



INCREASING RESTAURANT EVENT ATTENDANCE WITH SMART WIFI



“ Smart WiFi has exponentially helped to grow our marketing database and engage with our customers. ”

Zeb Apostolakis
Creative Director

THE CHALLENGE

Ferg's Sports Bar & Grill needed a friendly way to collect contact information from new and loyal customers in order to build their marketing database. They quickly identified the need for a consistent way to drive digital engagement.

Ferg's hosts many year-round events and needed a way to reach a larger, more qualified audience with the right messaging in order to increase event attendance.

SUMMARY

Ferg's Sports Bar & Grill has been offering a lively experience to Tampa Bay sports fans since 1992. Their expansive menu includes craft beers, signature burgers, and famous wings - truly something for any sports enthusiast.

The bar needed a way to directly communicate upcoming events and specials with their customer base, and faced challenges in building a valuable database. Ferg's was able to significantly increase customer engagement by simply upgrading the free guest WiFi they were already providing to their guests.

Smart WiFi has enabled Ferg's to add over 5,000 new customer profiles to their database

THE APPROACH

GoZone designed a completely branded and user-friendly WiFi login experience that allowed Ferg's to offer a seamless guest experience while collecting customer email addresses and driving social engagement.



“As a marketing expert, I know the value of an updated and targeted customer list. When your marketing efforts reach a larger audience, you’re going to get better results - regardless of what you’re promoting.”

RESULTS & ROI

Ferg’s immediately noticed a major increase in email collection. Within two months of implementing Smart WiFi, the sports bar had nearly tripled the amount of guest emails in their database. In the first year of use, Ferg’s has collected over 5,000 unique emails, with a monthly average of around 250 customer profiles added from Smart WiFi alone.

“The moment I sent my first promotional email through the WiFi dashboard, I knew that it was going to help make the charity event the best it could be. The system allows me to send messages to my target audience with ease.”



GoZone’s Smart Email feature allows Ferg’s to easily promote upcoming events at the bar. Ferg’s wanted to ramp up their marketing efforts for a recent charity event and created a targeted email campaign through the Smart WiFi platform. Sending emails with Smart WiFi led to Ferg’s hosting their most well-attended charity event to date.

WHY GOZONE WIFI?

GoZone’s hardware agnostic software allowed Ferg’s to start gathering customer contact information immediately and with ease. Ferg’s now has a reliable email collection tool and a simple, branded login process for their WiFi guests.

Smart WiFi not only enables Ferg’s to build a strong email list, the platform has proven to be a powerful marketing tool to drive additional exposure for the business.

Are you ready to unlock the power of Smart WiFi?

SCHEDULE A DEMO

