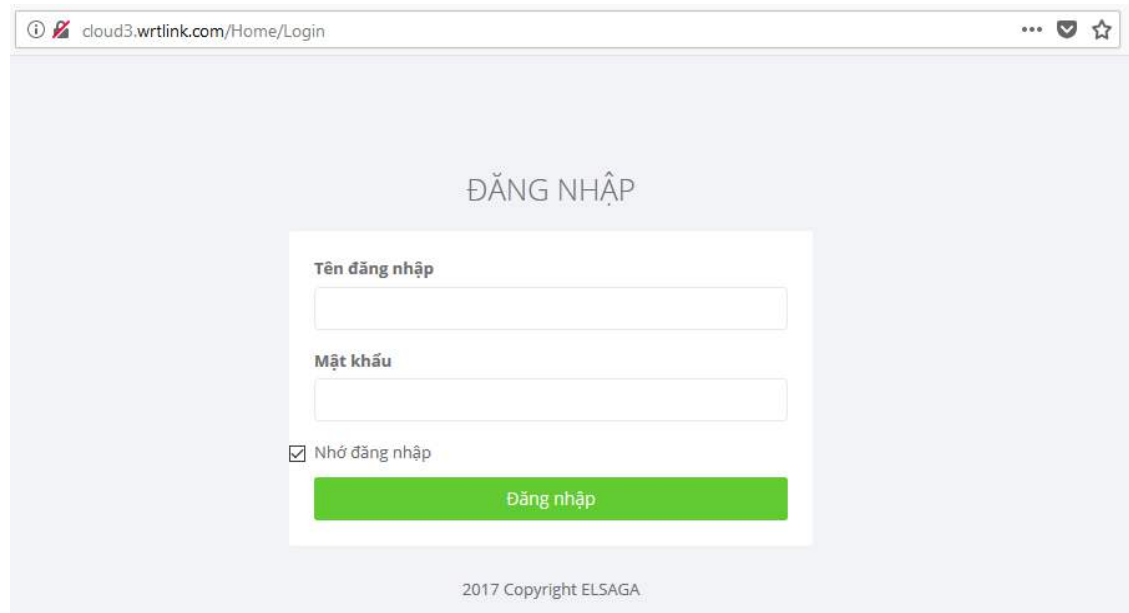# WIFI MARKETING GUIDEBOOK

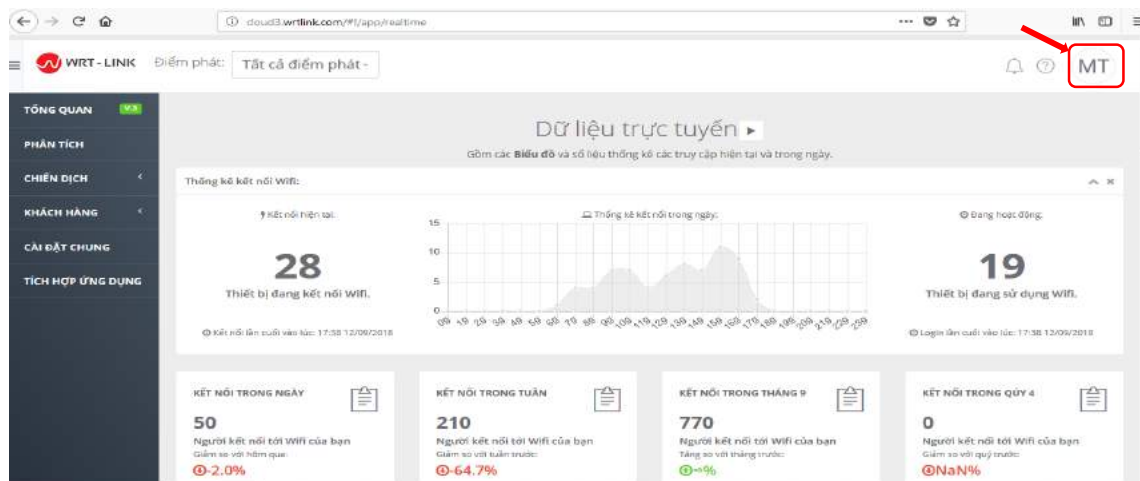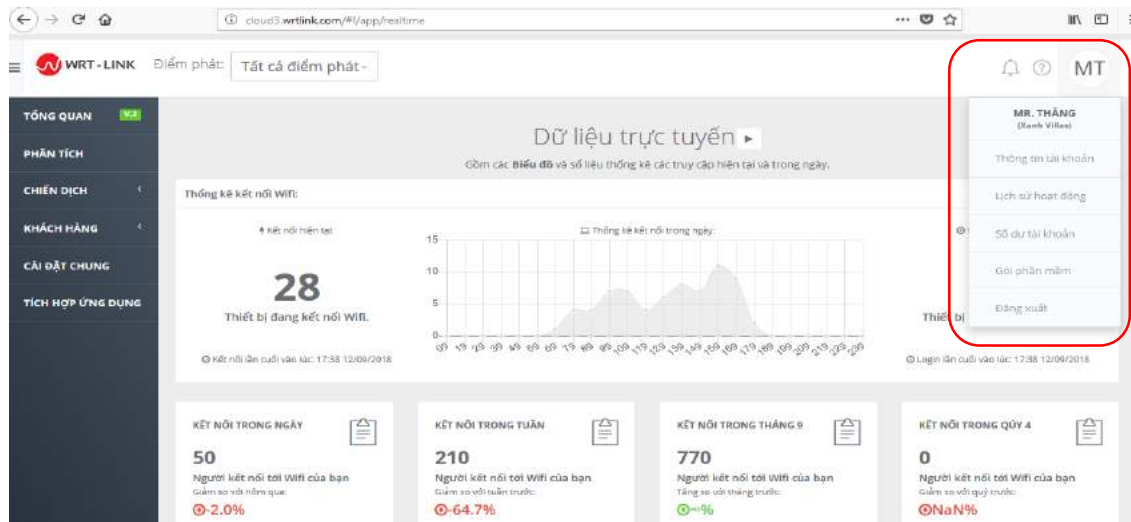# I. Account Management

1. Website to manage

- Name and password by WRTLINK supply

2. Account Management

- Left click on "MT" to display account information, login account history, software package is used, log out account from the browser ...
- "MT" is the abbreviation of the first two letters of the customer name (Example: customer is MR.Thang)

- Add, edit, delete, change password for management account in the "Account information"

II.   Group Management & Device Management

- Into "All playlists" to view Group Management, Device Management, Groups, and Devices installed
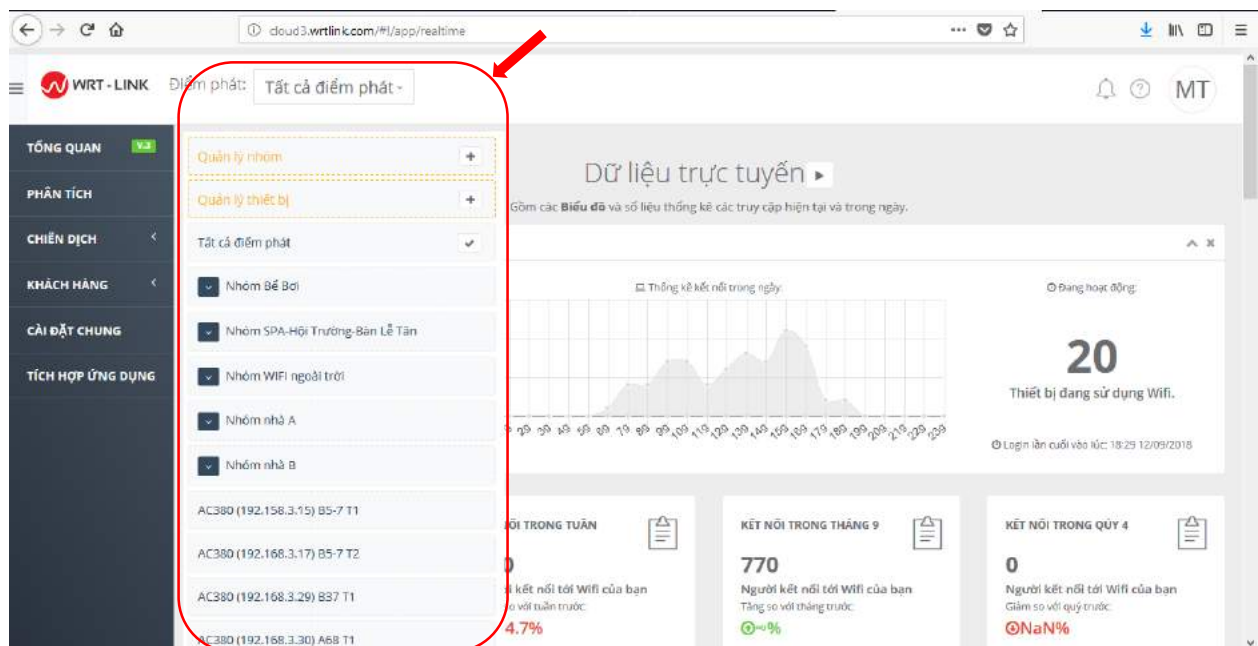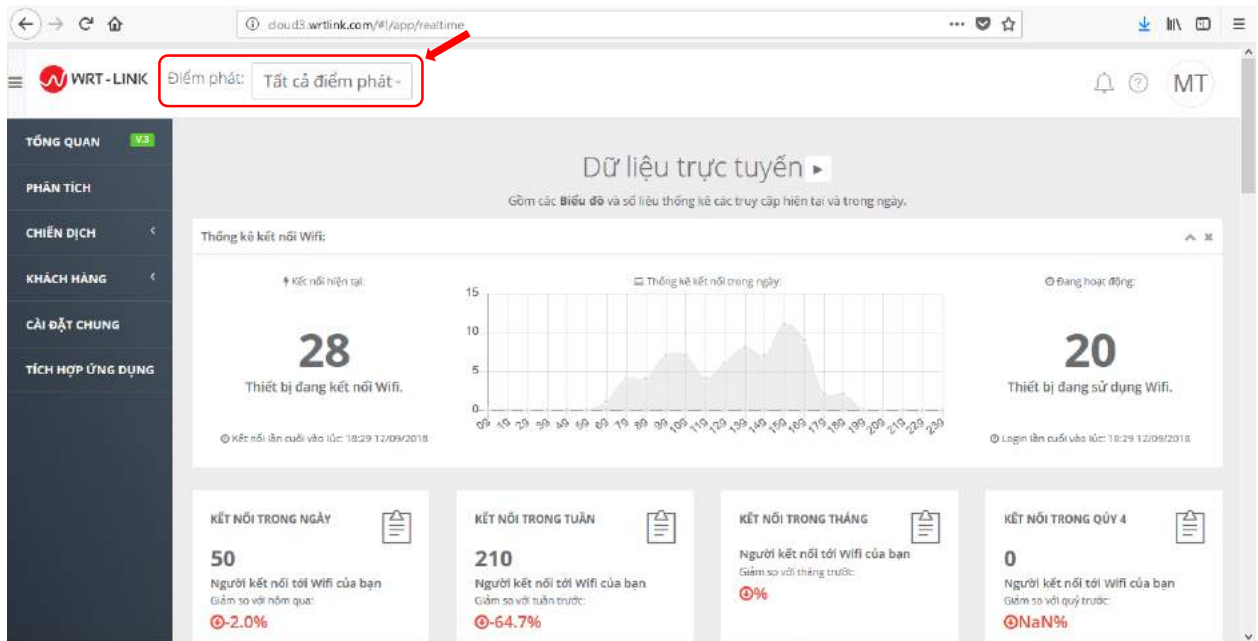
1. Group Management

- A group consists: one or more devices and uses one or more advertise campaigns to manage easily when using multiple devices.
- Into " Managing group "
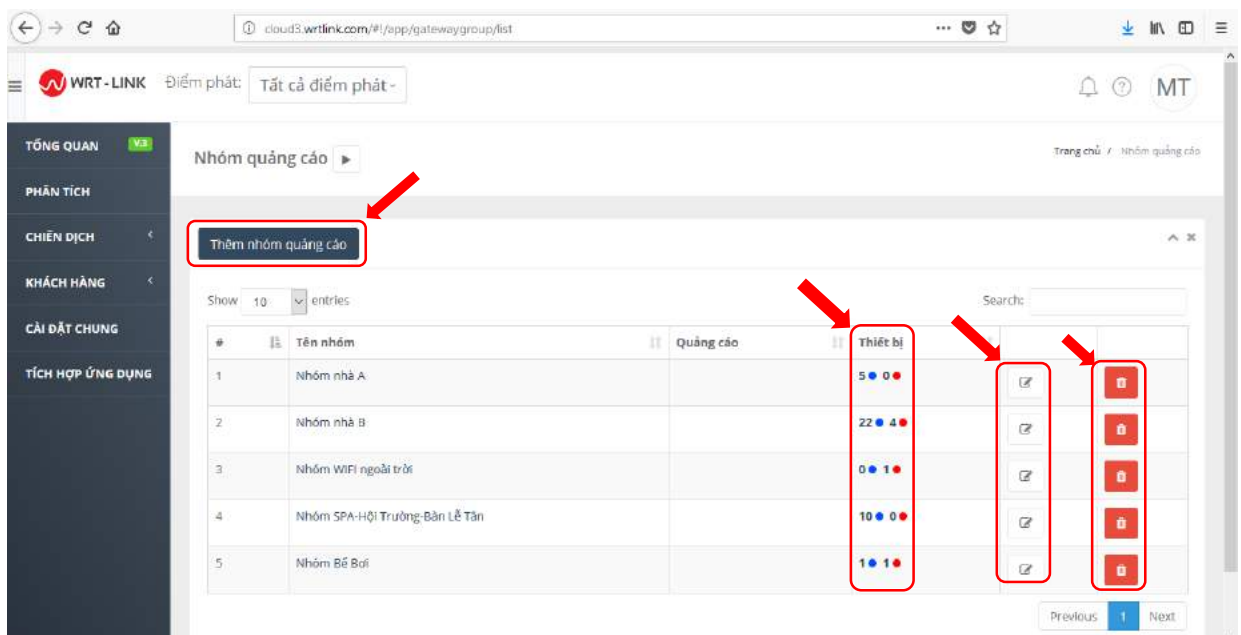- "+" sign to add a new group

- Add groups, edit, delete groups created

- Groups created as:

  - Group A
 - Group B
  - Pool Group

- In field "Device"

  - Blues indicates : devices active
  - Red indicates : devices suspend

- Add an advertisement group

   • "Ad Display": Selection created advertisement in the "Campaigns" section for the device group.

   • "Group name": Set as option

   • "Device Management": Select the devices for the group.

   • "Settings": set the limit of accession for the users, based on time (minutes) and Traffic (Mbps).

   • "Add new": Save the created information.
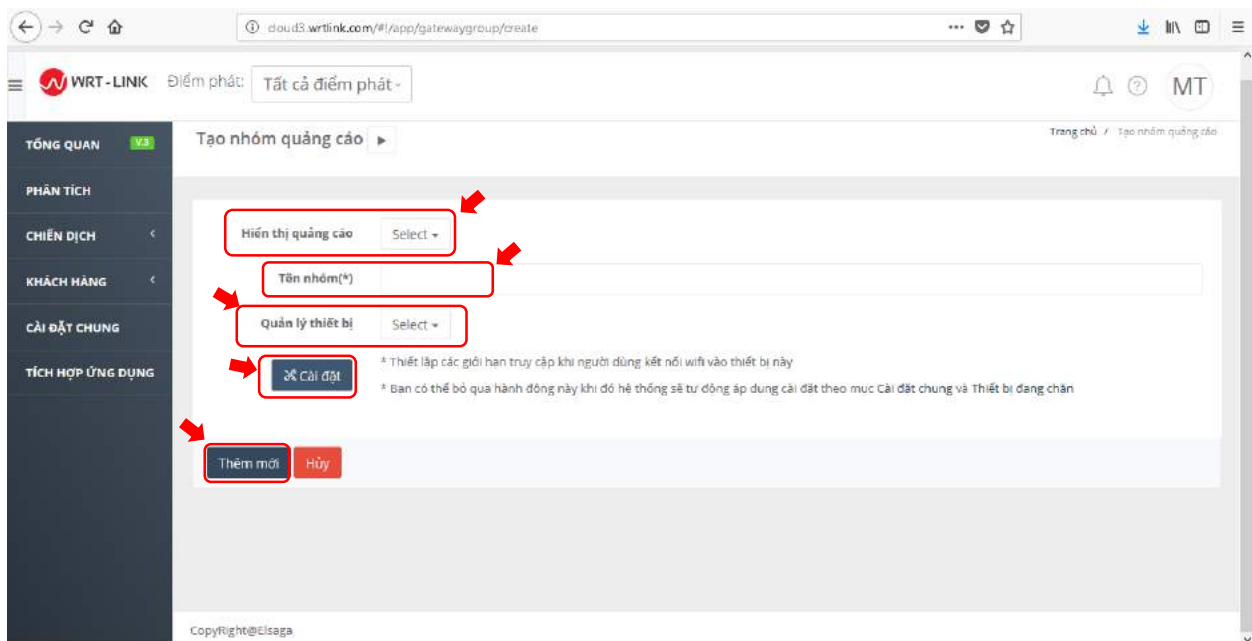
2. Device Management
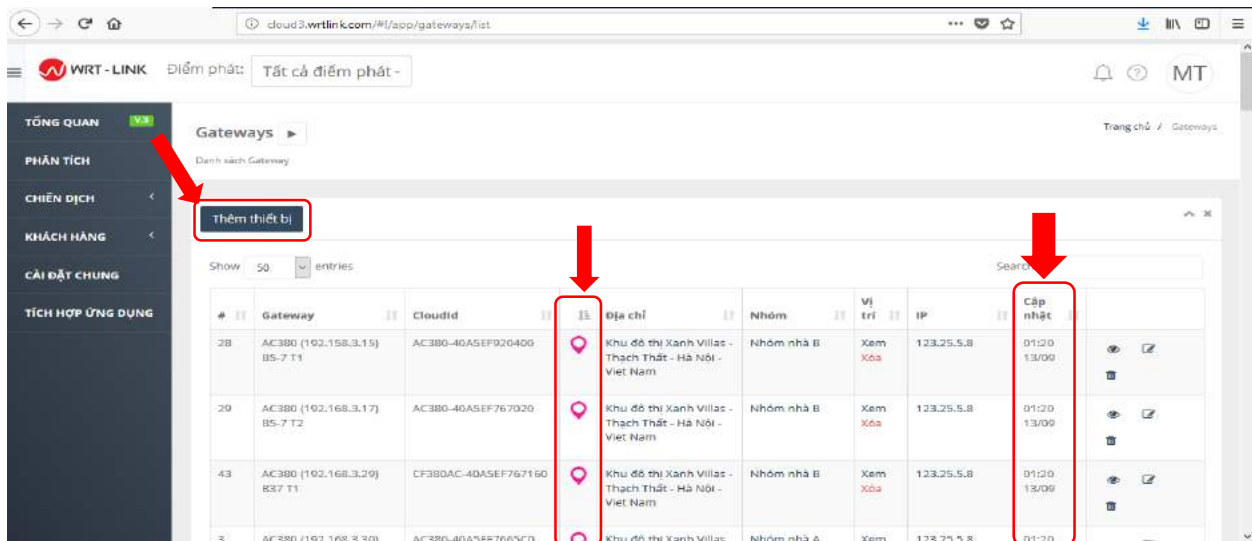- Into "Device Management"
- "+" device added

- Device status:
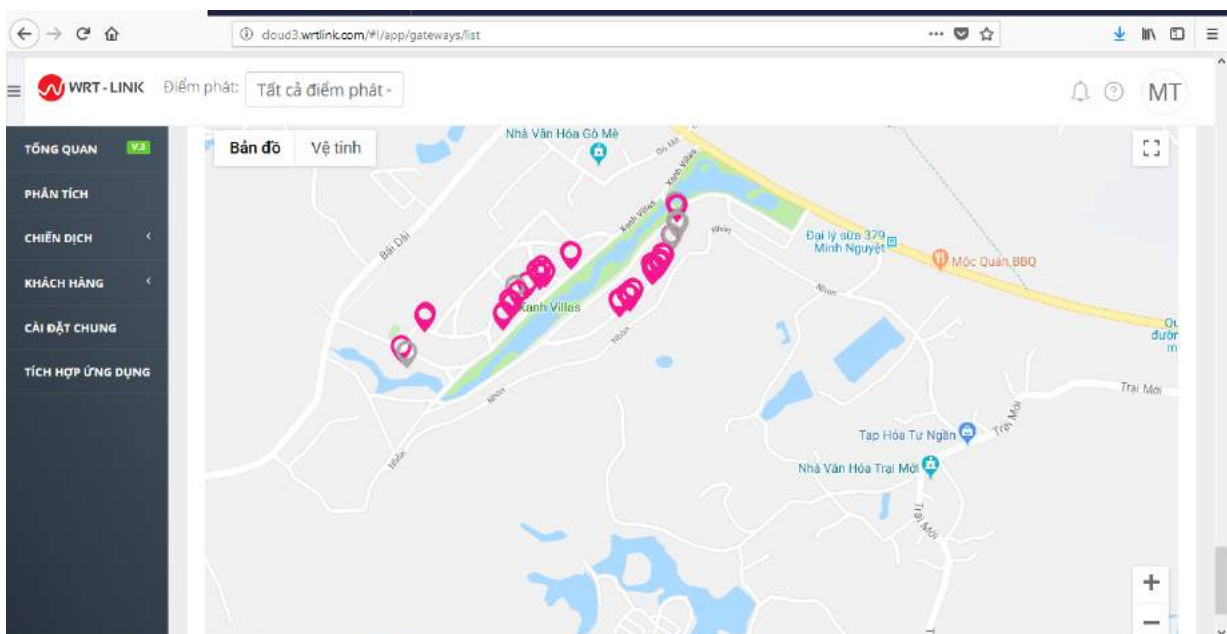   - The Pink : device active
    - The gray: device suspend
- "Update": Return the time & date / month of the last active device
- "Add Device": WRTLINK will set up available when provide account for customers.
    Note: If you delete the device that disconnect between server and device =>
    no access Wifi marketing.

- Location of device on the map

- Change "campaign" on 1 device (this device does not manage in groups):

  • Enter the pencil sign

  • Select one or more ad campaigns on your device => Save

III. Overview and Analysis

1. (Overview)

- Statistics of connections in the current time, daily, weekly, monthly, quarterly.
- The device is connected: the device is connected to the wifi but not yet logged in the form of advertising.
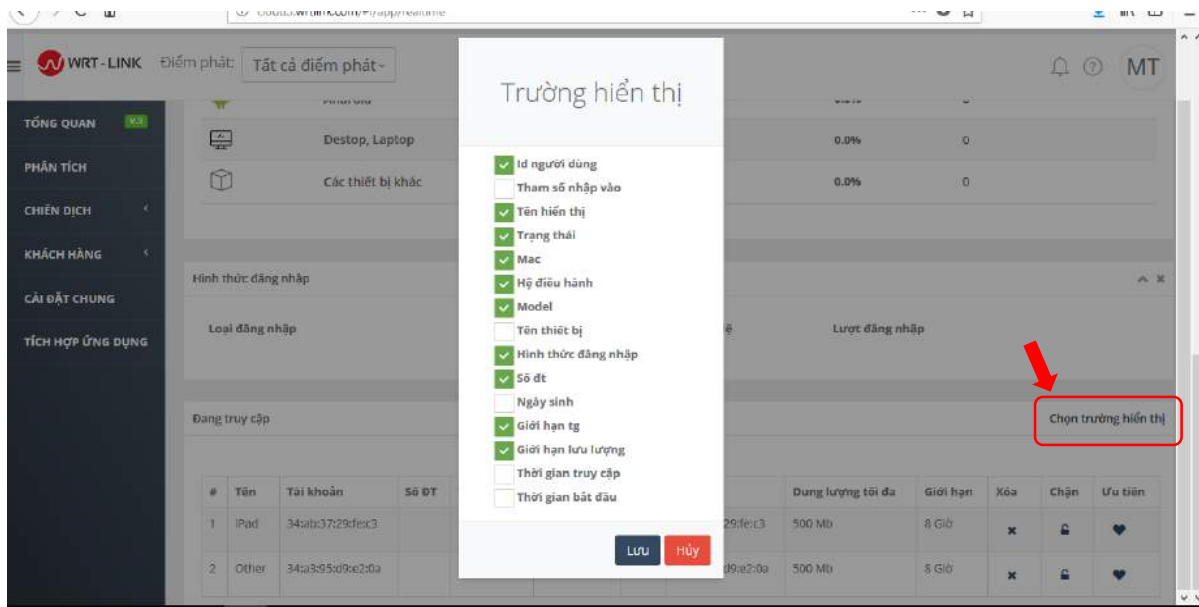- The device is using wifi as the device logged in successful forms of advertising and used internet.
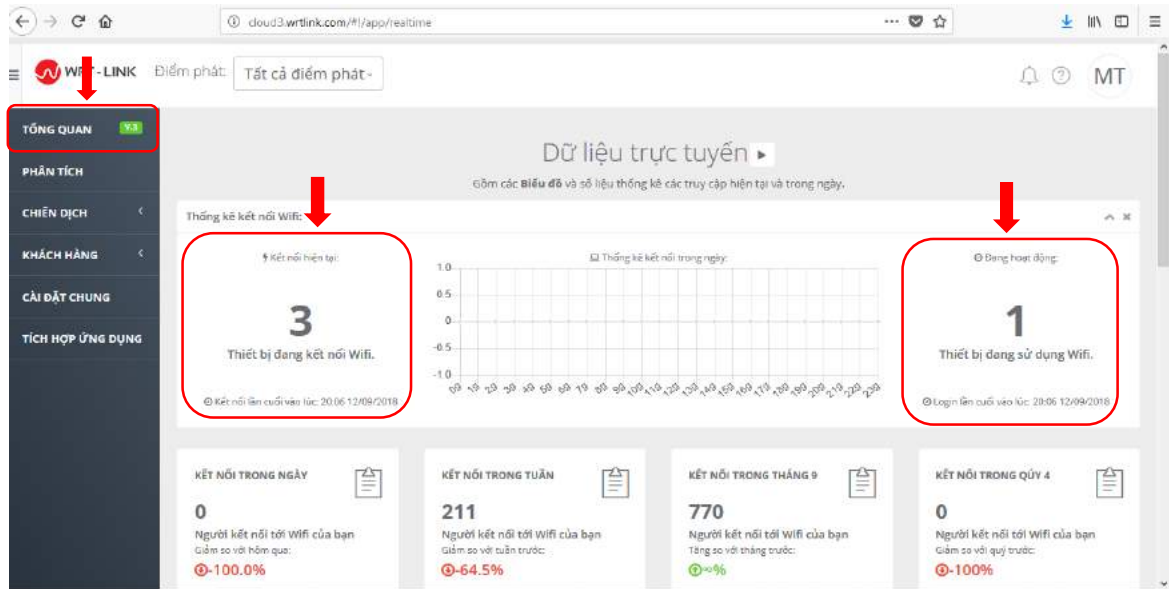
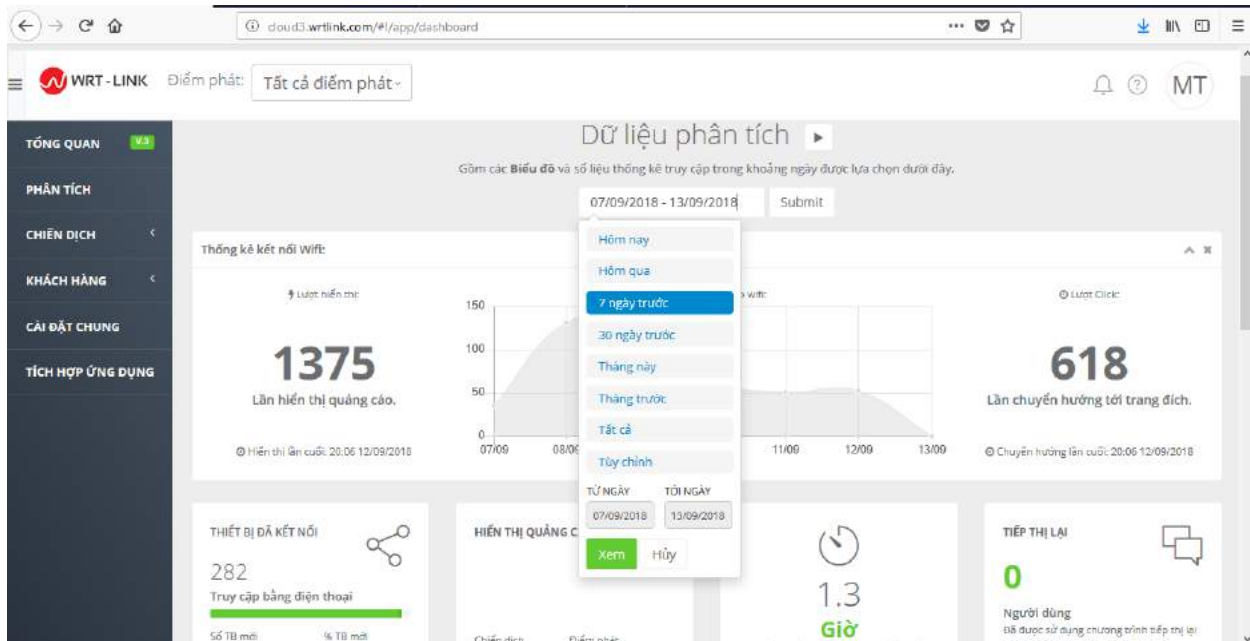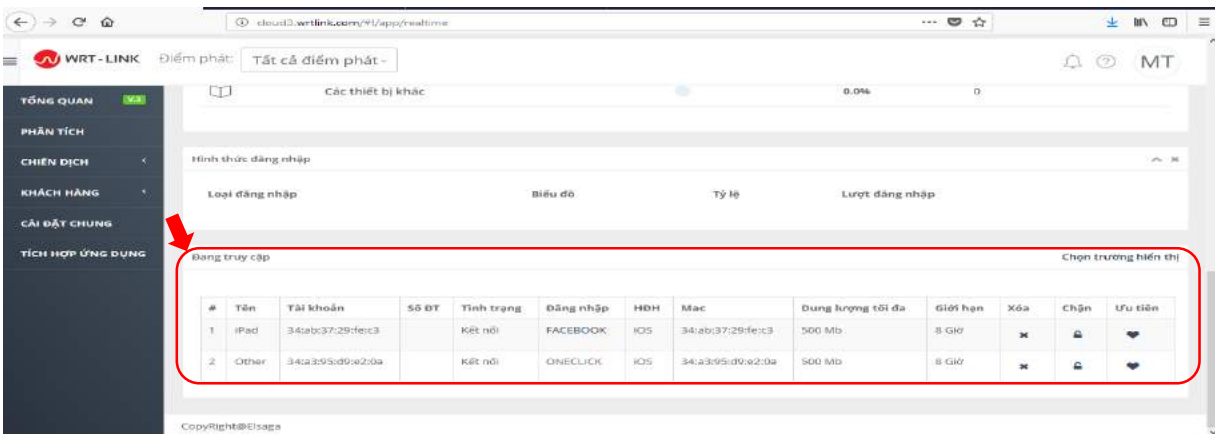- After users login successfully , it has user information on display

- Example:

    • Device names: IPad, other, ...

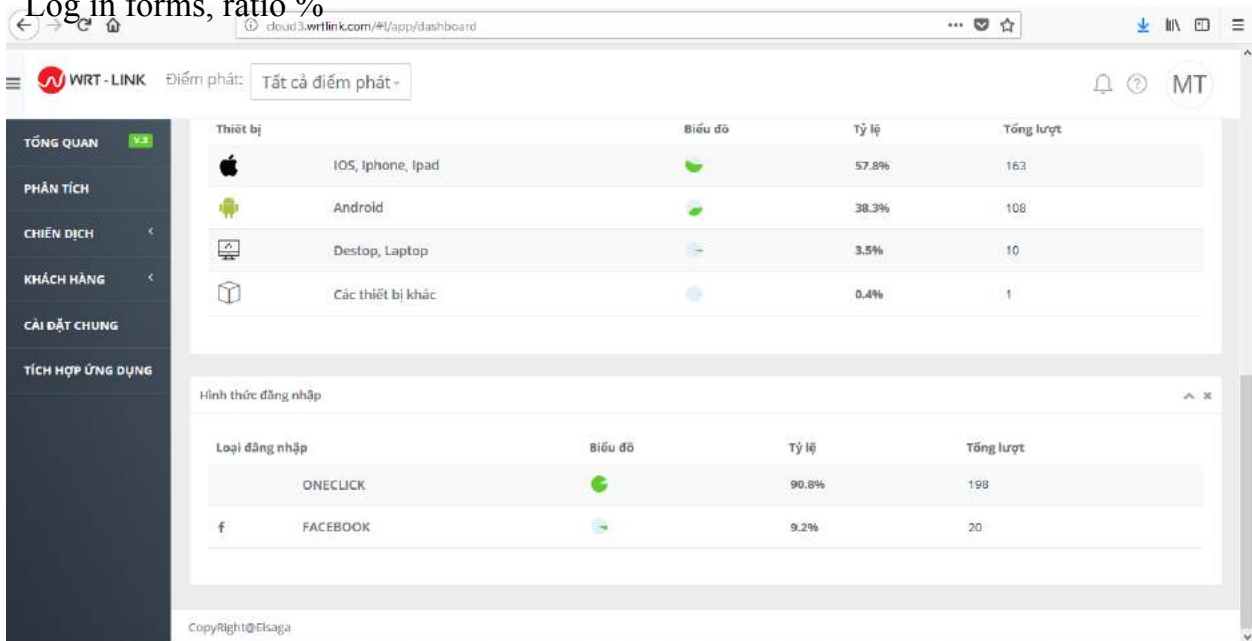   • Forms of login : facebook login, quick access ...
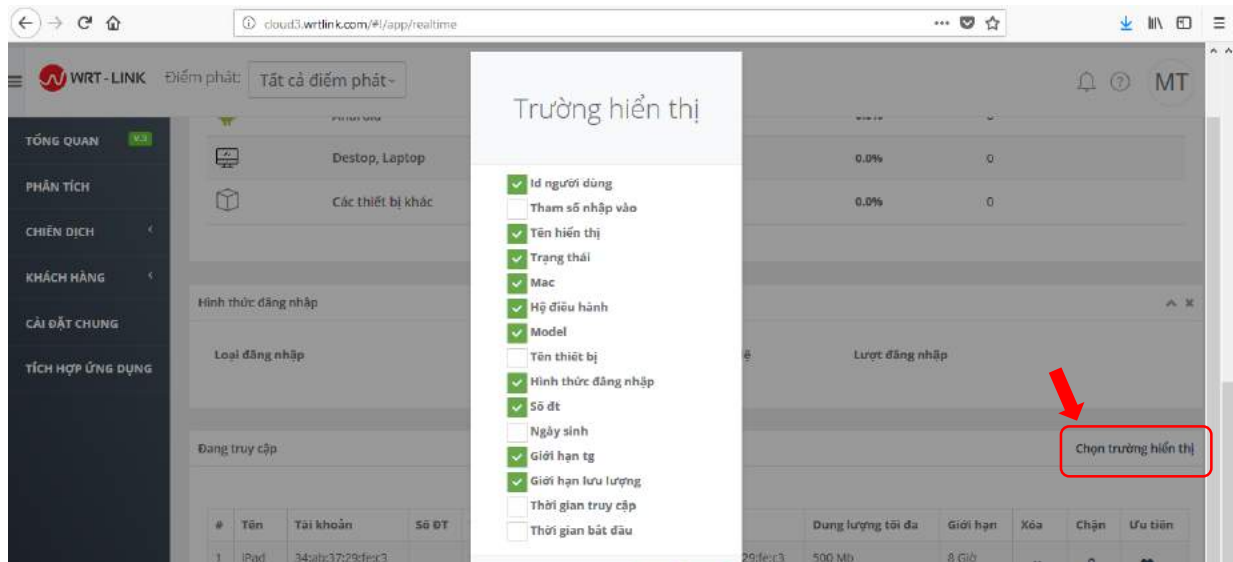
2. Analysis

- Total number of ad impressions, successful logs by day, by week, by month. Results will be compared on the chart.
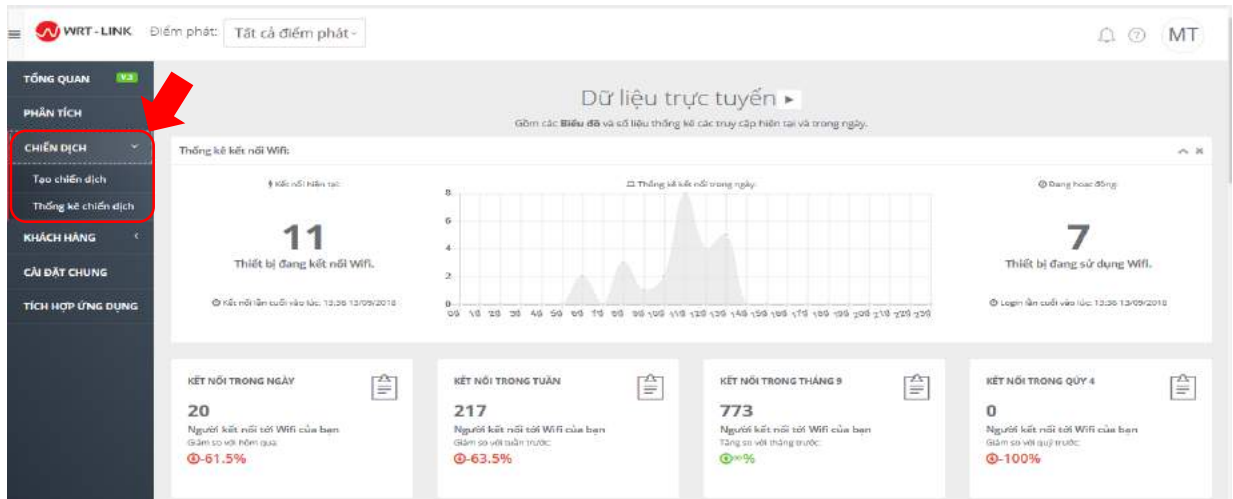
- Statistics of devices logged, calculation ratio %
- Log in forms, ratio %

IV. Advertising campaign

- Including: Create advertising campaigns and Statistics of campaigns
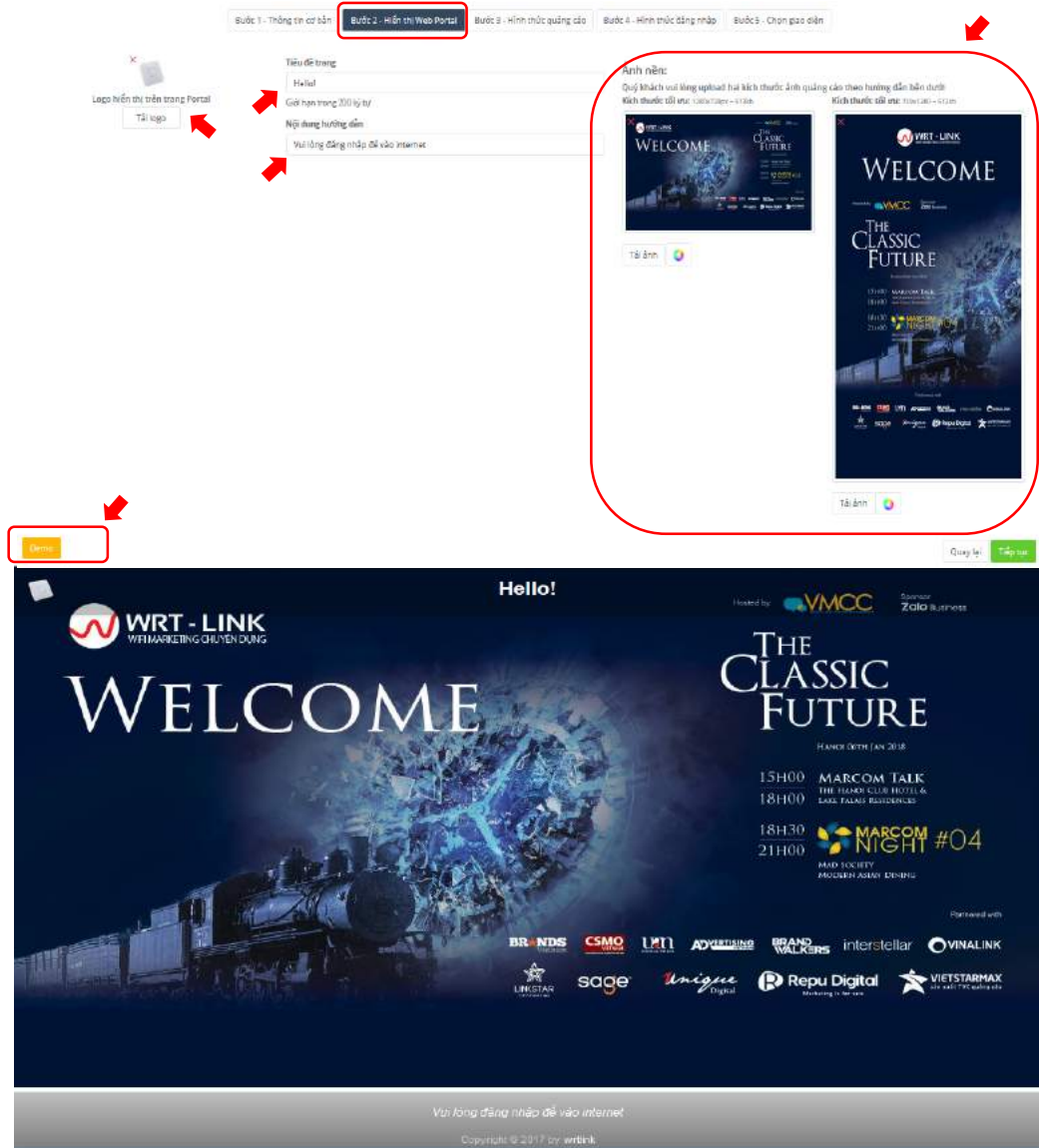

1. Create campaigns

- **Step 1: Basic information**
- Hotspot of Advertisement: attach advertisement in device access
- "Group name": Set as option
- Display in advance": When creating multiple advertising campaigns, the priority campaign will be on display in advance
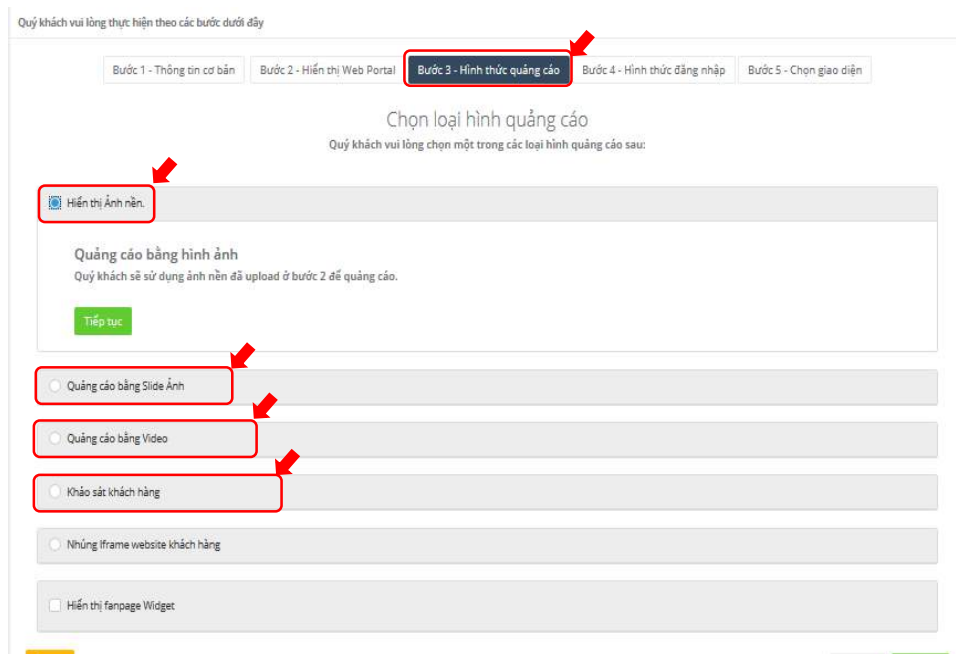- "Link of landing pages": After logging in the ads formats, forward to landing pages
- **Step 2: Display Web portal**
- Size of Width: 1280x720px ~ 512kb for computer.
- Size of Vertical :720x1280 ~ 512kb for your phone
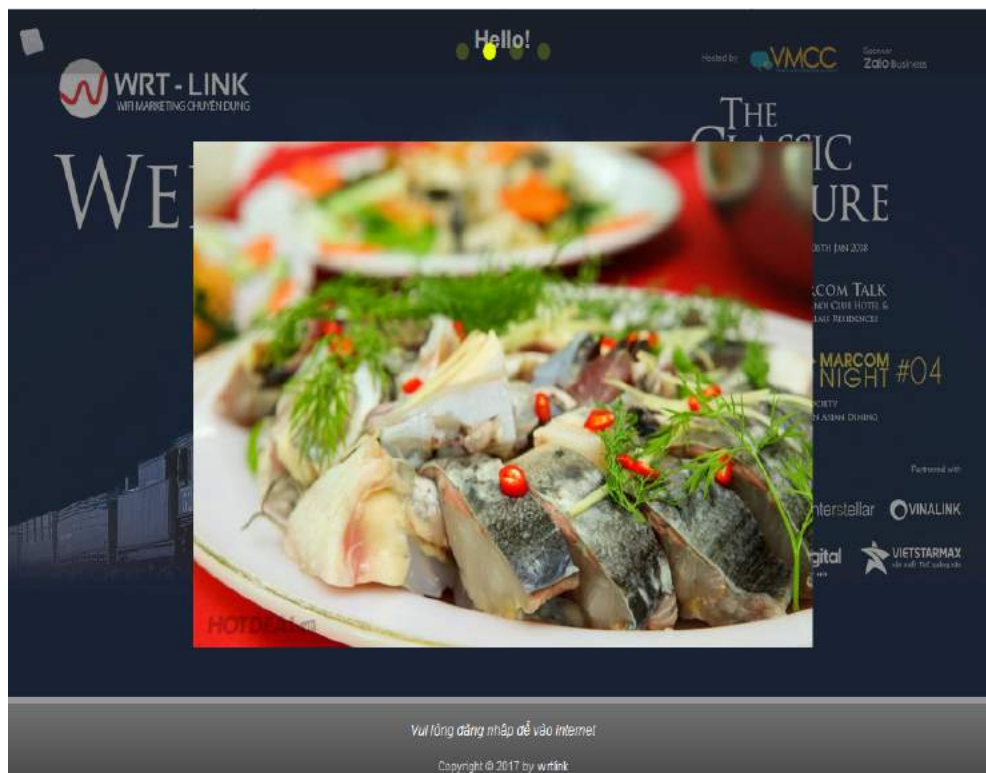- Then demo to view

- **Step 3: Form of advertisement**

- **"Background Image":** The Image in step 2.
- **"Slideshow Advertisement":** Image is displayed in slide style, up to four images.

✓ (Demo version)

- **Video advertisement**
  - ➢ Add: link video on youtube
  - ➢ Compulsory time to view:10s

- **Survey customers**
  - ➢ Create questions to ask customers
  - ➢ Selection forms of questions

> Demo version

Step 4: Form of login

- **Basic login form**
  - ➢ Click on "quick access" to access the network.
  - ➢ Additional information such as: Name, Age, Date of Birth, Phone Number, Email, Address, Job, Gender
  - ➢ Additional information: the requires is not compulsory for customers.
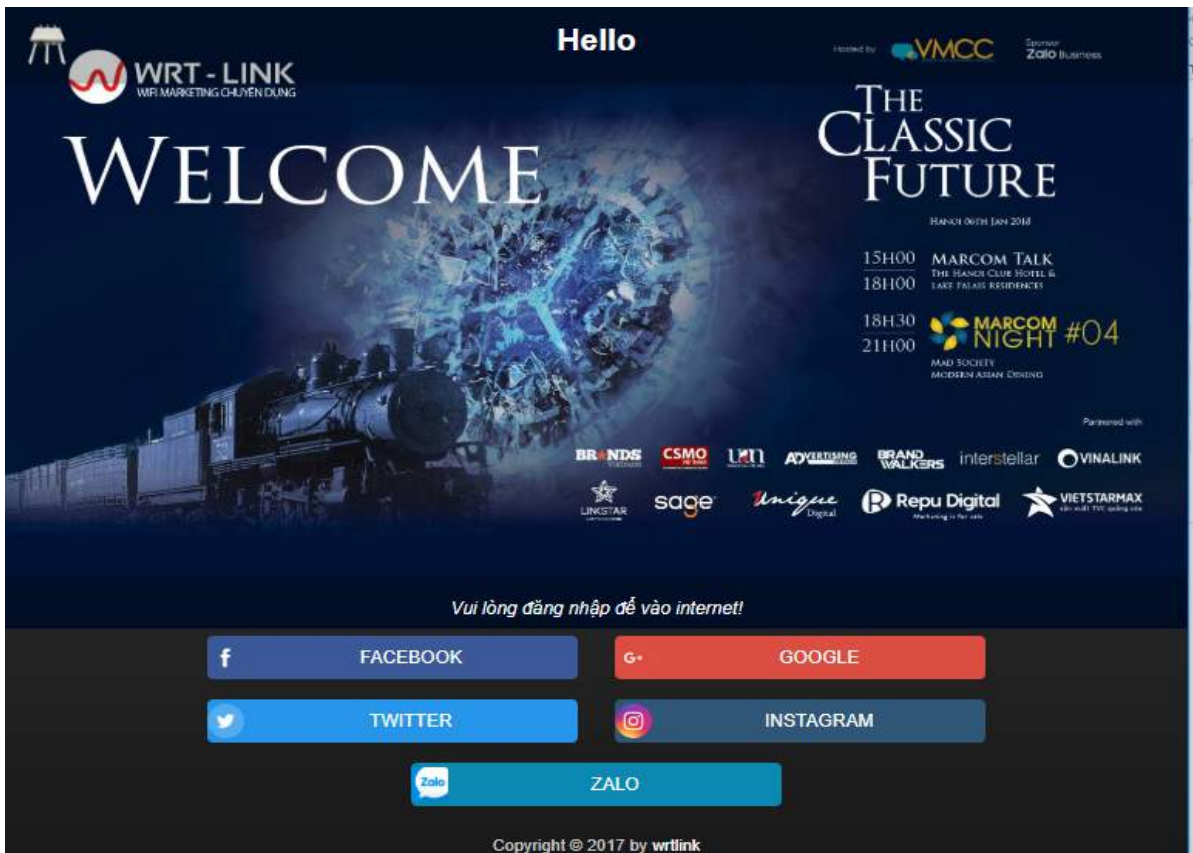

  - ➢ (Demo version)

- **Social Network Login**
  - ➢ Login facebook, google, zalo, twitter, Instagram, Like & share facebook.
 - ➢ Buttons size on display

  - ➢ Demo Version

- **Other forms**
  - ➢ Handset access code: The code is created in the general settings.
  - ➢ Automatic access code: This section associates with social networking login.
  - ➢ Access password: Created in the general settings.
  - ➢ Access account: Including username and password, created in the general settings.
  - ➢ Phone Number: Format the correct phone number.
  - ➢ OTP Login: Enter the phone number to recieve sms to the phone and enter the code to connect to the internet. This method will cost for SMS switchboard
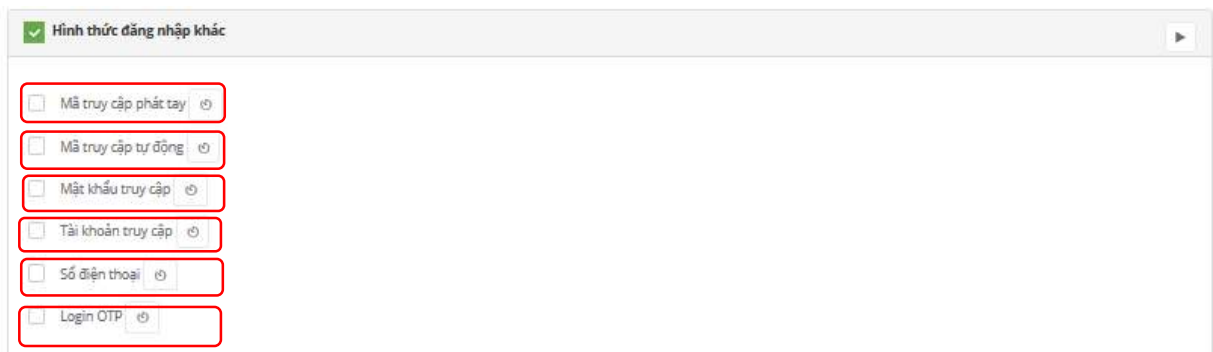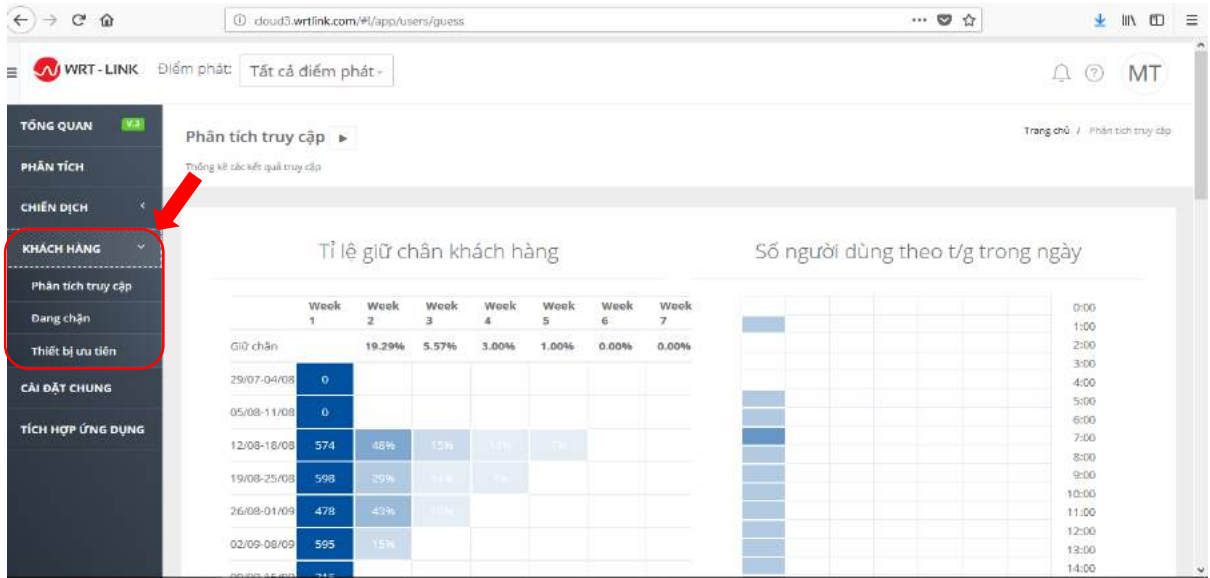

2. Statistics of campaigns

- "Status": The campaign is on / off
- "Priority": This mode is enabled when the preferred campaign is shown. If more than one priority campaigns is shown on the same or group of devices, the campaign will be randomly on display.
- Demo, edit and delete campaigns.
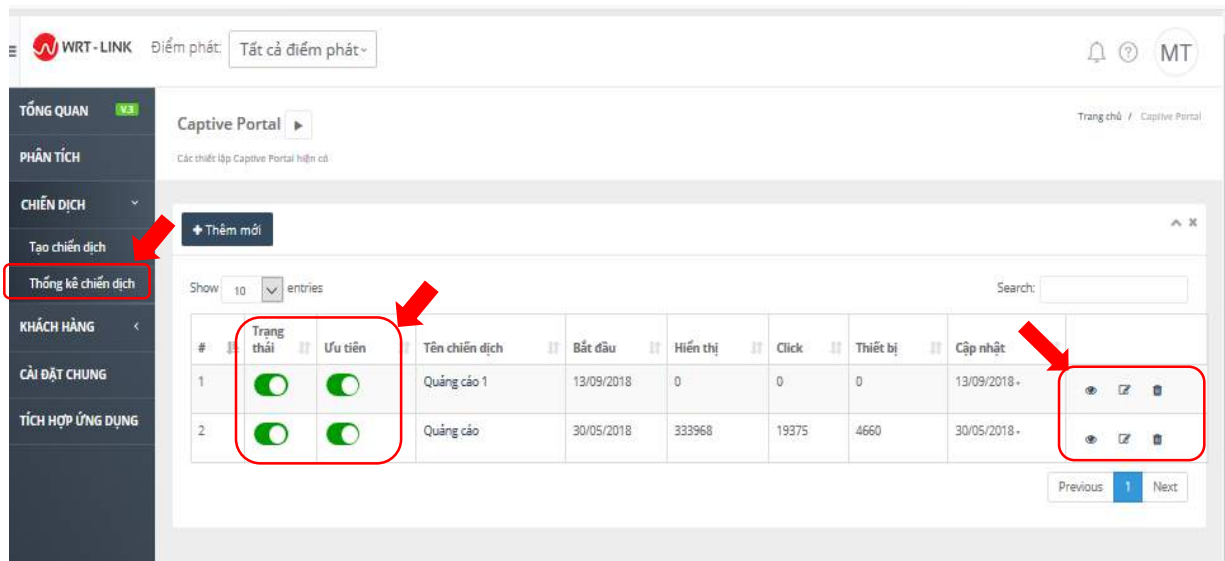
V. Customers
- Including: Analysis of access, block device, priority device for network access.

1. Analysis of access
- Statistics of all devices access:
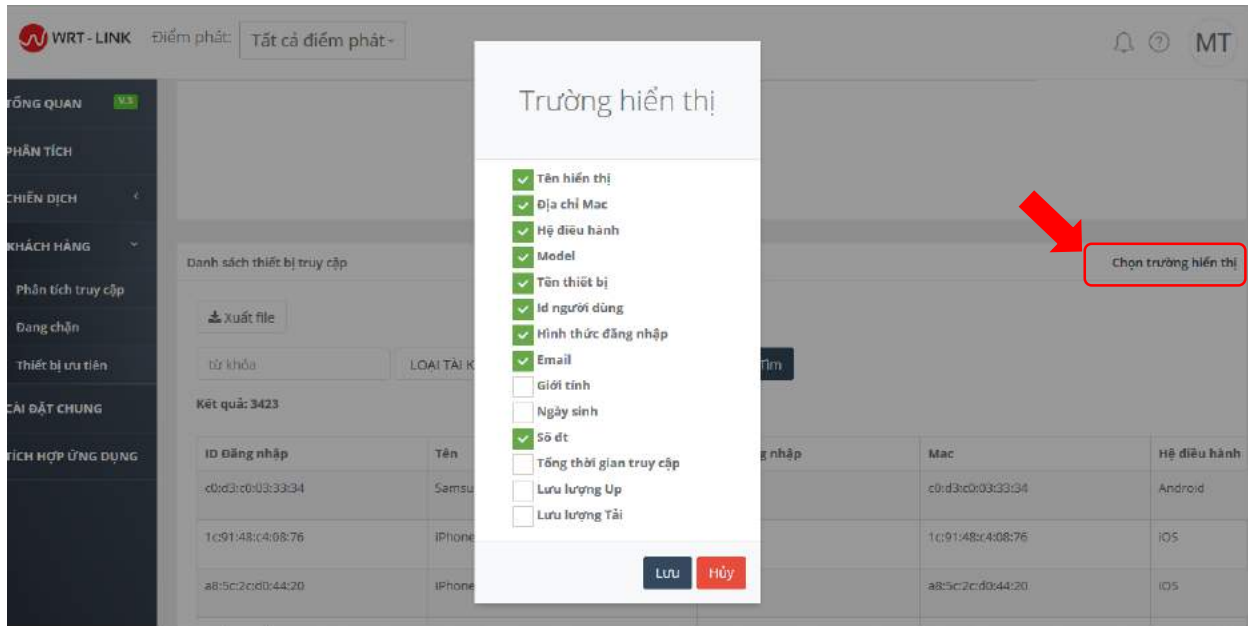- Viewing detailed statistics , devices into list blocked, priority devices, delete devices:
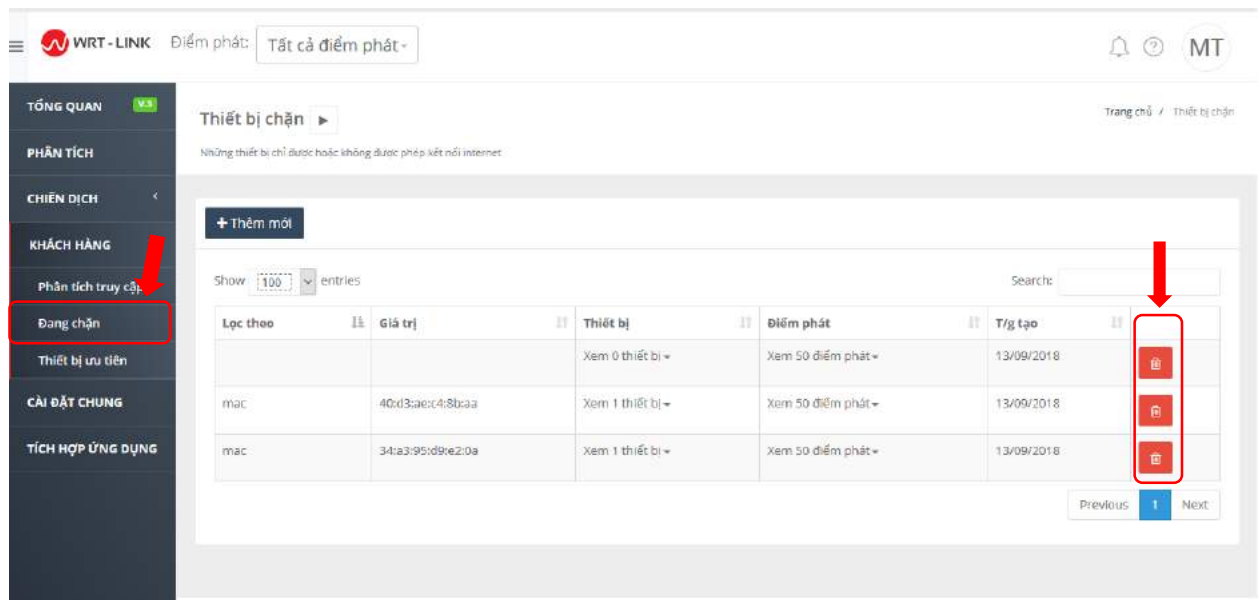

20

- Select field to use on display

2. Blocking

- List of devices blocked to the internet, blocked by the mac of the device.
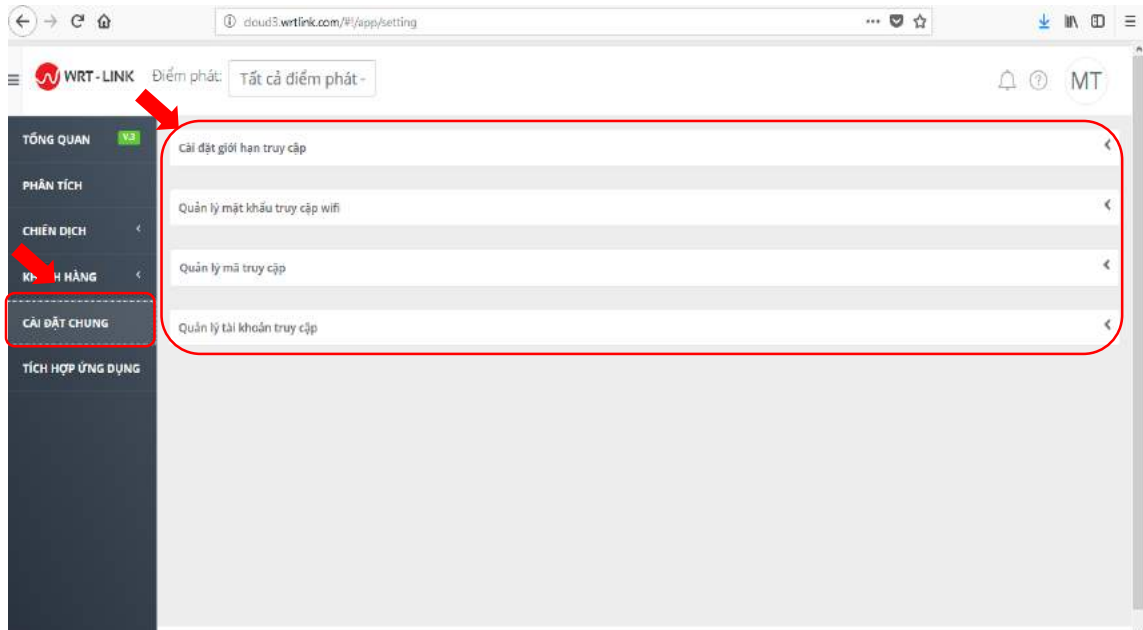- Remove from list, it will go to normal network.

3. Priority device

- Priority devices will be accessed directly without any login step.
- To deactivate device priority. => remove device from priority list.

VI. General settings

- Including unlimited accession, wifi password management, access code management, access account management


1. Unlimited accession

- The session is followed by the successful login and using continuely network for 120 minutes will be disconnected. Then login again.
- Maximum capacity is 500Mbps when log in again
- Release time is the amount of time that the network will not be used , it will disconnected.
- Session access levels, maximum capacity, release time for "0" value, only one login, unlimited access.

2. Passwords Managment:

- When creating advertising campaign, you choose the "Login password" form. To create a wifi password log in the network, go to " Passwords Managing ", create an freedom password.
- "+" adds an access password.
- Password status on / off.
- Edit, delete password.
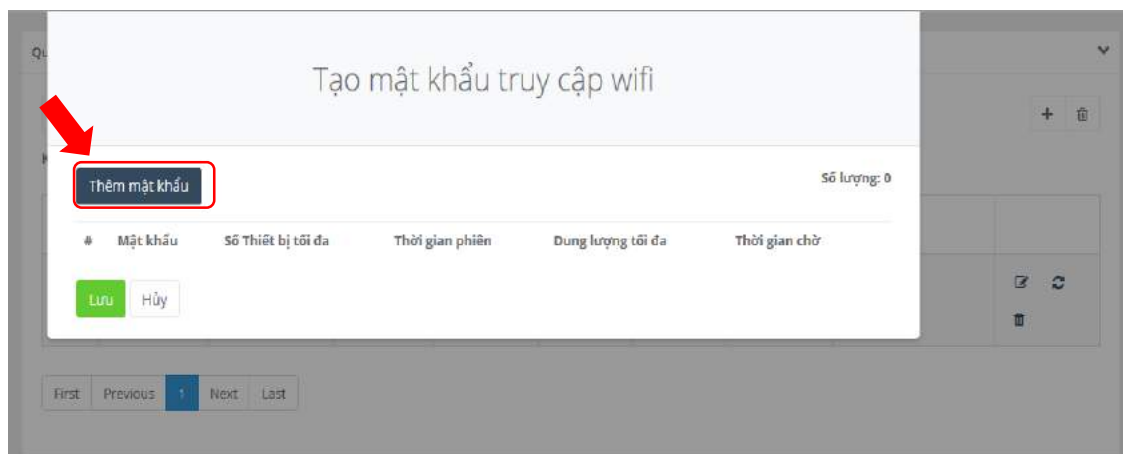
- Password": Select optional password (VDMK: QSDT).

- "The numbers of Maximum devices": On the password, QSDT allows up to 7 access devices (optional).

- "Session time": the time to use the password and after using out of time, the device will be disconnected, then login again.
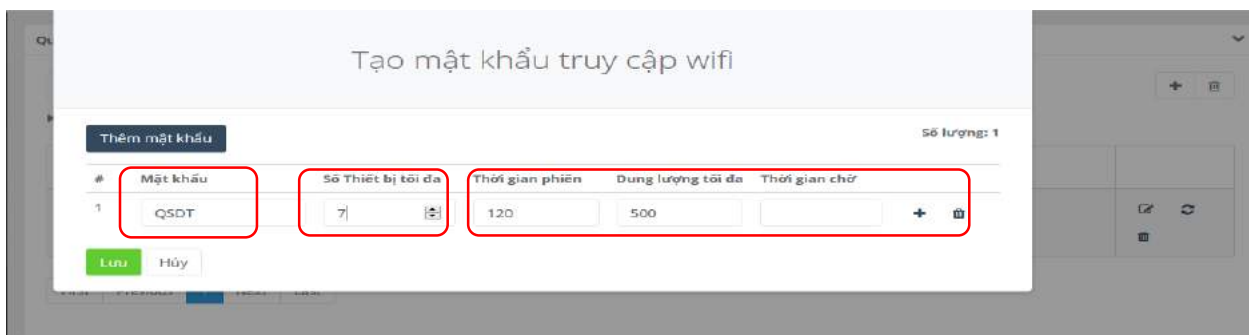
3. Access code Management:

• When creating an advertising campaign, you choose the form of "wifi login". To create a login code on the network, go to the "Manage access codes" section to create an arbitrary number of codes.

• Add code, delete, print directly to printer, hide code, export code to excel

• Status code on / off.
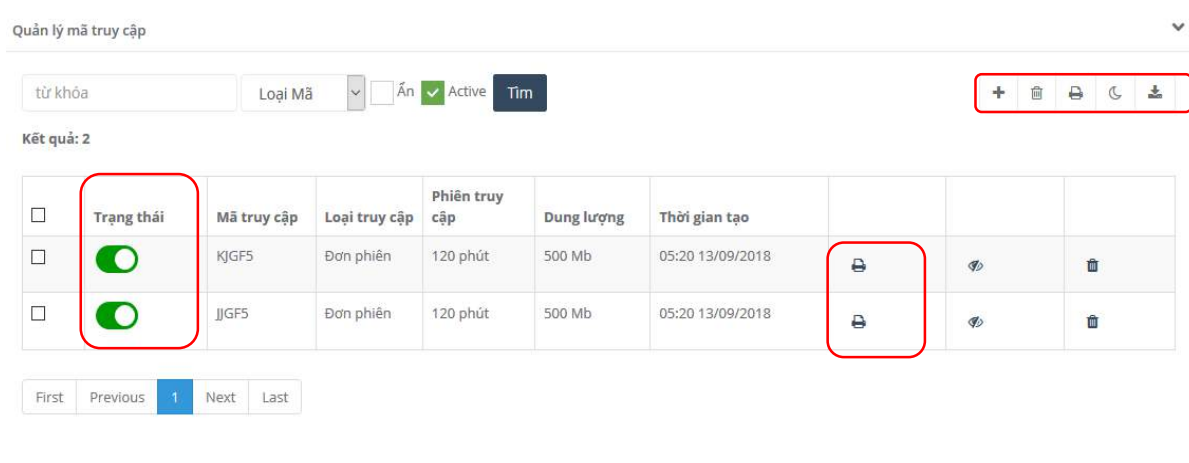
- "Number of codes": Optional.
- "Number of devices": Number of devices allowed to use on the same code.
- "Mode":
  - ➢ Single session: The code only uses one login.
  - ➢ Multi-session: The code uses multiple logins.
- "Expired": Usage time of the code

4. Access Account Managment

- When creating an advertising campaign, you choose the form of login wifi as "Access account ". To create a usename / password to log in the network, go to the " Access Account Managment " to create an unlimited accounts.
- The "+" sign adds a login account

- Add an advertising login account.

THANK YOU!