

What is WiFi Marketing? What is the benefit of WiFi Marketing?

Social Wifi Marketing is a form of brand advertising when they access a free WiFi network. The image of the brand, the product will appear on the interface for a certain period of time, so that users can capture an overview of the product's information.

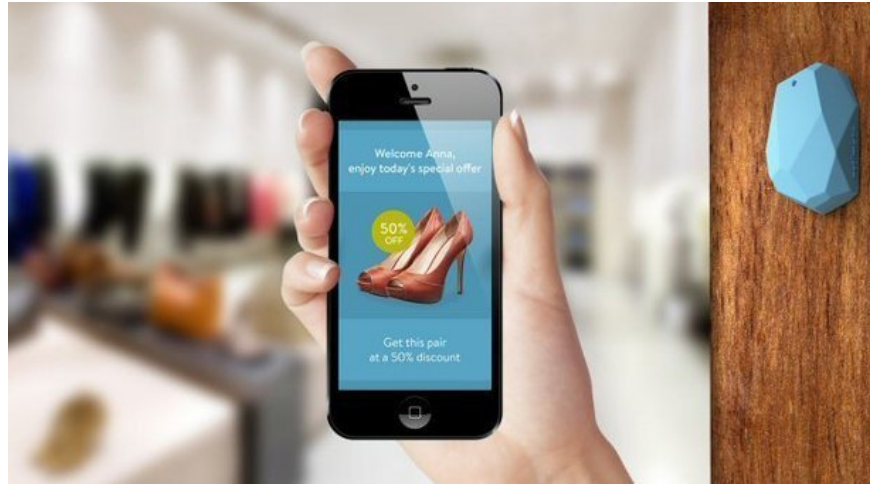
With the booming and relentless development of current technology and especially the Internet, businesses or companies using Internet facilities are one of the main tools to advertise their product images. This will help the brand to be closer to users, especially when combined with large social networks like Facebook today. Marketing on the Internet has become an inevitable trend globally.

And a form of marketing is also growing globally in the past many years: Social Wifi Marketing or Wifi Marketing. This form is rated to bring high advertising, when it can transmit information as soon as users access a free WiFi network.

When we use and connect to the free WiFi network, the interface will appear on the screen of advertising products for businesses. From there, help products as well as brands connect to users faster. So how does Wifi Marketing bring advertising benefits to businesses? Readers can refer to the overview article on Wifi Marketing below.

1. The concept of Wifi Marketing:

Wifi Marketing is a combination of Social Media and Wifi Marketing. A simple way to understand Wifi Marketing is when you access a free WiFi at a store, location or maybe a corporate organization's WiFi network, on the screen will be exported. show the interface of pop-up advertising products and brands as well as information about that business. This ad is placed on a website.



And to be able to use that WiFi network, users can click on a certain link on the interface, view all clips, show sharing on social networks, . or any interaction with promo. That report. Wifi Marketing is considered to be the fastest way to bring product information to users, when they can immediately know information about the product when accessing that free WiFi network.

So how does the model of operation and efficiency of using Wifi Marketing with businesses and organizations?

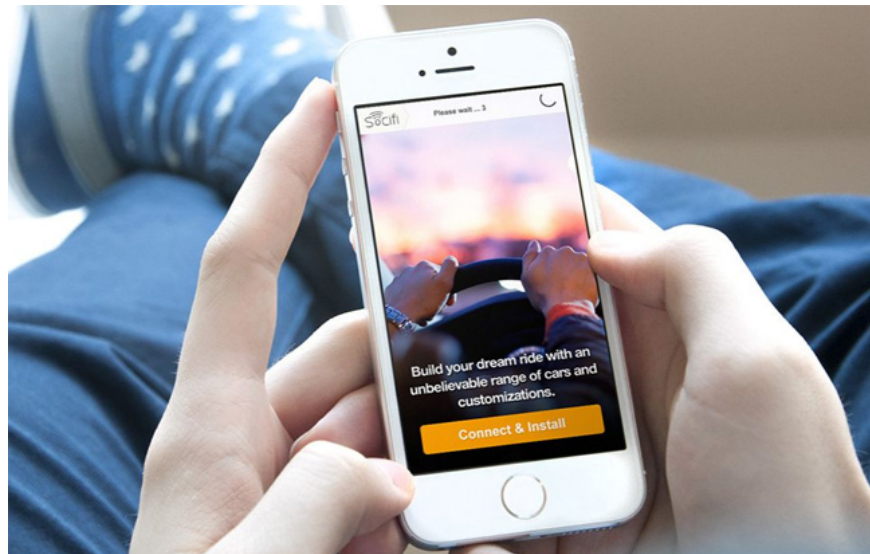
2. Operation model of Wifi Marketing:

1. Use Wifi Marketing for independent locations:

With independent locations, you just need to add Wifi Marketing device between network modem network and available WiFi system. Broadcast content will be stored and configured directly on Wifi Marketing device.

Advantages : easy to deploy, bring high efficiency when promoting products.

Disadvantages : only done in one location. Applicable to individual business units, food stores, cafes, .



2. Operation model for multiple locations:

First of all, you also need to install Wifi Marketing device between the network modem and the available Wifi system of the location. Marketing promotion content will be stored as a website on the network and configured on Wifi Marketing device will lead the link to that website when users access.

Advantages : make locations in the same system. If you want to change the content, just change it on the website. Suitable for large-scale businesses, many branches or locations away from each other.

Disadvantages : the implementation process is more complex.



3. What are the benefits of using Wifi Marketing?

Wifi Marketing works via web platform and uses web browser to display messages. And that will help to reach higher users. Imagine when you visit a website and pop-up ads appear below, or above, and of course sometimes it will make us uncomfortable.

And Wifi Marketing is completely different when the ads interface appears when you connect to that WiFi.

1. WiFi network speed is more stable:

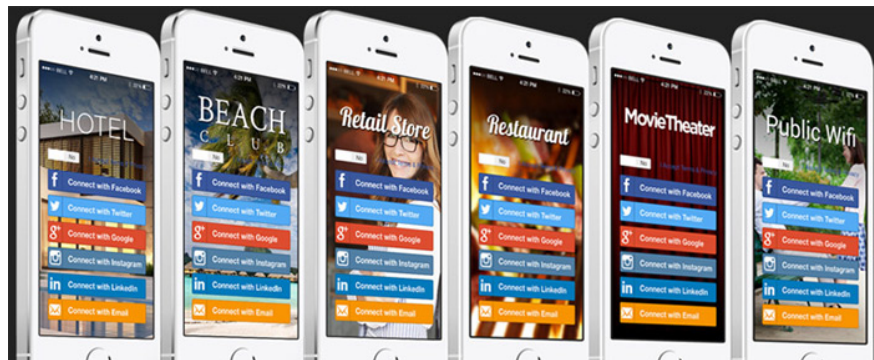
Wifi Marketing devices will limit the bandwidth as well as the amount of time each user uses. At the end of the specified usage period, users can continue to interact with the advertising interface and use WiFi.



2. Product message to customers faster:

As mentioned, the advertising pop-up will include all the most informative information about the product or brand so that users can capture the product. Or you can add new promotional, service or product information, .

Some businesses also incorporate social networks like Facebook, Twitter or Instagram, asking users to share that information to be able to use WiFi. And so, information about products has been promoted more widely.



3. Attract customers to products:

Through pop-up advertising, businesses can collect information from customers. Since then they can orient the group of customers whose business products want to promote and deploy customer care and marketing after sales.

Besides, using Wifi Marketing will attract customers. For example, in a place where you cannot hang advertising banners for products, through Wifi Marketing advertising, they can both use free WiFi, which you can recommend.



Above are some necessary information about Wifi Marketing service, brand promotion through free Wifi network access. In this way, the product you want to introduce will be faster for users, or even shared on social networks.

Hope the above article is useful to you!

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