

WIFI MARKETING CO.

Grow Your Database Effortlessly



High-volume, high-quality leads

Jim Butler Chevrolet is located in Fenton, MO and as the fastest growing dealership in the region, they are always looking to improve the quality and reach of their communications.

The Challenge

Prior to WIFI Marketing Co., Jim Butler Chevrolet was struggling to collect quality email addresses. Their website was providing less than 100 emails per month on average and the email list they received from Chevrolet, while lengthy, was poorly targeted and generated few sales or dealership visits despite extensive communications. This left them stuck with a trade-off between low-volume, high-quality leads and high-volume, low-quality leads.

The Solution

WIFI Marketing Co. solved this tradeoff by seamlessly collecting emails through WiFi and automating marketing communications. Now, when a consumer enters Jim Butler Chevrolet they provide their email address in return for access to free guest WiFi. Despite customers' prior reservations in providing contact information, emails are now flooding in. And by tying customers' email addresses to their MAC addresses, WIFI Marketing Co. can tell whenever someone walks back into Jim Butler or any other company in their network.

Highlights

6x

Lead generation

44%

E-Mail open rate

The Results

With WIFI Marketing Co., Jim Butler was able to collect more than 6x what they were previously collecting through their website! They were also able to obtain higher open and click-through rates on their almost 900 automated WIFI Marketing Co. emails compared to their more time consuming efforts using ExactTarget. These efforts resulted a 36% Walk-Through Rate™ meaning more than 1/3 of customers returned within seven days of receiving an email.

About WIFI Marketing Co.

WIFI Marketing Co. pioneered WiFi marketing, and continues to set the pace for an innovative and fast-growing industry. We help businesses with physical locations use WiFi to dramatically improve customer acquisition, loyalty and value. Our platform automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date.

Contact us and we'll help you start connecting with the real people visiting your businesses, no matter how busy you are.

+1 416 548 4133

connect@wifimarketing.co

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