

## WIFI MARKETING CO.

Grow Your Database Effortlessly



# The Social Diner Using WIFI Marketing Co. to Show ROI for Clients

Andrew Voirol became a WIFI Marketing Co. partner in 2017. His agency, The Social Diner, specializes in marketing and IT management solutions for the hospitality industry.

His services include social media management, email marketing campaigns, website design and digital advertising, like Google AdWords. He also helps some businesses manage their online reputations.

He got his professional start with technology as a teenager. He says, "I did everything from software development to hardware engineering to collaborative design solutions for large Fortune 500s." At the same time, he fell in love with the food and beverage industry and has tried his hand at most restaurant jobs, from bartender to chef.

When local restaurant owners started asking, "Who can help me with this digital marketing stuff?" he saw an opportunity. Combining his technical expertise with a deep understanding of his clients' businesses has made him WIFI Marketing Co.'s most successful partner.

WIFI MARKETING CO.  
CERTIFIED PARTNER

Our Partner Program is the best way to get started. It includes two tracks:

### Track 1

Certified Partners amplify their product offerings and revenue by reselling WIFI Marketing Co.

### Track 2

Referral Partners refer WIFI Marketing Co. to their network and let our team do the work

# “We want our customers to make money off technology, not just spend money on technology.”

–Andrew Voirol, Owner, The Social Diner

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## The Challenge

Many small businesses in this space don't have the time, resources or expertise to do marketing well. Digital marketing is especially challenging because a lot of the tools needed to do it effectively are expensive or difficult to learn. For these reasons, agencies like The Social Diner are in high demand.

However, these agencies all face a similar problem. Marketers serving brick-and-mortar retailers often have a tough time proving their work drives customers in. If a marketer can't show how they're bringing people through the door, they will be shown the door.

The food and beverage space also relies heavily on comment cards, fish bowls filled with business cards and other antiquated methods that are painfully manual and not effective. Andrew knows his email marketing efforts depend on good contacts, so getting clients to switch to a more effective practice would make his life easier.

An important service Andrew offers is reputation management. He helps monitor and respond to customer complaints online, but sometimes there is a lag in the time it takes to respond to customers, resulting in a negative customer experience. A more responsive process would help him improve this offering.

Andrew has to prove ROI to grow his business and ensure his clients' investment in him is paid off with real value. He says, “I wanted to be able to use digital tools in a way that gives offline conversion measurements against our digital advertising campaigns.”

## The Solution

After a simple setup, WIFI Marketing Co. generates a dynamic list of contacts, in real-time, complete with visit history, public demographic information and customer segmentation. In-store signage alerts customers that there's free WiFi. When they log in, a branded portal advertises the Mooyah app and a brief survey asks if they've already downloaded it.



WIFI Marketing Co.'s reputation management tool helps promote good reviews and encourages customers who have bad experiences to interact directly with staff to resolve issues.

## The Results

WIFI Marketing Co. has given Andrew a new set of tools to better serve his clients. With WIFI Marketing Co. constantly collecting contacts, his clients' lists are always growing and refreshing with the most up-to-date info. This ensures communications are sent to the best possible pool of customers. With WIFI Marketing Co., Andrew can show how many customers come back after an email is sent using WIFI Marketing Co.'s Walk-Through Rate™, a proprietary metric that gives real insight into whether customers come back as a result of a marketing message.

Additionally, the ability to intercept negative reviews has been a huge asset for his clients. He says, "It's tough to quantify, but the average is about a 33% increase in overall star ratings." WIFI Marketing Co. gives them a way of venting before they go online to sites like TripAdvisor. Andrew adds, "Positive feedback has been increasing since we've implemented WIFI Marketing Co."

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## Become a WIFI Marketing Co. Partner

Our track for Certified Partners is perfect for marketing agencies. We equip them with co-branded marketing collateral, monthly promo pricing, marketing development funds (MDF) and webinars. Additionally, we've created an onboarding process that educates our partners on our hardware and implementation.

Referral Partners can also take part in our partner program by simply referring clients and letting us manage the merchant relationships.

If WIFI Marketing Co. sounds like something you'd like to offer your clients, we'd love to hear from you.

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