

SMART, ON-DEMAND MARKETING

DESIGNED FOR
PUBLIC SPACES

- ✓ Grow your business and invite loyalty with informed analytics
- ✓ Ensure legally compliant WiFi areas which are securely hosted and managed
- ✓ Drive footfall with targeted marketing, aimed at your audience



LEARN MORE ABOUT
YOUR CUSTOMER
DEMOGRAPHICS



PROVIDE CLEAR SIGNAL
IN SINGLE OR MULTI-SITE
LOCATIONS



CREATE INTERESTING
CONTENT TO INVITE
RETURNING REVENUE

SMART, ON-DEMAND MARKETING

What is On-Demand Marketing?

WiFi is more popular than ever with the rapid growth of mobile tablets and smart phones. Blue Scorpion ODM is an “On-Demand Marketing” solution to help retailers capture live data from guests using their public WiFi solution. Compelling feature-rich offers are delivered direct to the consumer through our Blue Scorpion ODM CMS and campaign management software platform. Coupled alongside our content filtering and online analytics profiles you can learn more about your customers than ever.

Why install safe WiFi?

Legally compliant WiFi is a topic which is well understood. When installing a public WiFi solution for your customers to use there are a number of transactional responsibilities you must cater for as the supplier of this amenity. Firstly, you must protect the transfer and storing of any personal or business data shared and that includes any financial exchanges which may take place within your WiFi space. Beyond this it is essential to protect the consumer from unwanted or restricted material and as such content filtering is a key consideration for many smart businesses. Aside from appealing to best practice there are a number of legal obligations for why your company should install safe WiFi so when you choose to move ahead with On-Demand Marketing, why not take time to secure the two in tandem?

SCENARIOS



Hairdresser

On average a customer having a cut, colour and blow dry could spend up to 4 hours in the salon. In the digital age, losing access to WiFi for this length of time is untenable. Why not step above the competition and install a free access solution and learn a bit more about your customer whilst they're there? Invite repeat visits from your customers by serving relevant and engaging content. You can push timely offers to them pre, during and post their visit to ensure your brand is front of mind and your opportunity to cross sell is always optimised.



Hotel

Be it business or pleasure, there is only 6% of hotel visitors who do not cite WiFi as their number one amenity... everyone else does! It is essential to offer the customer access to WiFi and many don't take kindly to being charged for it although this option is not to be totally disregarded. Whether you are a bijou B&B, a large corporate hotel or a chain of leisure destinations On-Demand Marketing will give you the ability to learn so much more about your customer and promote your range of services based on their demographic profile. In short, at just the click of a button your dashboard will populate with their data and you can target your communications accordingly to promote sales.



Shopping

Public WiFi in shopping districts is set to grow extensively. With consumers diving straight for their phone to look up specific retailers, directions to the closest store or searching for discount codes your audience is primed to accept their phones advice to the questions they ask. The digitally active shopper is used to receiving email offers and for those smart companies ahead of the curve if you can target your shoppers whilst they are mobile then you're on to a winner immediately. Serve banners, promotional discounts or enticing win-backs to your audience and see the quick return.



Hospitality



Leisure



Retail



Conference

Legally compliant and secure Public WiFi

The majority of businesses offering 'Free WiFi' will be doing so with a handy code jotted up on the wall or printed out on a laminated sheet of A4. In short, **the access details are available to everyone...**and anyone. The latter is the most pertinent point and it is here where **companies are at most risk.**

As a business owner you have no idea who is accessing your data and what they are doing with it. This could involve:

- Tapping into your company files
- Serving up unsuitable content to children
- Committing fraudulent activity online

If it happens **on your premises** then **you are liable for prosecution** as the facilitator of the transaction. Protecting your business is as important as protecting your customers and the two go hand in hand.



single site

Whether a boutique B&B, a small business owner or a cosy coffee shop, it doesn't matter what your brand concentrates on, your service is always a number one priority and with WiFi a key amenity this is now included. Providing the WiFi and/or the On-Demand Marketing solutions will be done seamlessly and can be done alongside our IP Protect solution which helps you, as a merchant become PCI Compliant. Keeping costs at the forefront we can add this to an existing WiFi infrastructure already in place helping you keep an eye on the return on investment already made in the infrastructure.



multi-site

Larger corporations or multi-site businesses are more likely to have existing infrastructure which we can work alongside or integrate into. Alternatively we can provide the infrastructure from a simple plug and play device that sits within the environment right through to a multi access point solution with structured cabling and telecoms all fully installed and maintained.

94% of people cite WiFi as the most important amenity

✓ Protect your business and your customers with legally compliant WiFi

✓ Take time to understand your customer with dashboard demographics

71% of all mobile communications flow over WiFi

✓ From banners and surveys to email and promotional codes On-Demand Marketing offers you a selection of routes to market your product

✓ Serve fast, free or quick payment WiFi coupled alongside PCI compliant transactional safety



Travel



Corporate



Events



Advertising

SMART, ON-DEMAND MARKETING: THE BENEFITS

Dynamics

Using our platform you know who is currently in your venue using your WiFi in real time. This means you can target specific demographics, giving your marketing campaigns a greater chance of success.



Footfall

On-Demand Marketing could provide your business with another revenue stream. Designed to push advertising and product messages directly into your customer base on behalf of your business or affinity partners.



Increase spend

Getting the right messages or calls to action, to your customers both in-store and off-site, based on real-time data is a key factor in managing customer relationships and driving sales.



Returning customers

90% of shoppers expect WiFi whilst their waiting in line to pay; maximise your brand potential by serving up tailored adverts at a time their likely to read.



Safe for children

We use content filtering in order to prevent undesirable content being shown to your customers, giving you peace of mind that everything is under control.



✉ sales@bluescorpion.co.uk

🌐 www.bluescorpion.co.uk

☎ 01732 602 111



Blue Scorpion
network + security solutions
Partners with EIT