



# DRIVING CUSTOMER LOYALTY & SOCIAL ENGAGEMENT WITH SMART WIFI

AMERICAN SOCIAL  
BAR & KITCHEN

“ As a busy business professional, it’s always great to have partners who have a vested interest in your company. GoZone WiFi has helped to increase not only our customer database numbers, but also our overall revenues. ”

Adam Perhosky  
Director of Marketing



## SUMMARY

American Social Bar and Kitchen is a casual fine dining restaurant with prominent locations in Tampa, Miami, and Ft. Lauderdale, Florida. The restaurant serves up everything from signature burgers to fresh salads and hearty shared plates with a twist. In bustling metropolitan areas, remaining competitive and gaining loyal customers was a constant challenge. In 2016, American Social reached out to GoZone WiFi to help collect customer emails and direct guests to social media platforms.

**Since using GoZone WiFi, American Social has grown their customer database by over 14x.**

**37%**

Increase in  
Loyal Customers

**12%**

Month-Over-Month  
Social Media Growth

**66,687**

Customer Email  
Addresses Collected



“ We now know who our customers are and can use our own email marketing platform to communicate with our guests. In the 2+ years since we’ve partnered with GoZone, our rate of return customers has dramatically increased. ”

## THE CHALLENGE

American Social was looking for a safe, secure, and reliable way to collect customer email addresses and grow their social media presence at their three Florida locations. They were missing a valuable opportunity by only collecting 100 email addresses per month with comment cards at the restaurants.

Without the ability to communicate with their customers, the marketing team had little ability to incentivize repeat visits.

**360K**

Monthly Emails Sent  
Using Email Marketing  
Software

## THE APPROACH

After learning about WiFi marketing, American Social researched several options and turned to GoZone WiFi. Exceptional customer service, ease of use, and integrations were must-haves, and GoZone fit the bill.

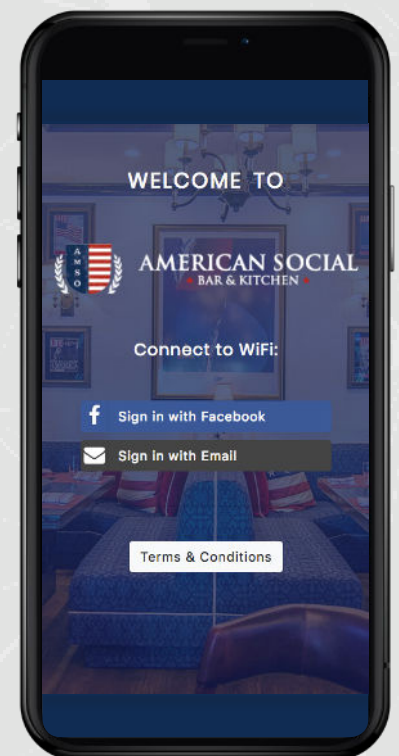
## RESULTS & ROI

After working with GoZone WiFi for just one month, American Social was already turning casual customers into raving fans. Two years later, the restaurant has grown their customer database from 3,000 to over 43,000 verified email addresses.

American Social has seen steady growth on social media without spending additional advertising dollars to garner likes or followers. GoZone’s Facebook ‘Like’ and ‘check-in’ features have organically grown social engagement as their business continues to grow.

**“Our social presence continues to grow organically by using GoZone WiFi’s Facebook integrations.”**

GoZone’s integration with third-party email marketing providers allowed American Social to easily promote upcoming events to their customer base by using their preferred platform. Not only did the restaurants three locations see an increase in returning customers and social media engagement - their event attendance increased by 27% in the first year by sending event promotions to a robust list of customer emails collected with GoZone’s service.



## WHY GOZONE WIFI?

GoZone's software was easy to install and simple to manage, from onboarding. The plug-and-play platform allowed a busy restaurant staff among three locations to streamline marketing efforts behind-the-scenes.

**"The platform provides us with everything we need to earn repeat business. GoZone is a perfect partner for our business."**

GoZone WiFi has not only delivered in terms of additional revenue and brand recognition - the team is a true partner of American Social. GoZone has helped at every step to identify new business opportunities and innovative ways to drive business.



**"We have been using GoZone for years now and their product and customer service are unmatched."**



**Are you ready to unlock the power of Smart WiFi?**

**SCHEDULE A DEMO**



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**Let's talk.**

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