

WHAT IS WI-FI GUEST MARKETING

Guest Wi-Fi is one of the most requested guest amenities and providing digital connectivity to your visitors is an expected utility. For many people, accessing guest Wi-Fi is one of the first actions they take once they arrive at venue. This makes the Guest Wi-Fi experience often the first touch point for interaction with your fans and guests.

From digital ticketing and mobile food and beverage ordering to in-game replays, in venue experiences depend on wireless connectivity for fans. Sports Teams understand this need for connectivity, but often overlook the guest Wi-Fi channel as part of an omni-channel strategy. Omni-channel experiences are about leveraging data to develop physical experiences that act, behave, and can be understood like digital experiences. Guest Wi-Fi marketing is a critical tool within an omni-channel marketing strategy, whether you are a large sports team, a museum, or an entertainment venue.

Every time a fan signs into your guest Wi-Fi, it is an opportunity to identify and validate that fan's profile. Once a valid profile is secured, it enables personalized content that is relative to the individual, delivered in the moment, and is based on past behavior. This visitor authentication - using guest Wi-Fi - can be the bridge between your company's CRM system and its attendees and closing this gap means more valid fan profiles and better marketing ROI.

WHY LEVERAGE WI-FI

Customer Identification

Our identity management and data validity tools create a dynamic network of data, ensuring all guests are signing in with authentic information to access your guest network. Our data authentication and global blacklists eliminate worthless data in your CRM to create more effective marketing campaigns with higher ROI.

First-Party Data

Utilizing SocialSign.in's platform, businesses are able to collect first-party opt-in data from customers in return for guest WiFi access. The information captured creates a digital customer profile that can be leveraged for future targeted marketing journeys and promotions.

Live Engagement

Businesses are able to provide relevant, real-time, digital experiences to guests. SocialSign.in delivers seamless one-to-one connection to enrich the customer experience and drive end user actions both on- and off-site.

Revenue Generation

Businesses use Wi-Fi Marketing to drive additional revenue by offering Wi-Fi advertising space to local and corporate sponsors, and as a mechanism to drive ticket sales, coupons, loyalty programs, and mobile app downloads.

KEY BENEFITS OF SOCIALSIGN.IN

- ▶ We are a service not just a technology tool, ensuring best practices and support to harness the incredibly effective in-store Wi-Fi channel
- ▶ Proprietary data validation technology ensures accurate profiles
- ▶ Bridge Guest Wi-Fi into over 85+ platforms including Salesforce
- ▶ Branded, dynamic, personalized, multi-lingual experience
- ▶ Effortlessly build 1st party marketing databases
- ▶ Globally federated web services and support for localized legal requirements (US+CAN, EU, APAC)



High-quality
lead generation



Get 7X Better Data



Dynamic branded
experiences in over
25+ languages



Deliver personalized
content and
promotional offers on-
site and post-visit



Authenticate every
email collected



Easy CRM integration -
push leads directly into
your CRM



Offer multiple
experiences; surveys,
flyers, offers, links,
social, etc.



ADA, GDPR and
CCPA Compliant