For Pubs and Bars

1 ## How can GoCloudWiFi work for pubs and bars?

Jason, Sally and a group of their friends are enjoying a night out in town, at their local Pubs and Bars and having a few quite drinks to celebrate their engagement. One of the bars they visit has free GoCloudWiFi, so Sally takes the opportunity to post a few pictures from the evening to her Facebook and Instagram social media accounts. After Sally logged in using GoCloudWiFi she could view the bar's drinks promotions on the splash screen and decided to buy a round of drinks for her and Jason's friends. Checking in and Liking the bars site through her Facebook login, some of Sally's friends she had missed earlier in the day at the office, could see where Jason and Sally were now and decided to head over and join them. Sally received a personalised message with details on weekly specials coming up at the bar for the following week, and a promotional offer for her to enjoy a complimentary bottle of house wine on her next visit during the month.

2 ## What is GoCloudWiFi?

- Secure, legal, family friendly, in store WiFi software
- Works with leading WiFi manufacturers
- Works with existing internet connectivity
- Cloud-based platform, geographically scalable
- Easy social or form based login with subsequent automatic reconnect

3 ## What does GoCloudWiFi do?

- Allows login via social networks or a short form
- Expands your social network presence quickly with Likes and Follows
- Captures customer data, including opted-in email addresses
- Provides family friendly content filtering, so you can rest easy
- Provides a branded service, including login page and landing page/s
- Hierarchical management and reporting from head office down to individual locations

Right: Branded splash pages for both full sized browsers, tablets and mobile devices

4   How can pubs and bars use WiFi?

Actionable insight - The portal acts like Google Analytics for your bar. You will have access to detailed information about your customers, such as age, gender and dwell time. You can even track their movement around the venue painting a clear picture of consumer behavior. Armed with this information, you can adjust advertisements for maximum exposure and identify good locations for pool tables or game machines to maximise monetization and use of space.

Social media engagement - If customers login to the WiFi using their social media accounts, they can opt to share a message (which can be set and changed by you) to their wider social network. This showcases your brand on all the major social media platforms and easy access to them through the WiFi solution will encourage customers to share their experience.

Splash page - The new splash page is now easier to customise than ever before. It's the first thing customers will see when they login to the WiFi. The splash page can be personalised with your logo, company branding and current offers.

Wayfinding and friend-finding tools - Customers are much more likely to spend money at your bar when they feel comfortable with finding their way around. Providing free WiFi will give your customers access to wayfinding apps for ease of navigation around the complex. A friend-finding tool can even alert customers if their friends are in the same place, which is a huge benefit from a social and safety perspective.

5   How can pubs and bars monetise WiFi?

Personalised offers - Access to real-time marketing information means that bars can send out personalised offers and vouchers to customers at specific times. Offers can even be triggered according to the number of times a person has visited the venue, so loyalty can be rewarded with a special discount. For example, a bar could send an e-shot to all customers offering a bottle of wine on the house for frequent visitors, or tell them about the next month's entertainment program.

Sponsorship - Offering the opportunity to sponsor your WiFi and splash page is a great way to give extra value to your existing sponsors. You can create a range of different sponsorship packages concerning WiFi, from full branding on the splash page to specific offers at less busy times.

E-shots - As a WiFi provider, you will also have access to our e-shots tool, which allows you to create highly targeted marketing messages. For example, bars could send an e-shot to all customers with a discount certain drinks and bar snacks.

Like to know more?

Please contact 1800 883 945,
email info@gocloudwifi.com, visit www.gocloudwifi.com