



## 5 ways to build a powerful opt-in customer database

### Overview

Guest WiFi is a unique tool for creating marketing lists and gathering personalized information on customers' habits and preferences. Businesses can collect email addresses, social media profiles and opt-in permission to use this information to market to customers. You can also learn when customers visit your venue, how often they stay and even what they were looking for. Here are five best practices from Cloud4Wi, a company that excels at building marketing lists using guest WiFi.

#### 1. Be flexible

Customers would like to login to guest WiFi in different ways. So when choosing a guest WiFi solution, make sure it supports multiple login options. Some people are happy to share their Facebook profiles, others not so much. Email addresses may be easiest to obtain, but a first and last name would be a real plus for your database.

Gathering information is usually done as part of the new WiFi onboarding, but customers can be approached at other times as well. That is why we recommend providing one-click Internet access without requiring login for those who refuse to provide personal information.

Respecting customers' privacy reinforces a positive association with the venue and people will remember that. We've found frequent customers will later provide the information you seek. Besides, if they do not care to share, they are likely to engage with your promotions.

#### 2. Ensure data compliance

Track login analytics for what works and what does not. Use small subsets to test promotions based on how customers log in, how often they shop, and other metrics. Build on what works. Select the login options that meet your business needs, while assuring compliance with local privacy regulations. Violating the law is simply not worth any benefits, especially for larger companies in regulated industries. Not being aware of the rules is not an excuse.

When it comes to corporate policies and terms-of-service, seek counsel from your attorney, trade associations, funders, partners and others who have negotiated these issues.

### 3. Be transparent

A simple and clear privacy policy can build trust and stop unwelcome surprises. Tell customers up front how often they should expect to hear from you and what types of messages they will receive. Tell them whether their information will be shared, how often, and for what purpose. Being truthful, trustworthy, transparent, and doing what you say you'll do is the simplest and best approach.

### 4. Give them more

Provide clear benefits for customers who share their information: coupons, loyalty programs, newsletters, early notice of sales, and other perks that keep customers coming back. Use the information gathered to engage customers not just when they sign up, but repeatedly over many years.

Make it so worthwhile for customers to share information with you that not sharing would seem silly. The money spent is an investment not only in building a marketing list but also in giving your customers at least a small measure of delight. Do not waste the opportunity.

Location analytics – how businesses draw in customers and keep them captivated while on site – can help drive a loyalty program where customers just visit the venue to receive surprise benefits when they reach high engagement levels.

### 5. Learn from your data

Use the information you collect, such as the number of visits to your business and customer demographics, to generate personalized messages to your customers. Finding what customers want and like, then giving them more of it, are keys to success. Make certain the right decision makers understand what information you are collecting, how it is being used, and how it could potentially be used. Design marketing opportunities to make your customer database even more powerful.

