

Brewer's Guide to Proximity Marketing

WHAT IS PROXIMITY MARKETING?



Proximity marketing uses WiFi to identify mobile-device users that are within a certain location of a business to place targeted messages on their phone.

WHY USE IT?



72%

Of Customers

will act on a call to action from a marketing message if its delivered in the retailer's location.

---according to an IBM Study

COLLECT CUSTOMER EMAILS



30% OF FOOT TRAFFIC

walking into your location will log onto the VivaSpot WiFi service. This gives you the ability to promote offers, drive loyalty application downloads, collect customer emails and mobile phone numbers, and capture feedback.



LOYALTY APP DOWNLOADS

33% OF USERS CONNECTING



to your VivaSpot WiFi will download your loyalty rewards application. VivaSpot has the ability to promote the loyalty application and direct your customers to the application download page

DRIVE INSTANT REVENUE

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EARNED FROM PROMOTIONS

run through VivaSpot WiFi Marketing campaigns, will create a positive ROI for your organization. VivaSpot will turn your WiFi into a "Marketing AutoPilot" - automating on-location, email, SMS and social media marketing.



VIVASPORT WIFI: LEADER IN PROXIMITY MARKETING FOR BREWERIES, BARS & SALOONS

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