



New Business Marketing Method Using WiFi Network

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Impact Media Corporation, located in Yukon, Oklahoma, recently rolled out their citywide WiFi ad network. The network is hosted by business owners and provides advertisers an inexpensive way to reach their target market. They call it "intelligent advertising" as the customers only see advertisements programmed to reach their demographic, special interests or location. It's proving to be a very powerful marketing platform for advertisers who want the power of a targeted marketing platform, like Google adwords, in a real-time scenario. Full details are available through www.impactmediaokc.com.

Impact Media Corporation's Julia August says: "Through socially powered WiFi, we not only empower the business owner to gather public and private information from each user, but by joining our ad network, they also generate extra revenue. Business owners can now literally get paid for giving their customers free wifi. It's a win-win situation." When a business signs up as a network host, they get a percentage of all the revenue generated from ads served up to their customers. The system also enables businesses to engage with their customers through social media, implement hands-free loyalty campaigns, while at the same time gaining valuable marketing data.

Impact Media is making connections with Chambers of Commerce throughout the southwest to offer business owners an incentive to join the growing network. August says, "Launching a citywide network allows

us to connect local businesses with one another, provide locals and tourists with offers from nearby establishments and keep the revenue close to home. It's really a no-brainer for any Chamber that is cultivating economic growth and looking for opportunities to help their members."

"Our marketing platform leads the industry," adds Julia August. "The marketing information a B2C company can gather is second to none. This network gives small businesses the same abilities as huge corporations, but without the massive budget. Not to mention our network advertisers can reach their target audience for as little as \$7 per thousand impressions."

Impact Media Corporation has also pointed out the importance of this new business marketing method. They state that 64% of people now choose whether or not to go to a restaurant by checking whether it has WiFi or not. Additionally, 79% of customers are influenced by whether or not a store has WiFi. Finally, 82% of mobile customers use the internet wirelessly on a smartphone, tablet or laptop, and the latest numbers show people spend more time looking at their mobile phones.

"These statistics really show the huge potential reach a business can have by signing up to our ad network," says Julia August. "The number of new customers they can attract is virtually unlimited, and the long term relationship they can build with them through this network is incredibly strong."

Interested parties are encouraged to visit the Impact Media Corporation's website for further details.

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For more information about Impact Media Corporation, contact the company here: Impact Media Corporation
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Impact Media Corporation

We offer Wi-Fi Marketing programs that generate leads and captures consumer information while cultivating customer loyalty and increasing business revenue.

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