Digital2Grow Rolls Out Marketing Service To Monetize Free Wifi

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Silver Spring, MD based company, Digital2Grow, has rolled out a new marketing service which provides businesses with the ability to monetize free Wi-Fi, and gain more value through their current internet strategies. Rather than simply offering this service with no return revenue, Digital2Grow has developed a method for companies to benefit financially from their customer's use of a free Wi-Fi network.

The concept behind this new service revolves around the idea that free Wi-Fi can be turned into a form of automated lead generation. When businesses offer Free Wi-Fi to their clients and customers, they can grow their list of potential leads at the same time. This is described by the company as a win-win situation for both businesses and customers.

"The nexus of social and Wi-Fi will bring fresh, sustainable engagements for businesses that have been offering free Wi-Fi and only getting on site stickiness. This is smart Wi-Fi," stated Chris Daley, founder of Digital2grow.

The Digital2growwifi service is social powered and it collects marketing data and offers automatic promotions

to users. This helps companies to develop more streamlined marketing campaigns in the future through well-built e-mail lists of targeting customers which have used the offered free Wi-Fi. It also gives companies the chance to sell ad space to potential sponsors, which can increase revenue and create further potential for growth.

Digital2Grow describes the process as follows: "Turn your Free Wi-Fi service into an automated lead generating machine. Engage your customers on Social Media and gain valuable marketing data. Run contests, promotions and special offers, engaging your customers in real-time. We help turn your customers into fans using Social Powered Free Wi-Fi."

The automated methods which are utilized help to create momentum in social media facets, making it easy for site visitors to share with others. Other features include integrated social login, in depth analytics, bandwidth control, loyalty rewards, and a custom landing page.

Pricing for this marketing service varies, with options for starter packages, small business packages, and advanced packages. Each of these comes with hot spots, unlimited leads, and e-mail marketing. Larger packages also include items such as social media marketing, online promotions, and re-marketing.

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