Mobil Web (WAP) store with even further revenue-generating opportunities
- Integrated Mobile Web services will keep a direct and person relationship with mobile-friendly customer, even after they have left your WiFi Footprint (Fixed-Mobile Convergence or FMC)
- Mobile Web content revenues - i.e. music downloads, ring tones, wallpapers, games, recipes, content, etc.
- WiFi Portal can provide ongoing Brand recognition as well as new revenue streams for the management company i.e. targeted local advertising, content provider and corporate advertising
- Provides new, instant communication channel to prospects for range of your services and events

