

How you can boost your business by offering free Wi-Fi

by: Leigh Goessl

June 23, 2011

News Source: Hiliium: Business Management – Business Strategy
www.hiliium.com

Internet access has evolved to become a given, as society loves to be connected and, as a result, wireless has wildly succeeded as a technology. Open Internet access is a feature people tend to find appealing since many of the mobile gadgets produced today are designed to be Wi-Fi enabled.

Businesses have rapidly realized the potential market appeal of society's desire to be constantly connected and have been integrating ways to use wireless in their marketing strategies. Many companies have found including wireless as a promotional effort is a successful way to entice consumers, and marketers can effectively boost the business through offering free Wi-Fi.

• Customers love perks

Use the word 'free' and consumers are bound to take notice. Free wireless is a perk that consumers will not only be attracted to, but enjoy and linger in order to use the product or service being offered. In the long run, customers spending extended amounts of time in an establishment creates a potential to increase sales through enticing perks.

• Increase sales

As people surf the 'Net while sitting in a shop or restaurant, they are likely to buy additional drinks, snacks or other products/services while spending time on the web. Most of the companies that offer Wi-Fi are food retailers, however the strategy can succeed in other types of businesses as well.

As an example, consider car repair shops or other fix-while-you-wait services, people are likely to be attracted to a merchant that offers them something they can do while they sit and pass the time waiting for their repair.

Businesses are likely to find an increased customer base through repeat clients who are satisfied with not only good service, but the thoughtfulness of alleviating boredom for customers who are waiting.

• Achieve differentiation

Starbucks and McDonald's have gone to great strides to promote free Wi-Fi as a way to increase business. In the case of the Starbucks Digital Network, offering their patrons unique content that they cannot easily obtain anywhere else, if at all.

As Wi-Fi becomes a given, consumers are likely to come to expect to receive free Wi-Fi and those businesses that do not offer it are probably going to find themselves losing a competitive edge. Companies, such as Starbucks, are thinking creatively and proactively, looking ahead to the next level beyond the free Wi-Fi, and continuously partnering with additional content providers to widen the appeal for customers. In the meantime offering wireless is bound to be a great way to boost business.

