The FreeWiFi project has become very popular among the residents of Tyumen. More than 200 points of access with free Internet access allowed the project to reach a regional level

The FreeWifi unified network project will demonstrate how one may establish communication with clients using hyper-local WiFi-marketing, as well as receive profit via implementation of a public client network.

Taking the idea of customer care and analyzing trends in marketing, we created one of the most promising advertising IT products on the market. Thanks to innovative solutions, the number of partners and users is growing every day. The company has already announced plans to enter the federal market and build a branch network in Kurgan, Yekaterinburg, Omsk, on addition, in January it shall open Free Wi-Fi access points in Krasnodar and Novosibirsk and then — «across the entire country.»

What is the FreeWiFi project?

Roughly, it can be divided into 3 parts:

1. A vast range of marketing opportunities provided by the «guest Wi-Fi network» service. The owner of an establishment has the opportunity to interact with both the clients connected to his guest Wi-Fi network, and the clients who simply visit his establishment.

2. A single ad network. All connection points are tied to a single network without the need to re-authorize users. Banner advertising, surveys, branded pages – those are the advantages of hyper-local targeting that are utilized to their highest capacity.

3. Wi-Fi marketing and analytics. All access points collect comprehensive information regarding the internet traffic, its characteristics and customer contact points. Unique information such as this may further be used to analyze or set up targeted advertising, and distributed through services such as Yandex.Direct, MyTarget, Mail.ru, Vkontakte, Odnoklassniki, MTS Marketolog and MegaFon.Target.

How to convert customer care into income?

Thus, we have thousands of connections to Free WiFi every day.
How to convert this traffic for the maximal benefit of a company?

Social marketing
If each connected user shares information about the establishment on their social network page, then tens of thousands of people will see the publication about that company on their friends' page, and recommendations from friends are the most effective marketing tool of our time.

Customer base collection and its analytics
Free Wi-Fi user data may help in increasing the effectiveness of marketing campaigns.

Email and phone numbers for mailings
A great opportunity to inform clients about upcoming special promotions and offers.

Attendance analytics
The data about the connection of guests allows us to estimate the visitors' attendance and return factors. We will provide help in determining the peak hours of establishments for a more effective planning of working time.

Customer reviews and services ratings
The technology of Free Wi-Fi provides an opportunity to conduct surveys, which will allow you to get an assessment of the quality of services from your clients. The system automatically detects a user's return visit and collects feedback, which then may be used to improve the level and quality of your services.

Advertising opportunities
Combined with the advantages of Free Wi-Fi, banner and targeted advertising on the network harmoniously fit into the full picture. Nowadays, a guest WiFi network is one of the best ways to collect information about visitors for planning marketing activities. This allows you to both use the advertising budget more effectively, and helps to find the right audience on social networks.