

Turn Meeting Room guests into new customers



Automated Guest Marketing - Using Mailchimp and Medusa

Everyday lots of unknown people arrive in your space. People who could be your next customers...if you only knew how to contact them.

When people book a meeting room, or have a visitor, it is likely that their guests have never visited your workspace before. Guests who could be your next customers.

Let's start the conversation – automatically.

What do we do?

When the Guests signs up for WiFi on a Medusa platform, we capture their name and email address and insert it into your Mailchimp list.

What do you do?

You use Mailchimp automation to send an immediate welcome message with data compliance 'unsubscribe' link. Then you send follow up emails with friendly enquiries, special offers, surveys, etc. You can also use their social media engagement tools.

Mailchimp even has an embedded hook so you can see when someone on your list visits your website, or you can get an alert when someone joins.

Results are Impressive

Our customers report up to 35% of their follow up emails being opened.

Our gateway drops guests on to your landing page, where we've seen 1-2% of guests immediately book or buy.

You generate a huge stream of contact, averaging 4.5 new contacts per meeting room booking.

In addition, there is a significant rate of enquiries arising from a guest forwarding your response email to a colleague.

Plus, of course, there's all that brand reinforcement for your location in the guest's inbox.



Thornton Workspaces

Please register as Guest or Member for Internet Access

Your initial period is 1 day.

Email*

First Name*

Last Name*

Agree with [Terms and Conditions?](#)

Want to try it, and evaluate first? We're offering you 2 months free for your first site.

What do you need?

Your existing Medusa Solution + Medusa Mailchimp integration option starting at £25/month + Mailchimp with Automation starting at £7/month

Stats ▾ [Manage subscribers](#) ▾ Add subscribers ▾ Signup forms Settings ▾ 🔍

Toggle Columns ▾ Export List ▾

Segments ▾		All Subscribers ▾				
	Email Address	First Name	Last Name	Location	Created	Source
<input type="checkbox"/>	alice@testcompany.com >	Alice	Anon	Thornton Workspaces	01/06/2016	WiFi
<input type="checkbox"/>	bobi@testcompany.com >	Bobi	Testname	Thornton Workspaces	01/06/2016	WiFi
<input type="checkbox"/>	Chrystal@testcompany.com >	Chrissie	Testname	Thornton Workspaces	01/06/2016	WiFi
<input type="checkbox"/>	Dirk@testguestco.com >	Dirk	Booker	Thornton Workspaces	01/06/2016	WiFi
<input type="checkbox"/>	esmeralda@hostcompany.co... >	Essie	Farmer	Thornton Workspaces	01/06/2016	WiFi

If you don't have a Medusa, don't worry, our Guest appliance just bolts on to any existing WiFi setup.

Guest appliances start at £55/month.

Medusabusiness

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