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What is a Marketing Portal?

Our Wi-Fi marketing portal is a web page that users see before accessing a public WiFi network.

It acts as a gatekeeper, requiring users to interact with a login or splash page before they are granted internet access.

Turn Every Connection Into a Business Opportunity

What is required ?



Internet Router (Client-Provided or Managed)

- Connects your internal network to the internet
- Requires stable broadband (fibre, LTE, or ADSL) with available bandwidth



Wi-Fi 6 Access Points

- Mounted in key indoor areas to deliver fast, reliable guest WiFi
- Supports high user volumes typical in restaurants and lodges
- Enables captive portal access and data collection



Network Infrastructure Cabling

- CAT5e or CAT6 Ethernet cables for data and PoE delivery
- Installed from switch to access point locations
- Optional rack or wall cabinet for neat housing



PoE (Power over Ethernet) Switch

- Powers the access points via Ethernet — no separate power cables needed
- Simplifies installation and improves network reliability
- Typically includes 4–8 ports for scalable deployment

Flexible Deployment Options

- Software-only (softphones + existing devices)
- Hybrid (IP desk phones + mobile apps)
- Fully managed (phones, connectivity, support)



Designed for restaurants, take-aways, guest lodges, lodges, and hotels, SPOC's Wi-Fi Marketing Portal transforms guest internet access into a powerful engagement, branding, and insight platform.

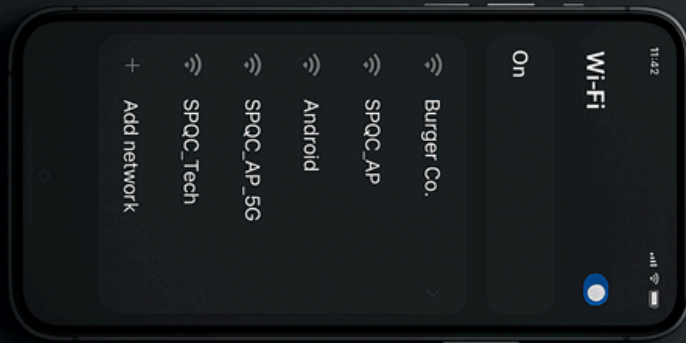
Who is it for?



WIFI MARKETING PORTAL



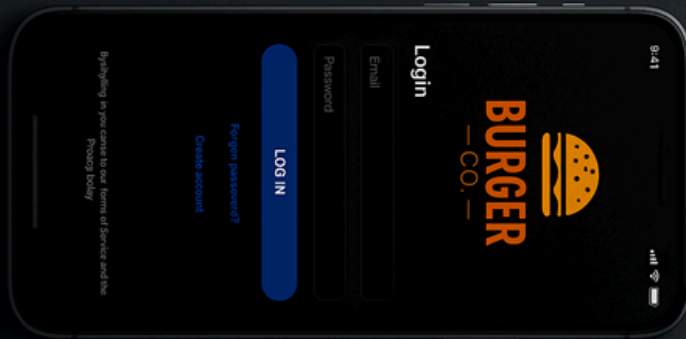
User connects to WiFi



Redirected to promotion page



Redirected to Splash page



1

User enters info / accepts terms

2

Authenticates & grant Internet Access

3

Data entered is logged and used for marketing

Why Offer Guest Wi-Fi?

Brand Visibility & Sponsorship

- Display your brand on every guest login
- Promote partners, beverage brands, events, or tourism activities
- Monetize screen space without additional infrastructure

Cost-Efficient Advertising

- Promote specials like Happy Hour or Sunday Lunch
- Redirect guests to your menu, booking page, or social media
- Zero media spend, instant exposure

Behavioral Insights

- Track foot traffic and peak usage times
- Monitor session duration and device types
- Understand customer behaviour to improve operations

Operational Control

- Set per-user bandwidth limits (e.g. 2 Mbps)
- Limit session duration to avoid abuse
- Maintain performance during busy periods

Why WiFi 6?

- Faster speeds & lower latency
- Handles more users simultaneously
- Consistent performance in busy areas

Key Features

- Dual-band 2.4GHz & 5GHz (up to 3 Gbps throughput)
- Optimised for high-density environments
- Smart roaming & band steering
- Discreet ceiling-mount design
- Centralised cloud or local management

Our Clients' Experience

We design every solution to deliver:

Cost-Efficiency – Scalable, affordable deployments

Performance – Fast, reliable, secure connectivity

Convenience – Easy management with remote access

Support – 24/7 helpdesk and proactive monitoring

Pricing Starting From

R275 p/m
Per WiFi AP