

HotSpot as a marketing tool

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About

- ▶ Small company Co-Owner and CEO
- ▶ Wifi “enthusiast”
- ▶ Playing with RouterOS from version 2.9.x.
- ▶ MTCNA, MTCRE, MTCTCE, MTCWE
- ▶ Mikrotik Trainer (recently)
- ▶ ...

What is HotSpot?

What is HotSpot?

- ▶ A very popular or active place
- ▶ A place where there is much danger or fighting
- ▶ Place with wireless internet connection

HotSpot types

Let's say that there are more than few ways to define HotSpots but I like to use:

By purpose: 1. Private
2. Public usage

By payment: 1. Billed
2. Free for all

HotSpot installation example

- ▶ This is outdoor HotSpot installation
- ▶ Provides free internet access on 802.11 b,g,n wireless standard
- ▶ For mobile phone users range is up to 100m (with no obstacles between user and AP)



What is Marketing?

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Definition by dr. Phillip Kotler

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What is Marketing mix?

- ▶ The **marketing mix** is a business tool used in marketing and by marketers.
- ▶ The marketing mix is often crucial when determining a product or brand's offer, and is often associated with the **four P's**:

price

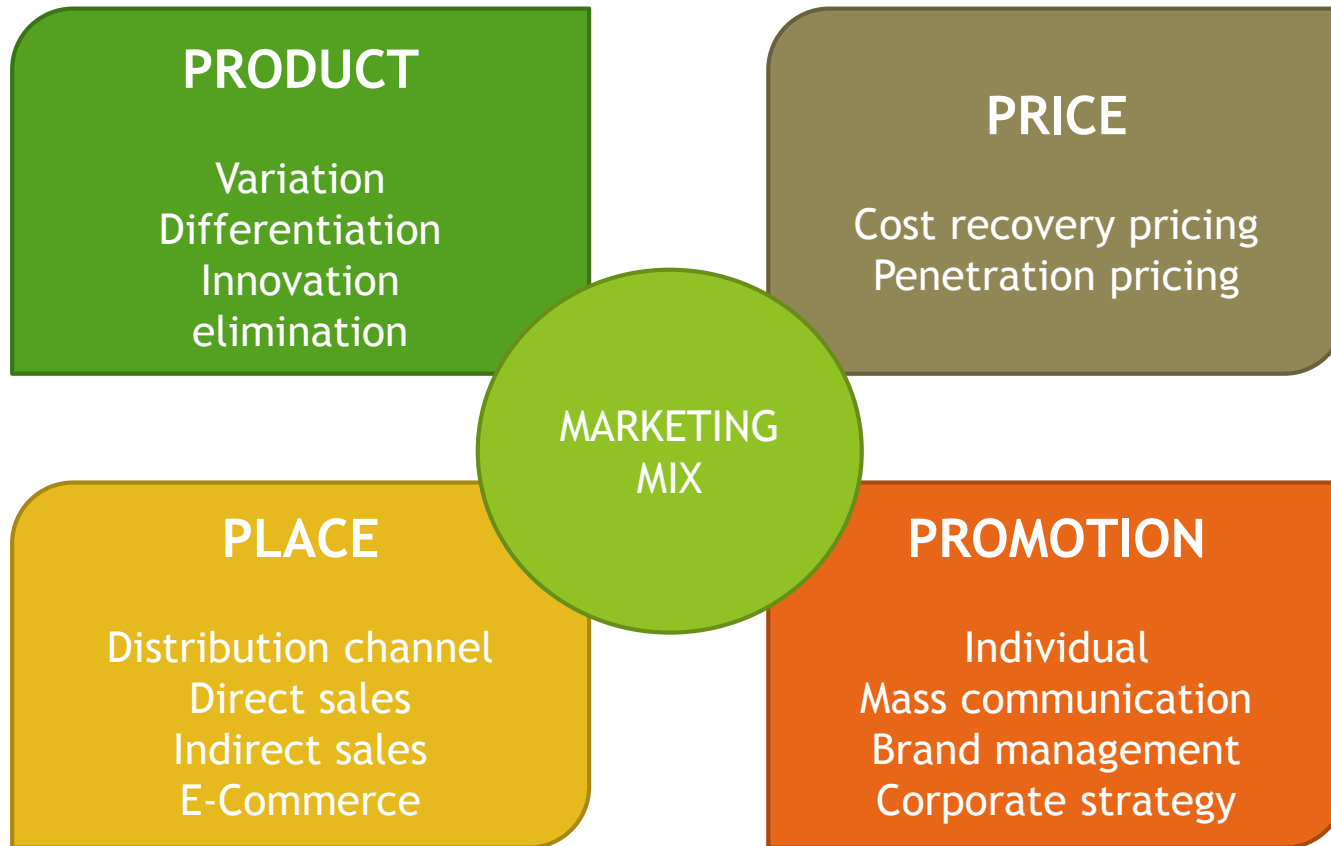
product

promotion

place

- ▶ By Jerome McCarthy, (1964) „Basic Marketing”

What is Marketing mix?



What now?

- ▶ From all mentioned we have only part of a product defined... I's a HotSpot

- ▶ Q: How could we make profit?

Profit?

- ▶ HotSpot installations
- ▶ Maintenance
- ▶ Internet
- ▶ Security
- ▶

Profit?

- ▶ HotSpot installations
- ▶ Maintenance
- ▶ Internet
- ▶ Security
- ▶
- ▶ Additional values?

Additional value

- ▶ Ads
- ▶ Consumer informations
- ▶ Interaction management
- ▶ Lottery*?
- ▶ ...
- ▶ Any other ideas?

Conclusion 1

- ▶ Easy to make an additional values or upgrades for any kind of products.

Step one



- ▶ Around 2011. with an partner Company we started a project named „Bespla.net”
- ▶ Key effort was to provide our target market a free internet access, and extend marketing reach to a specific type of clients
- ▶ We thought that was innovative, non-aggressive type of marketing, acceptable to most users

Bespla.net



- ▶ That solution was assembled on Mikrotik RouterOS platform, with some manually created .php scripts
- ▶ Recipe was: RouterBoard + Wordpress page + some php magic + Add server
- ▶ In short: Every user of free internet access had to see some served ads and accept the terms of usage. After that the user is redirected to one of our Clients web pages and god to go.

Bespla.net add page ver. 1



A screenshot of the besplanet hotspot add page interface. The page has a dark background with green accents. At the top left is the besplanet logo. To its right is the text "SSID naziv pristupne točke" above "nekinaziv.bespla.net". Further right is a "Wi Fi" logo. Below these is a navigation menu with buttons for "PRIJAVA", "UVJETI KORIŠTENJA", "LOKACIJE", "O NAMA", and "KONTAKT". The main content area starts with a "Dobrodošli!" greeting, followed by a paragraph of text explaining the service and providing a link to "Status/Odjava". To the right of this text is a green box labeled "OGLAS" with dimensions "fiksna širina 200px" and "visina maks. 350px". Below the greeting are four green boxes labeled "OGLAS 1" through "OGLAS 4", each with dimensions "350 x 100px". To the right of these boxes is a "Prijava" section with the text "Ovim prihvaćate sve uvjete korištenja usluge!" and a "Prijava" button.

Bespla.net Ups



- ▶ By that moment we had maybe 12 locations in 3 Cities, maybe 30.000 logins per month (not unique, ofcourse)
- ▶ Numbers were better then expected, looked like we got it
- ▶ People really liked the idea, users especially

Bespla.net Downs



- ▶ Had some minor technical issues (login issues with Iphones)
- ▶ Difficulties with explaining our clients what are we selling, issues with measuring effects of our marketing tool
- ▶ First page was not responsive design, it looked good on mobiles, but I was not satisfied.

Sys upgrade 1



- ▶ Developed a solution to collect informations about clients and statistics to provide „hard” facts to Clients
- ▶ Developed a mobile page design/but not implemented
- ▶ Inserted option to rotate redirect pages
- ▶ Fully integrated Ad server to serve ads, and to provide control to Clients on their own Campaigns.

Analytics lite 1



[Pregled po AP-ima](#)

[Pregled po domenama](#)

Datum od : 19. 07. 2014. Vrijeme od : 00:00 Datum do : 25. 07. 2014. Vrijeme do : 23:53 Detalji : Kreni

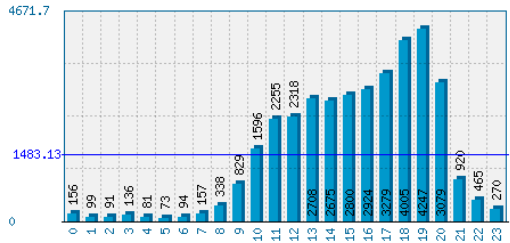
AP

- AP1 - 1.kat istok [Detalji](#)
- AP2 - 1.kat sredina [Detalji](#)
- AP3 - 1.kat zapad [Detalji](#)
- AP4 - prizemlje istok [Detalji](#)
- AP5 - prizemlje sredina [Detalji](#)
- AP6 - prizemlje zapad [Detalji](#)
- AP7 - 2 kat - sredina [Detalji](#)
- AP8 - 2.kat -ulaz [Detalji](#)

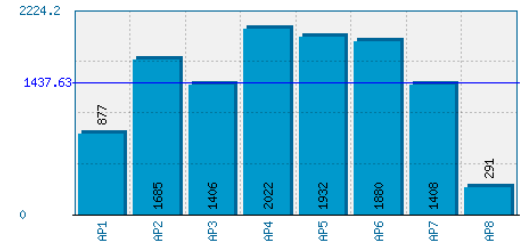
Broj korisnika

- 877
- 1685
- 1406
- 2022
- 1932
- 1880
- 1408
- 291

Broj korisnika po satima (ne aktivnih)



Graf



Ukupno: 11501
Ukupno unique: 3672

Korisnik

00:0C:E7:F2:7D:E3

Pristupna točka i vrijeme

- AP7 2014-07-19 00:00:09
- AP5 2014-07-19 00:15:26
- AP4 2014-07-19 00:18:59
- AP6 2014-07-19 02:23:32
- AP3 2014-07-19 02:32:51
- AP2 2014-07-19 03:26:32
- AP1 2014-07-19 03:33:58
- AP8 2014-07-22 07:20:18

8C:2D:AA:1E:6F:C1

- AP7 2014-07-19 00:01:06
- AP6 2014-07-22 18:41:35
- AP5 2014-07-22 18:43:20
- AP2 2014-07-22 19:39:39
- AP8 2014-07-22 21:05:17
- AP3 2014-07-24 14:08:05

14:5A:05:A7:12:6F

- AP7 2014-07-19 00:03:10
- AP6 2014-07-21 19:43:28
- AP5 2014-07-21 19:44:53
- AP2 2014-07-21 20:05:13



Analytics lite 2



[Pregled po AP-ima](#)

Datum od : Vrijeme od : Datum do : Vrijeme do : Upit : [

Korisnik

10.0.0.22

xtra1.gpsonextra.net 2014-07-22 00:00:01
xtra2.gpsonextra.net 2014-07-22 00:00:01
xtra3.gpsonextra.net 2014-07-22 00:00:01
android.clients.google.com 2014-07-22 00:01:25
www.google.com 2014-07-22 00:01:49
static-avc.lgtime.com 2014-07-22 00:07:20
clients3.google.com 2014-07-22 00:07:23
www.googleadservices.com 2014-07-22 00:07:23
clients3.google.com 2014-07-22 00:24:43
www.google-analytics.com 2014-07-22 00:46:04
www.google.com 2014-07-22 01:05:13
googleads.g.doubleclick.net 2014-07-22 02:00:47
208.117.229.25 2014-07-22 02:00:47
www.ospserver.net 2014-07-22 02:00:51
fota-dn.ospserver.net 2014-07-22 02:00:52
www.google.com 2014-07-22 03:05:57
www.google.com 2014-07-22 05:08:10
www.google.com 2014-07-22 07:08:11
www.google.com 2014-07-22 09:11:10
sonyericsson2.accu-weather.com 2014-07-22 09:35:34
sonyericsson2.accu-weather.com 2014-07-22 09:35:35
sonyericsson2.accu-weather.com 2014-07-22 09:35:35
www.google-analytics.com 2014-07-22 09:36:07
208.117.229.34 2014-07-22 09:56:46
ajax.googleapis.com 2014-07-22 09:56:55
browser-update.org 2014-07-22 09:57:03
android.clients.google.com 2014-07-22 09:57:49
android.clients.google.com 2014-07-22 09:57:50
android.clients.google.com 2014-07-22 09:57:58
android.clients.google.com 2014-07-22 09:58:00
android.clients.google.com 2014-07-22 09:58:02
android.clients.google.com 2014-07-22 09:58:05
android.clients.google.com 2014-07-22 09:58:05
android.clients.google.com 2014-07-22 09:58:05
208.117.229.114 2014-07-22 09:58:06
android.clients.google.com 2014-07-22 09:58:06



Branding and etc....



- ▶ As situation required, we needed to grow, and an Brand was started: Bespla.Net
- ▶ Much effort was produced in creating Book of Standards (lite version)
- ▶ Started to create Add pricing policy, packages. We put a price tag on our product.
- ▶ Tried to connect with a strong clients and hit succes: A one Car dealer and a Brewery were here.

Second Checkpoint



- ▶ Number of locations increased, number of users also (>50k per month)
- ▶ Finally we had a solid product
- ▶ But, some business opportunities occurred, and we decided to make a turn in philosophy. And change the product ofcourse.

Conclusion 2

- ▶ Easy to make an additional values or upgrades for any kind of products.
- ▶ With some knowledge and time is possible to make inovative, solid product. With additional values

Step Two „Evolution”



- ▶ At some point, our development went in a way that we developed a product, and wanted to sell it. No more ADS!
- ▶ In our hands was solid HotSpot with Firewall security, Log server to collect all necessary data to provide safety to Locations owner, and a software to provide ads or consumer preferences intelligence.

„Evolution”



- ▶ Basic package was: RouterBoard powered HotSpot solution with QoS and security implemented. Custom tailored solution.
- ▶ Mikrotik powered Firewall solutions
- ▶ Addons: Marketing addons, Consumer intelligence
- ▶ Servers and infrastructure rentals
- ▶ Infrastructure installation (wires here we come!)
- ▶ Mikrotik Training program (recently)

Analytics lite 3



Krenio :00:02:43
Nasao mac-ove:00:02:50
Ukupno danas: 0 Unique danas: 0

Pregled aktivnih hotspot korisnika

Download: 1060492.6 MB
Upload: 151138.41 MB
Uptime: 296w15h22m (hh/mm/ss)

Ukupno spojeni useri po mikrolokaciji:

AP1	AP2	AP3	AP4	AP5	AP6	AP7	AP8
0	0	0	4	0	0	0	0

Aktivni hotspot useri: 0 od ukupno spojenih 4

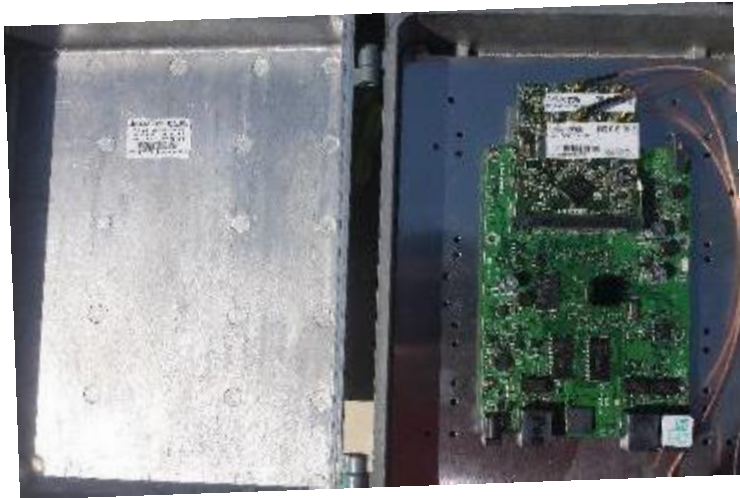
Trenutno nema usera

Zavrasio:00:02:51

Zadnjih 5 aktivnih korisnika

Mac	Datum i vrijeme
C0:EE:FB:24:D4:BB	2015-07-25 21:56:10
00:08:22:F8:73:34	2015-07-25 21:35:01
68:76:4F:84:67:30	2015-07-25 21:34:31
5C:F8:A1:87:AD:65	2015-07-25 21:25:59
F0:DB:F8:B6:A1:25	2015-07-25 21:25:28

Solutions



Conclusion 3

- ▶ Easy to make an additional values or upgrades for any kind of products.
- ▶ With some knowledge and time is possible to make inovative, solid product. With additional values
- ▶ Having a solid innovative and affordable product is still not enough!

Most important is to sell.

Final thoughts!

- ▶ This story is about learning, adopting and pure hard will. All these steps made us more professional, more responsive, made us better...
- ▶ It describes a way to find out what is a good product for Your target market, and that You must shape that product no matter where it takes You.

Final thoughts!

- ▶ We started as a innovative company and tried to sell ads, now we sell solutions!
- ▶ All that is achieved on same technology!
- ▶ Be persistent, if Your product is not good for some target market, try to open another, add some additional values to existing product.
- ▶ Even do not be afraid to abandon a product!

Questions!

Feel Free to Contact us!

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Thank You!

Bye...