

WIFI MARKETING CO.

Grow Your Database Effortlessly



Smart marketing with WIFI Marketing Co.

Founded in 1981, Las Palapas offers delicious Mexican food to the San Antonio, Texas community. Gene Larson, a successful business owner of two other restaurant concepts, became a new franchisee in 2004 opening a single Las Palapas (LP) location at Leon Springs with his partner. While Gene was provided with training resources from the franchise, marketing at the store level was his individual responsibility. LP Leon Springs needed to quickly and efficiently build their customer database and cultivate customer loyalty turning new guests into long-time repeat customers.

The Challenge

Prior to finding WIFI Marketing Co., LP Leon Springs had struggled to collect customer contact information. Gene reminisces, "There was no database, no outreach, and no time to think about marketing." He lacked an efficient way to connect with his customers, run promotions, and spread the word about new menu items and happenings at the restaurant.

The Solution

Gene plugged in his new WIFI Marketing Co. Access Point and instantly started collecting customer email addresses through a custom-branded WiFi portal. Las Palapas Leon Springs started building what Gene likes to call "his master file"—complete with visit history and demographic profiles

Highlights

2,600+

Contacts collected

4,100

Return customers

15%

Walk-Through Rate™

“With WiFi Marketing Co., we have collected thousands of our customers’ contact information without any effort through signups or fish-bowls—and it’s happened seamlessly along-side our operations. The ability to capture and maintain our customer database with no input other than guests connecting to the WiFi is pretty remarkable.”

–Gene Larsen, Franchise Owner

including name, age, gender, and location. Using this data, Gene created customized smart messages that automatically reached out to his first time, lost, and loyal customers to bring customers back to the restaurant.

The Results

Within the first 30 days, Gene collected 250 new customer email addresses and has now grown that list to over 2,600 customers over the course of the year! Through automated smart messaging and targeted message blasts, LP Leon Springs boasts a 15% Walk-Through Rate™ equating to 4,100 customers returning as a result, with one campaign in particular driving record sales to their new Sunday brunch menu! WiFi Marketing Co. has changed the game for LP Leon Springs.

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.

It allows communication that is more personal and precisely targeted, and directly measures the in-store impact.

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

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