



8 WAYS WIFI MARKETING CAN INTELLIGENTLY

# GROW YOUR BUSINESS

## 8 Ways WiFi Marketing Can Intelligently **GROW YOUR BUSINESS**

In today's overly-competitive marketplace, retail and restaurant marketers and operators are continuously seeking out ways to increase revenue, lower costs, and create a solid base of loyal, happy customers. To succeed in today's rapidly evolving and competitive market, you need accurate, reliable, and actionable customer data. And you need growth tools with which you can plan, execute and measure the performance of your retail and restaurant marketing and operations strategies.

For years, online companies have been taking advantage of tools that collect, measure and react to customer data to personalize their customers' experience at scale and find operational efficiencies. Customers enter their own digital profile information online. At the same time, their online behavior is being measured and documented. As a result, these

online companies are passively building huge customer databases of rich customer profiles.

These CRM databases are then harvested over time to generate limitless revenue creation and expense-cutting opportunities. These tools have created a significant competitive advantage compared to brick-and-mortar companies.

For brick-and-mortar businesses, this type of data has traditionally been difficult to obtain. And the tools to analyze the data and make it actionable have been very expensive. Fortunately, [WiFi marketing](#) technology has enabled brick-and-mortar establishments a way to passively collect large amounts of customer data, along with the tools to automatically analyze it. Likewise, it provides behavioral triggered messaging based upon customer behavior.

The best part is that retail and restaurant marketers can track the tangible performance of each marketing campaign all the way back to a customer walking back through their door. And it can be done even if customers do not log into your guest WiFi.

HOW WIFI DATA

# COLLECTION WORKS



**E**very WiFi-capable device has a unique identifying ID. When its WiFi is turned on, the device sends out a signal looking for nearby WiFi access points. The device's unique ID is contained within the signal.

At the same time, WiFi access points are constantly listening for signals

coming from individual devices. When a device's signal is detected, the WiFi access point will log the information into a database. This includes the device's unique ID. The ID is how WiFi analytics and marketing platforms like Bloom Intelligence identify and track individual customers.

**E**ven if the customer does not log into your guest WiFi network, you will be able to gather valuable anonymous information from every customer carrying a WiFi-enabled device. You'll see metrics like average dwell times, daily traffic counts, first-time visitors, repeat visitors, visits by day and time, and much more.

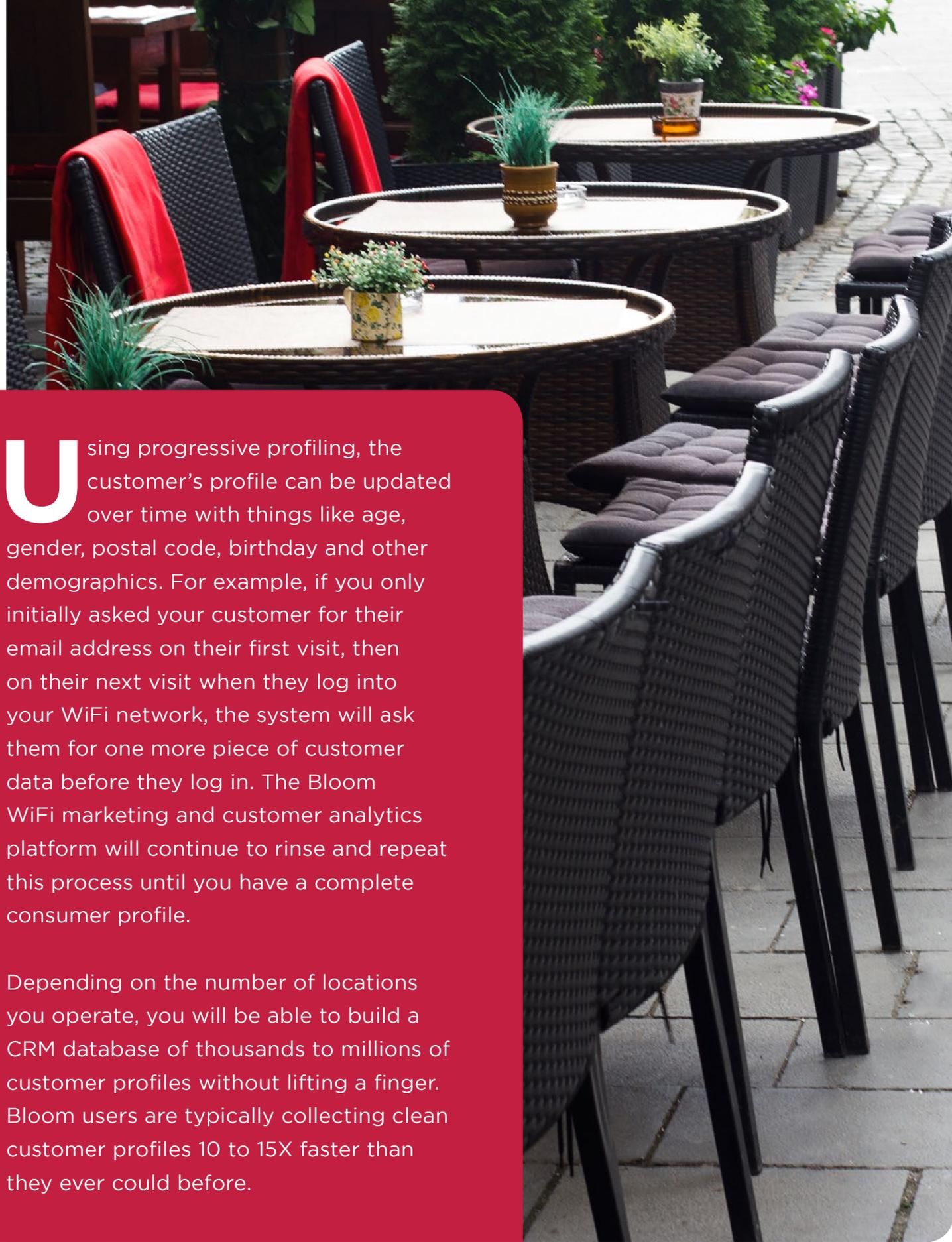


In the background, Bloom Intelligence is cleaning your data. It is removing outliers, and even blacklisting employee devices so that you receive clean, accurate data. This type of customer intelligence can be the difference between having a successful multi-unit operation or a failing business.

When a customer logs into your guest WiFi, they will be taken to a WiFi landing page, or captive portal, where they will be required to register or opt in to access the internet. The WiFi landing page is completely

configurable to promote your marketing initiatives. It will capture any combination of data that you would like to collect or allow customers to skip registration altogether. You can ask for names, verified email addresses, phone numbers, birthdays, zip codes and much more.

At that point, your customer's consumer profile is created and will be associated with that individual device. Any previous or future data associated with the device's unique ID will then be used to continually update the customer's profile.



Using progressive profiling, the customer's profile can be updated over time with things like age, gender, postal code, birthday and other demographics. For example, if you only initially asked your customer for their email address on their first visit, then on their next visit when they log into your WiFi network, the system will ask them for one more piece of customer data before they log in. The Bloom WiFi marketing and customer analytics platform will continue to rinse and repeat this process until you have a complete consumer profile.

Depending on the number of locations you operate, you will be able to build a CRM database of thousands to millions of customer profiles without lifting a finger. Bloom users are typically collecting clean customer profiles 10 to 15X faster than they ever could before.

# USE WIFI MARKETING TO INTELLIGENTLY **GROW YOUR BUSINESS**

**W**ith Bloom Intelligence's WiFi marketing solution, you'll not only have your customers' verified contact information, you'll have their demographic and behavior data as well. These WiFi analytics are key to growing your business.

Below, we'll discuss several ways to grow your business using WiFi analytics and WiFi marketing strategies.



## **Improve Marketing and Operations with Customer Behavior Data**

WiFi analytics provide rich insight into customer behavior at your location, such as:

- **Dwell Times**
- **First-Time Visitors**
- **First-Time Visitor Return Rate**
- **Customer Churn Likelihood**
- **Popular Visit Time**
- **Customer Churn or Customer Loss Rate**

All of these metrics can be viewed for any date or time span you choose. For those with multiple locations, comparisons can be done between two locations, or groups of locations. These groupings can compare performance against different time ranges as well.

Plus, the metrics will be collected from a large sample size of your visiting customers, and they will be collected even if the customers do not log into your guest WiFi. This will give you the ability to identify areas of opportunity to help you optimize operations and marketing.

**F**or example, let's say you operate a restaurant and you have an average dwell time around 30 minutes. Every day at 8am, however, your dwell time increases dramatically for a couple of hours. This is insight you might have not even noticed and can lead you to study your staffing levels or other areas that might be causing the dwell time to increase. By decreasing that dwell time, you can turn more tables and create more revenue by accommodating additional customers.



Identifying these types of restaurant operational inefficiencies quickly is critical to the success of any restaurant or store owner.

PERSONALIZE YOUR CUSTOMER  
EXPERIENCE AT SCALE WITH

# CUSTOMER PROFILE COLLECTION



**D**o you know who your customers really are? Are you aware of how they behave, how often they visit, or where they are from? Do you need assistance identifying your various customer personas?

WiFi marketing and customer analytics can tell you all of these things and more.



As discussed above, when a customer logs into your WiFi network, a customer profile is created. Over time, you'll collect thousands to millions of customer profiles to study and derive this type of customer insight from. This aids in driving new revenue opportunities or identifying operational inefficiencies.

Once you have captured verified customer contact information, you can start re-marketing to the customer based upon their behavior. You can do this for the lifetime of the customer, as long as they have the same email address or phone number. For example, when was the last time you changed your email address or phone number? We are talking about a low-cost process to generate cold, hard cash.

This provides a powerful way to get a detailed portrait of your customer base to help you make smarter, more effective, data-driven marketing and operations decisions. Given the competitive nature of today's restaurant and retail industries, customer profiles have become a key component of retail or restaurant marketing strategies and operational excellence.

If you're not collecting customer profiles already, you need to get started as soon as possible, because you are leaving money on the table. A WiFi marketing and customer analytics platform like Bloom gives you a way to passively collect these profiles quickly and easily. This allows you to personalize your customers' experiences and your marketing messages at scale.

To see the value of customer profiles in detail, [download our free white paper here.](#)

# DEVELOP MARKETING PERSONAS WITH **CUSTOMER SEGMENTATION**

**W**ith Bloom Intelligence, you can create various customer personas by sorting, filtering and saving customer profile lists based on criteria you choose.



For instance, you could create a list of men under 40 who haven't visited in more than 30 days. Or, you could create a list of all customers who have an average dwell time of over 2 hours and who have visited more than 5 times.

You can create and save as many lists as you'd like. Likewise, you can make them static or smart. Static lists will never change once they are created. Smart lists will change over time, adding customers who meet the criteria or removing customers who no longer meet the criteria.

According to CMO.com, [targeted advertisements](#) are, on average, almost twice as effective as non-targeted ads. This being the case, wouldn't you want to send a different message to men under 30 who visit your late-night happy hour than a group of businesspeople who come once a week for an early lunch? Customer segmentation allows you to identify these various personas so you can create and send different marketing messages to each of them.

For more details, [download our free customer segmentation white paper here.](#)

## IMPROVE CUSTOMER ENGAGEMENT **WITH CLEAN, ACCURATE DATA**

**S**ome customer CRM databases or WiFi marketing companies allow customers to enter bogus data.



Customers may enter an email address or other data that is entirely made up and doesn't exist. This creates scenarios that can be detrimental to your marketing and operations strategies.

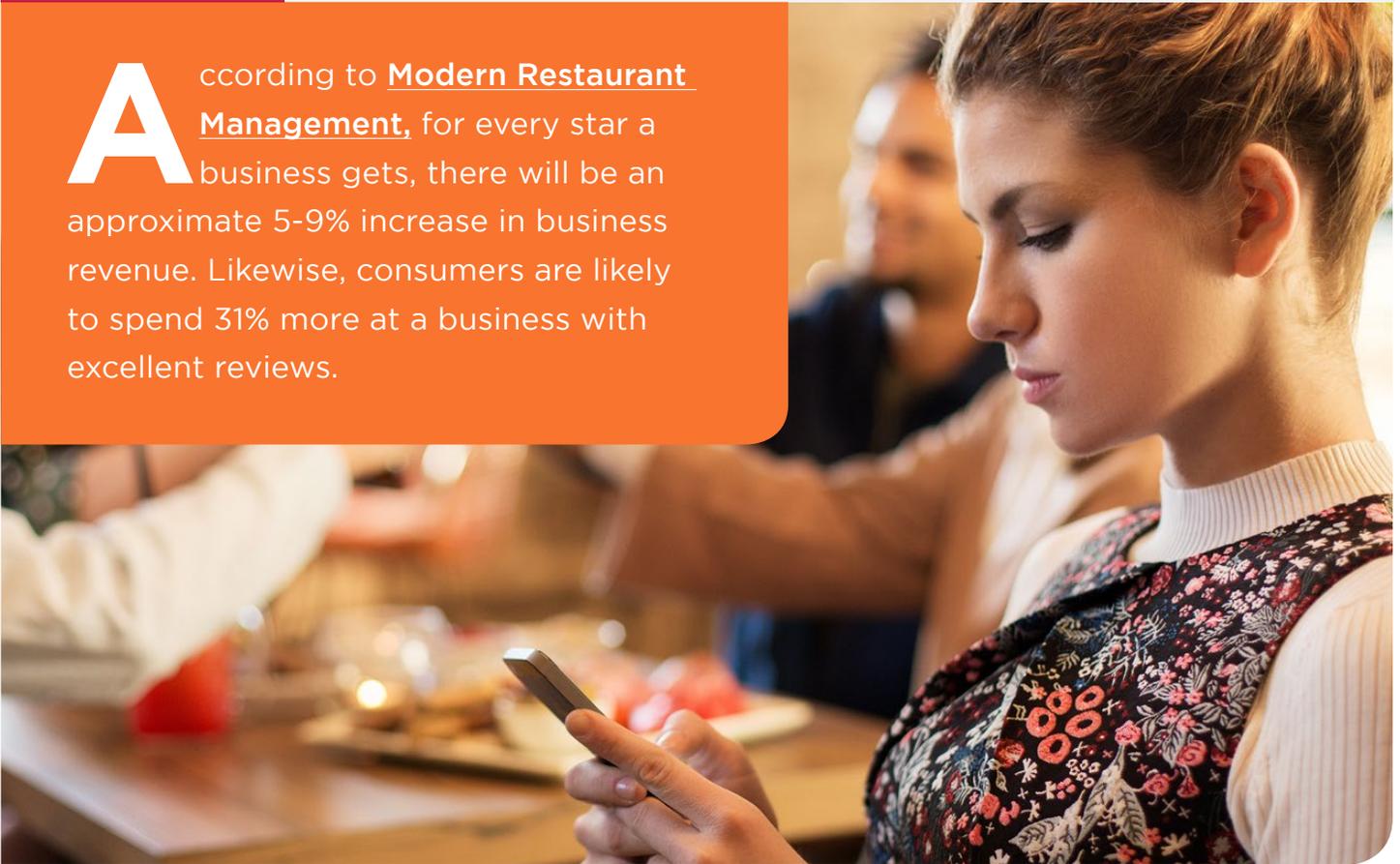
Bloom Intelligence knows that accurate and reliable data is the key to effective WiFi marketing. That's why we make sure to provide the cleanest data possible. Whenever a customer enters an email address, Bloom verifies it in real time. In addition, Bloom sets cleaning parameters around phone numbers, zip codes, and birthdays. Should a customer enter data that appears false, Bloom will ask them for the correct information.



Be wise! Installing and configuring a low-end WiFi marketing solution that will not clean and normalize data will result in a loss of time and money because it will not be useable to its full potential. Accurate and reliable data allows you to personalize your customers' experiences which has been proven to improve engagement and increase the profitability of your business.

## IMPROVE ONLINE CUSTOMER RATINGS AND REVIEWS

According to Modern Restaurant Management, for every star a business gets, there will be an approximate 5-9% increase in business revenue. Likewise, consumers are likely to spend 31% more at a business with excellent reviews.



It only makes sense to keep track of your online ratings and reviews and measure customer satisfaction in real time. The easiest way to obtain a great review is to watch for customers who are having a great time, or those who outwardly compliment your

establishment in some way. When you see someone like this, approach them and simply ask them to rate their experience on Yelp, or Google, or any other major ratings website.

The most powerful way to improve ratings is to provide

amazing food, service and ambiance. However, a quality WiFi marketing and customer intelligence platform will offer a way to improve your ratings automatically and even create customer feedback loops to improve your business.



**A**s discussed above, when a customer logs into your WiFi, you now have their email address. Also, the system can tell when the customer leaves your place of business. So, you can have the system send an automated email a few minutes or hours after they leave. In this message, you can ask them to rate their recent experience. There is a ratings widget built right into the email.

If the customer gives a rating that is above a threshold you configure, say 3.5 stars, you can respond with another email asking them to rate you on any of the major ratings websites. This is a great way to continue reinforcing higher ratings on these websites.

More importantly, should the customer give you a rating below your set threshold, you can respond with an email containing a sincere

apology, and an incentive for them to come back and give you another chance. This can help mitigate the chances that they leave a scathing review on one of the major ratings websites.

Over time your ratings will begin to climb, improving revenue for your business.

For more details, [download our free ratings & reviews white paper here.](#)

## RESCUE AT-RISK AND **CHURNED CUSTOMERS**

**B**loom's WiFi marketing and advanced algorithm sets are monitoring each customer's frequency distribution, individually and as a whole, to understand your customer attrition rate.



By analyzing customer frequency, the platform is able to accurately predict when a customer should be returning for another visit. If the customer does not return by that date, they are identified as a customer that is “At-Risk” of churning and tagged as such in the database.

Using Bloom's automated marketing suite of tools, you can create a campaign that will send an email to a customer who has just been identified as at-risk of churning, or who is deemed as never coming back to your operation. The email can contain an

incentive to increase the chances they will return for another visit.

Bloom will track the performance of this campaign all the way down to the email open rate and the customer coming back into your location, as well as the ROI of the campaign. Bloom users are saving up to 38% of their at-risk customers. In these terms, how can you afford not to be tracking at-risk customers, and creating processes to retain them? It is commonly known that it is cheaper to retain a current customer than to acquire a new customer.



A company's customer base is arguably its most important asset. And as customers continue to return to your place of business, the more valuable they become. This is exactly why controlling customer attrition can pay huge dividends to a company's bottom line. And it's why retaining customers is an absolute necessity for a business to be as successful as possible.

To see it in action, [download our free customer success report here.](#)

## CREATE A CUSTOMER LOYALTY PROGRAM

**C**ustomer loyalty programs are enormously popular in restaurants and retail locations all over the world. Owners and operators know this customer-engaging marketing strategy has a potent capability to expand their customer base and extend the average lifetime of their customers.



A quality loyalty program can turn your occasional customers into frequent patrons, increase your per-person-average, and elevate your bottom line. These customers expect, and are ready to receive your offers, updates, coupons, and messages. And they are the ones who are going to actively engage with them.

The rub is that your loyalty program is only as good as the number of customers on the platform. Typical retail or restaurant marketers only have 3-7% of their customer base on their loyalty program. You can utilize Bloom as your customer loyalty program, or to build your current one with ease, speed and clean data. Bloom does not sell or share your data and has a host of out-of-the-box integrations to automatically populate your customer

data into your preferred platform. With Bloom, it is simple to set up a triggered message that can be sent to customers when they reach a specifically configured number of visits, or exhibited other specific behavior.

For instance, you can create a loyalty program that rewards customers with a free meal on their 10th visit. Once the WiFi analytics platform recognizes they have reached ten visits, it can fire off an email with a voucher for their free meal. And the great part about it is that you can set it and forget it. Everything is done for you behind the scenes. Plus, you'll see how many customers receive the email, how many returned, and how many redeemed the voucher.



For more details, [download our free customer loyalty white paper here](#)

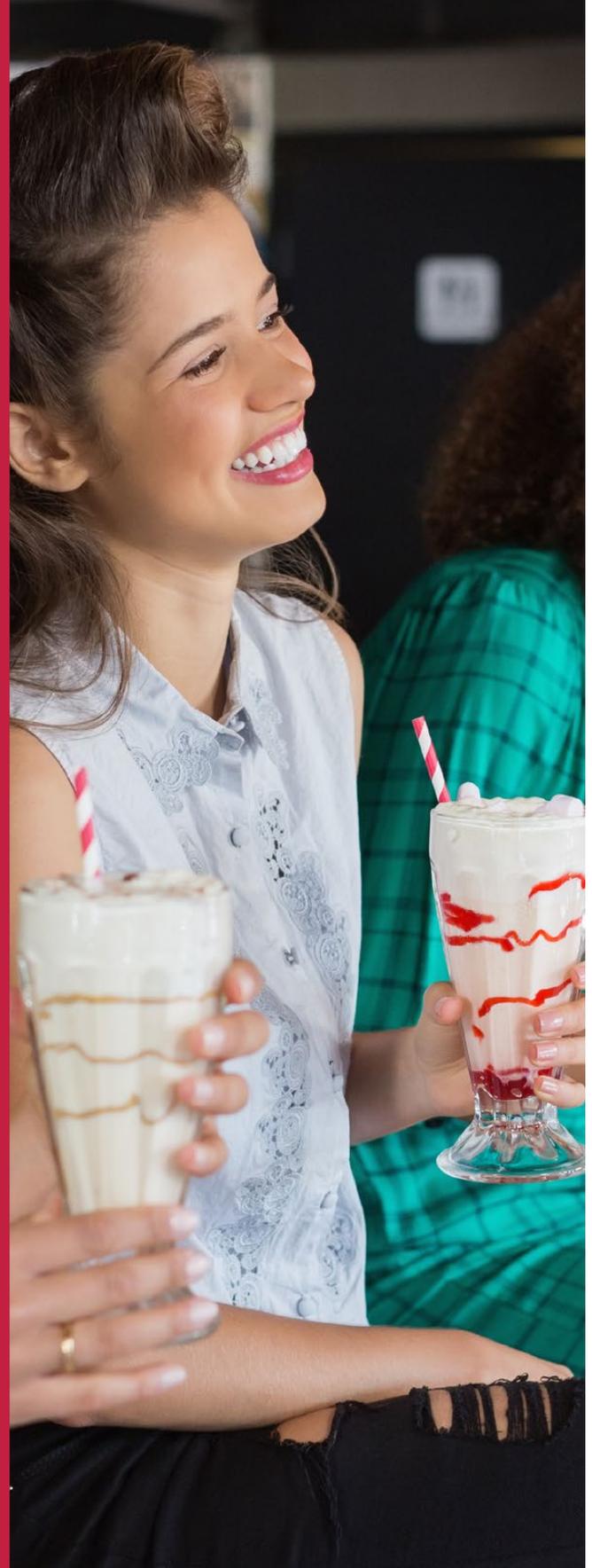
ENJOY THE BENEFITS OF  
**MARKETING  
AUTOMATION**

**W**hat's great about using Bloom's WiFi marketing solution is that you can set up triggered, automated marketing campaigns based upon customer behavior and/or demographics. Plus, you can send these messages to specific customer segments, as discussed in the Customer Segmentation section above.

You'll finally be able to target different marketing messages to different segments of your customers based on a very large sample size of actual data. And since Bloom tracks performance on every campaign, you can optimize your marketing for the best results possible.

**M**essages can be sent immediately, at a future date and time, on a recurring schedule, or when a customer meets specific behavioral criteria (triggered). You can send triggered messages based on:

- Milestone – when customers reach predetermined milestones such as their 10th, 25th, or 100th visit.
- Loyalty – every time a customer reaches a predetermined number of visits
- Rating – when a customer provides a rating at or below a level you specify
- Anniversary – when customers reach the anniversary of their first visit
- Birthday – a few days prior to a customer’s birthday
- Upon Exit – a predetermined number of days or hours after a person leaves a location
- Upon Registration – shortly after a guest first registers (logs in) on your WiFi
- At Risk of Churning – when a customer has been determined as unlikely to return by our statistical model
- At Risk (number of days) – when a customer has not returned after a set number of days



For more detailed examples of WiFi marketing campaigns, [download our free WiFi Marketing Guide.](#)

## Get Started with **BLOOM TODAY**



**Y**ou can get started today using Bloom's WiFi marketing and analytics platform to begin collecting detailed customer profiles, segmenting your customer base into various personas, improving your online ratings, rescuing churning customers, creating an easy-to-use loyalty program, and executing efficient and effective marketing campaigns.

Until recently, retail and restaurant marketing professionals have been at a serious marketing disadvantage when compared to ecommerce businesses. But now with the WiFi marketing and customer growth tools from Bloom Intelligence, physical locations can gain a competitive advantage against their peers and catch up to online-first companies.

Now you can confidently create extremely targeted marketing campaigns that you can measure precisely. This will allow the execution of robust and profitable marketing efforts. You'll be able to measure results and duplicate your successful campaigns. If they do not perform well, you can easily adjust your tactics and watch the results in real time.

This all means one thing - no more guessing! Successful restaurant and retail operators are using data to increase their operational efficiencies. They're creating successful, personalized marketing campaigns that can all be automated and tracked and optimized.

[Click here to schedule a demo](#) to see how Bloom Intelligence WiFi Marketing and Customer analytics platform growth tools will benefit *your* operation.



**BLOOM**  
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