

# New Wi-Fi Environments and eMarketing Opportunities

Wi-Fi and eMarketing for the Retail and  
High User Density Environments



# The New Environments: Monetizing a Retail Wi-Fi Network

Nielsen recently released a statistic that smartphone usage in the United States has topped 60% of its entire population (that's 3 out of 5 people), and nearly 30 percent of American tablet owners have a tablet that comes with 3G or 4G connectivity.

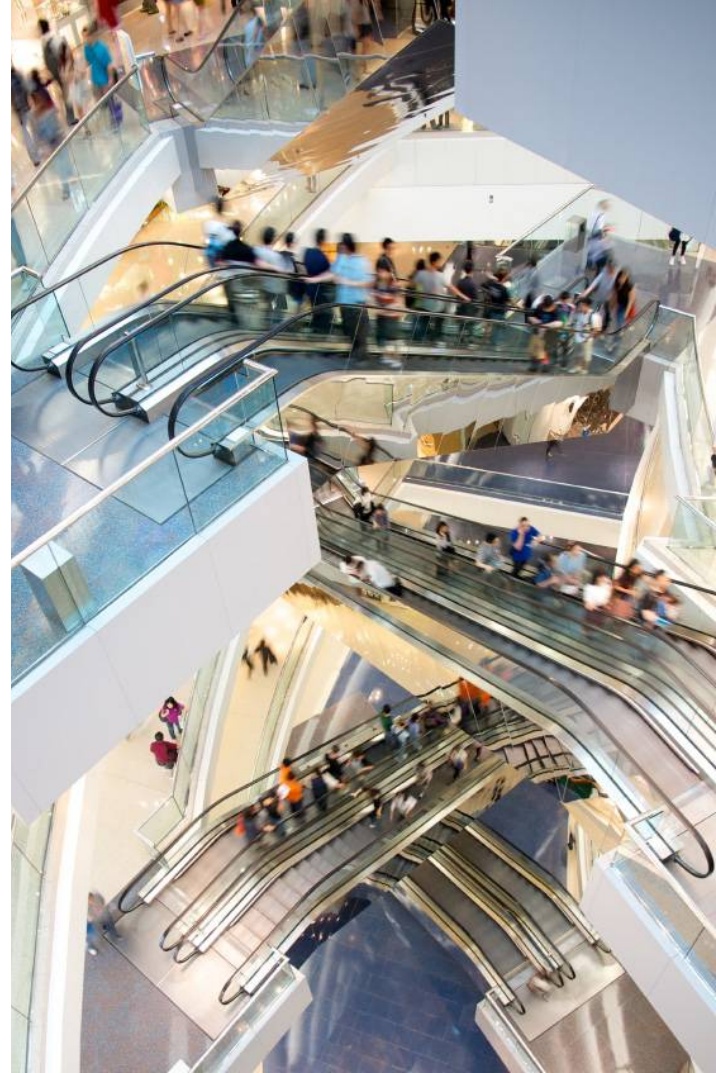
Multiple Wi-Fi-enabled devices are everywhere... and so are the opportunities to capitalize on their usage. New, rapidly developing techniques and technologies are emerging; tools to be used for businesses to elevate the user experience, and for consumers to enjoy entertainment, discounts and social media wherever they may be – the mall, at a football game, or shopping for groceries.

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Wi-Fi networks are popping up quicker than you can say 4G. When emarketing and advertising initiatives are integrated with location analytics through a Wi-Fi network, customer engagement—that wasn't possible before—can be actively optimized to suit your venue, helping to improve customer loyalty and extending the reach of your brand.





## The New Environments: High User Density Wi-Fi Network

These days, when people come to your space, they're expecting seamless, free wireless access without inconvenient boundaries or disruptions.

Sports fans in particular are expecting quality connections before, during and after the big game – researching stats, sharing photos, and watching instant replays.

Modern fans are looking for the stadium experience - an experience that HD TV just can't touch. Fans will brave sleet and rain but can get very cranky having to endure hours of disconnect from their smartphones. Wi-Fi enhances and crystallizes your venue's appeal, and sports fans in particular can

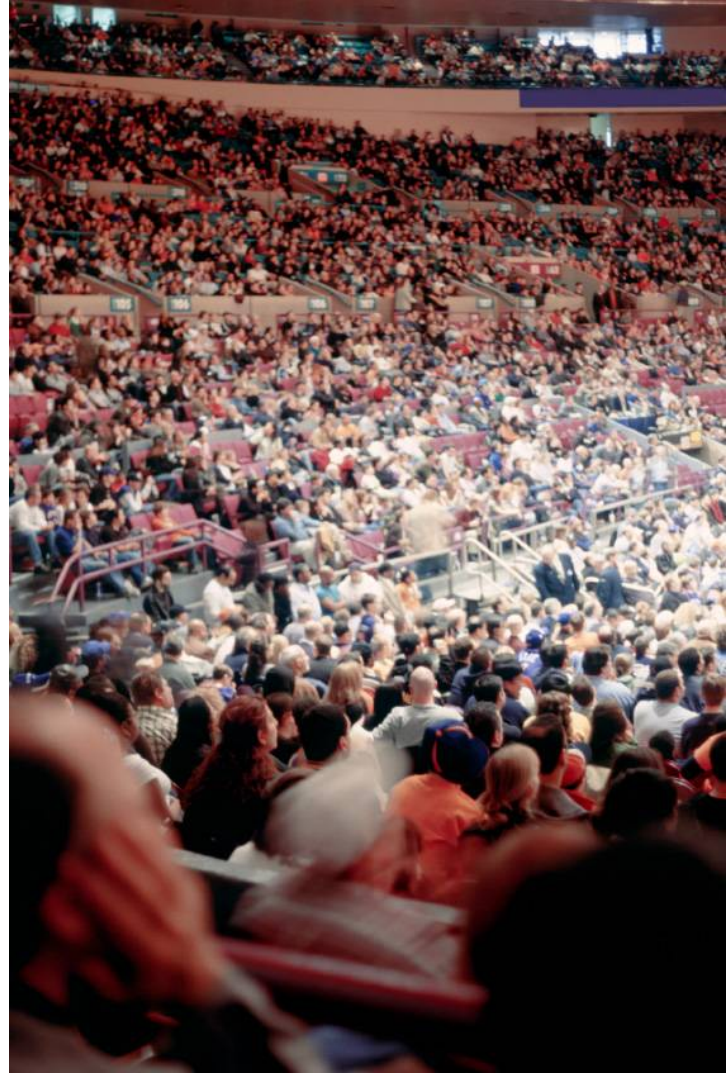
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**By 2016 all NFL stadiums will be Wi-Fi enabled. That's over 2 million Wi-Fi enabled consumers on a single weekend.**

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only grow to be more loyal to the teams, stadiums and brands that offer them the services they're looking for.

More stadiums, auditoriums, conference centers and tracks are connecting their populations to quality service—with a significant ROI.



# The New Opportunity: Location Based Services Who, When and Where?

The rising star in Wi-Fi technology is location-based analytics. This technology allows businesses to send location and time-based messages, various deals, reminders, and coupons to customers, and also provide an in-depth analysis of trends, helping businesses organize events and promotions. Modern retailers are rushing to offer up these services, as they align target customer demographical wants and needs with business strategies.

It is within this ever-changing atmosphere that companies have opportunities to initiate constructive

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**By treating Wi-Fi as a platform, your business can unlock new ways to advertise, generate revenue, and stay ahead of the curve.**

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conversations with their marketing teams - creating ROI through what is being called: 'click and mortar' opportunities.

Brands can target their ads by location, device (including smartphones and tablets) and day of the week/time of day - ensuring customers are getting relevant offers that they want - keeping them coming back for more.

Wi-Fi isn't solely a bandwidth technology; it holds within itself the makings of new ways to reach consumers wherever they are.



So, how can you get in the Wi-Fi eMarketing game?







Wi-Fi powered customer insight and analytics

Use social media, e-marketing, and location analytics to gain a higher level of engagement with your customers.

## Turn your network into a powerful marketing tool.

In the good old days, it was exceedingly difficult to attain any information about someone's shopping habits, interests, patterns before they arrived at the cash register. With the advent of **engage!**, now you can use analytical information gathered to change the face of your retail operations.

- Understand your customers and their preferences
- Monetize your network
- Monitor and elevate your social media profile
- eMarket with eShot targeted email
- Reward customer loyalty

Having a great retail Wi-Fi network now goes beyond just making sure that adequate signals are available to shoppers, these networks can provide specialized targeting to support sales and store-customer relationships. The more that stores know about their shoppers habits, the better they can tailor their pricing and marketing to entice those shoppers to buy their store's products. Improving the customer relationship can benefit both business and consumers – as many retail companies are quickly discovering.

[info.deepbluecommunications.com/engage](http://info.deepbluecommunications.com/engage)



## eMarketing

Use captured demographics to target consumers

The eMarketing tools available within engage are a great way to promote your business. You can customize your splash (log in) page with your branding and advertising, redirect users to your website or other landing page after login, and send targeted advertising via email.

Our comprehensive analytic data package provides a wide range of information about your customers, allowing you to segment and target just the consumers you want to reach.

eShot sends a coupon or special offer directly to your target demographic.



## Social Media

Schedule your social media posts in advance and free up time for other duties.

The social media section provides a convenient place from which you can post directly to your Facebook and Twitter accounts, eliminating the need to endlessly bounce back and forth between multiple browser windows and accounts.

*Updates* - Save time by scheduling all your posts at once thereby freeing up your daily schedule.



Social Media is today's "Word of Mouth Advertising"!

## The Login Process and Raising your Social Profile.

Users who log in using engage are asked to 'Like' your facebook page or 'Follow' you on Twitter, promoting your social media presence. This raised media presence gives you a wider network of friends and followers with which to engage. You will appear on more social feeds, creating the opportunity to further increase your presence and promote your business.

# Features and Benefits of engage!

## **Inexpensive and Valuable**

Avoid the high monthly fees of most marketing and reputation management services.

## **Content Management System**

Manage your Social Media content from one convenient place.

## **Targeted eShot Email Delivery Service**

Use captured email addresses to send special offers based on user's gender, age, number of visits, or birthday.

## **Social Scheduling and Updating Timesaver**

Save time by scheduling your posts ahead of time.

## **Facebook Likes Tracker**

Track Facebook likes and unlikes to see how well you are doing socially.

## **Social Media Exposure Gauge**

Know the total reach of your tweets and posts.

## **Customer Demographics Collector**

Capture demographics from user's social media accounts upon login.

## **Customer Analytics and Reports Service**

Engage! includes a wide range of customer reports based on age, gender, location, and more.

## **Monetization Tool**

Recoup costs with advertising and other avenues of monetization.

## **Easy Custom Splash Page Designer**

You control your splash (login) page. Easily customize your splash page with your own branding.

## **Network Analytics and Reports Service**

Engage! includes a wide range of customer reports based on age, gender, location, and more.

## **Page Impression Counter**

**Count page impressions by users, age and gender. Track viral, organic and paid sources.**



You are passionate about customer satisfaction.  
We are passionate about Wi-Fi.  
Together, we are a perfect match.



## Interested in Learning More?

Deep Blue Communications is committed to ensuring that its' customers have the latest information to make accurate and knowledgeable decisions on the installation, usage and application of their Wi-Fi network. Incorporating the newest trends and technologies into an existing or new Wi-Fi network will be a key factor of success as Internet access and ease of use become increasingly important to consumers.

Contact us today for a FREE consultation on  
engage! and your Wi-Fi network

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