



Creative Retail Marketing Using Free Wi-Fi Turns Expense Into Income

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Impact Media Corporation, a business in Yukon, OK, has released an innovative retail marketing concept that utilizes the FREE Wi-Fi in retail establishments. Through this Wi-Fi marketing platform, they are able to give retailers powerful tools to help them market to existing clients and attract new ones. They have also incorporated a powerful advertising platform that generates revenue for the retail establishment, making their marketing tools, in many cases, absolutely free. Full details are available through www.impactmediaokc.com.

Julia August, from Impact Media Corporation, says: "What our system does is essentially turn a free WiFi service into a revenue-generating workhorse. Our system enables our clients to get paid to give their WiFi away for free, while at the same time enabling them to better engage with their customers on social media, by text and email, which also helps in building their marketing data."

The company's new system effectively enables businesses to obtain customers from a nearby location. They achieve this by broadcasting free Wi-Fi across a wide area. Through this, retailers can offer an incentive to customers to actually enter the store. The system is known as both in-store marketing and proximity marketing.

By offering free Wi-Fi, businesses can offer real-time special offers, promotions and contests. They can also create a seamless, automated customer loyalty program that encourages consumers to return. These are the same marketing strategies that major corporations use, but are now available to retailers of all sizes. By extending the reach of the free Wi-Fi through the new Impact Media system, Julia explains, "You have the ability to reach out and invite someone in. If they don't take you up on your initial invitation, they are in your database and you can reach out at another opportune time."

"It is a known fact that offering free WiFi is something that attracts customers," adds Julia. "What we propose is that this Wi-Fi, if made stronger, will have a wider reach, which means it won't just attract customers who are in the store, but those who are in the streets and those who are in neighboring stores as well. The potential is endless."

Those interested in the free WiFi retail marketing program offered by Impact Media are encouraged to contact the company as soon as possible. Their website highlights details about how the system works and what benefits can be expected. An easy to use contact form is also included for further information.

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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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