



# WINNING DOLLARS FROM C-SUITE SKEPTICS



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PRESENTED BY:

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# LAUREN DE LA FUENTE

BOINGO VP OF MARKETING & COMMUNICATIONS



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# ABOUT BOINGO

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# 1 BILLION PEOPLE CONNECTED

Boingo connects you to the people and things you love.



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SUCCESSFUL SOCIAL  
MARRIES  
CREATIVE  
WITH  
CONTEXT

GET FROM TIMES  
SQUARE TO  
WEST PALM BEACH, FL  
IN 05:22:41



THE NEW  
jetBlueCar

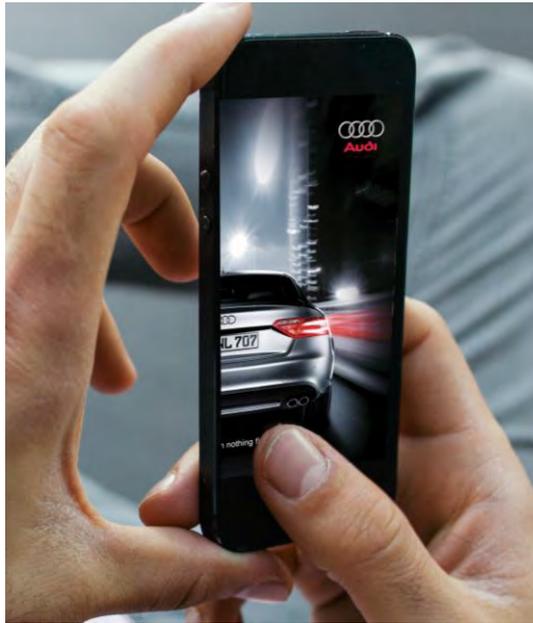


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# IN A **MOBILE-FIRST** WORLD

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You need to have a smart social strategy, whether you pay for it or not







# POSIT



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# POSIT

There's more to paid  
social than just paying  
for it

Reframe  
your  
thinking .



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# SUCCESS STORY:

## Verizon Connection Day

### OBJECTIVE:

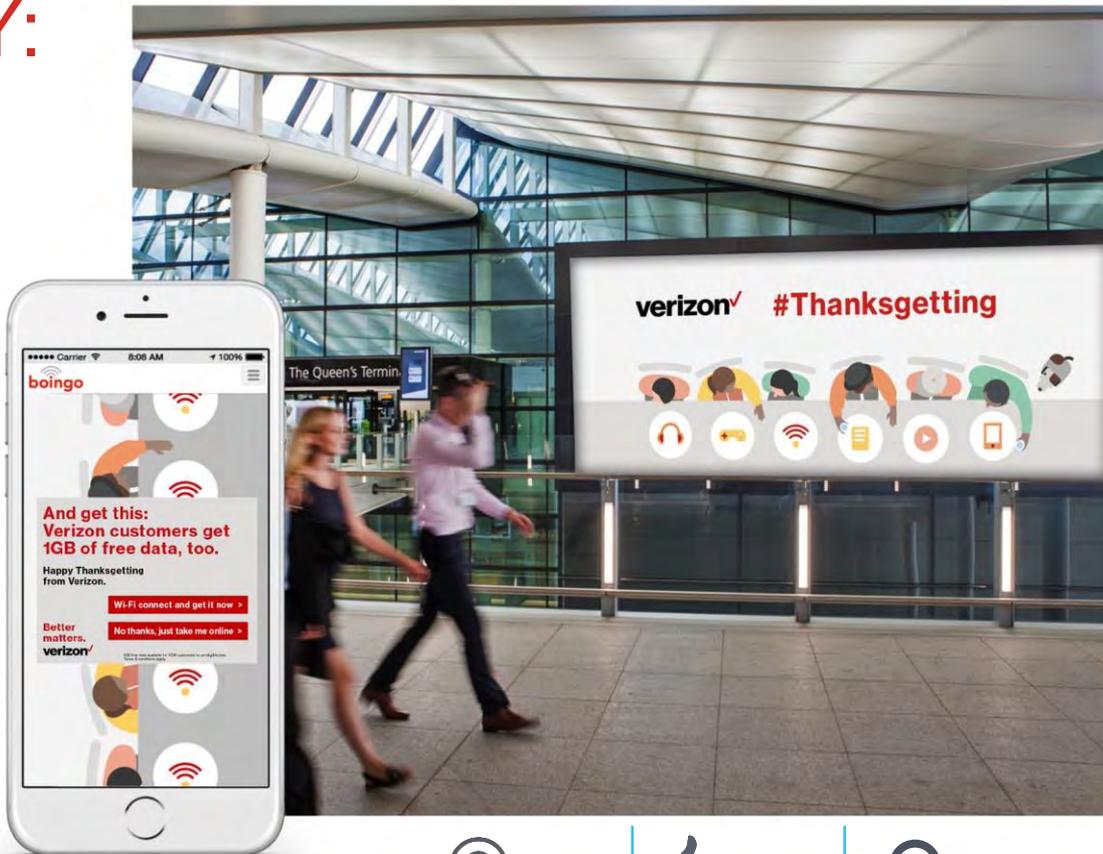
Verizon wanted to assist travelers with managing their stress or boredom on the busiest travel day of the year.

### EXECUTION:

Verizon partnered with Boingo to reach travelers in U.S. airports on the day before Thanksgiving. The Boingo mobile component rewarded travelers with travel perks provided by big brands, such as Amazon, GoGo, Conde Nast and Pandora.

### CONNECTING THE CONVERSATION:

This campaign was featured on more than 127,000 screens, and was considered such a success by Verizon, they renewed the campaign the following year.



▶ Watch



9%

Average CTR to Website



+43%

Brand Favorability



+26%

Brand Consideration



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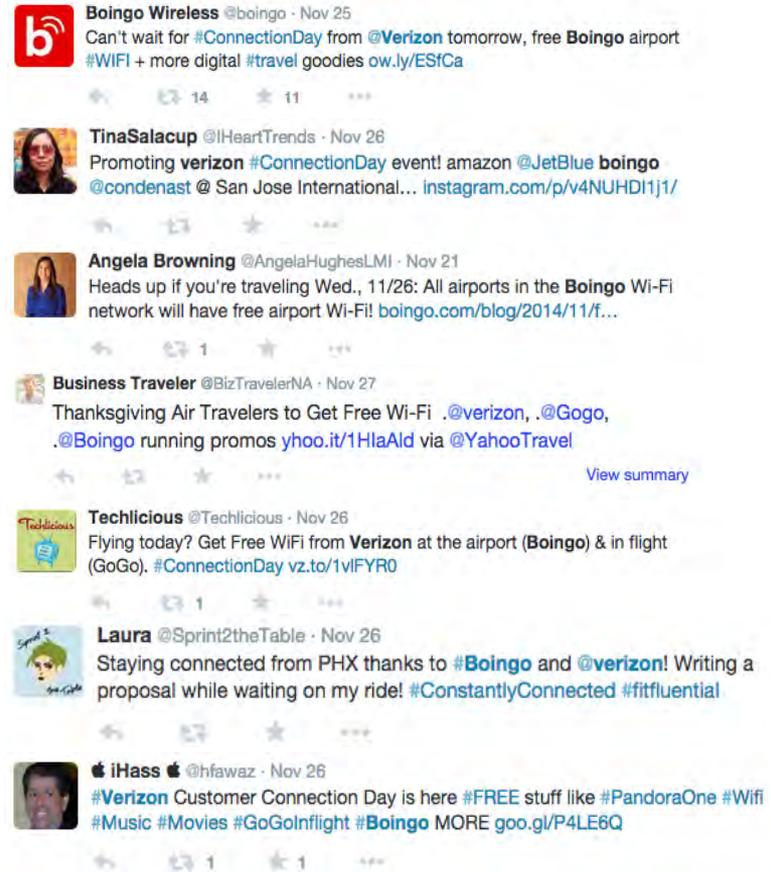
# SUCCESS STORY:

## Verizon #Thanksgetting

### SOCIAL MEDIA

*“As we approached the holiday season, we wanted to show how much we appreciate our customers. Boingo was a great addition to Verizon’s Connection Day #Thanksgetting promotion – a day to connect with family and friends, to learn something new about your device, or just to provide a little entertainment during what can often be a hectic time of year.”*

- Jay Jaffan  
Verizon VP, Marketing



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# SOCIAL FOR #THANKSGETTING

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**Boingo Media** @boingomedia · Nov 25

Travel got you down? Here's the remedy: @Verizon is sponsoring free #WiFi today at @Boingo airports! #Thanksgetting

7 80



**Boingo Media** @boingomedia · Nov 25

Today is #Thanksgetting, and @Verizon is sponsoring free #WiFi at @Boingo airports! Less stress, more Wi-Fi!

9 59

# SOCIAL FOR #THANKSGETTING

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**Boingo Media** @boingomedia · Nov 25  
Bored before you board? Get free #WiFi today in @Boingo airports, sponsored by @Verizon! Happy #Thanksgetting!

9 12



**Boingo Media** @boingomedia · Nov 24  
At the #airport on #Thanksgetting with time to kill? @Verizon is sponsoring free #WiFi at @Boingo airports on 11.25!

11 44

# SPOTIFY PLAYLISTS FOR TRAVEL

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# EMPLOYEE LINKEDIN POSTS

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## Boingo Stadium Stories: Connectivity Comes First at Vivint Smart Home Arena

December 6, 2016

Check out our latest Stadium Stories video! Boingo recently visited our friends and partners at Vivint Smart Home Arena in Salt Lake City to che... see more



**Patrick Magnarelli**  
Business Development Manager



## Celebrate World Wi-Fi Day with Boingo

January 26, 2017

June 20, 2017 is World Wi-Fi Day and only Boingo can align you with this ground-breaking event. Created by the Wireless Broadband Alliance (WB... see more



**Jon Landa**  
Vice President, Global Media



## VIVA Mexico!

December 7, 2016

Looking to reach consumers across the southern border? Now you can, with Boingo's newest Wi-Fi advertising network in Mexico. Check out our me... see more



**Silvia Prado**  
Director, Digital Sales — Southeast & LatAm

# BOINGO LINKEDIN POSTS

**boingo** Boingo Wireless  
3mo

On November 9th, Boingoites from every corner of the globe gathered in Los Angeles for a day of community, team building, and vision setting. We celebrated Boingo's 15th year. We also looked to the future for our next 15 years—how can Boingo continue to evolve in our mission to connect folks to the people and things they love? We celebrated our accomplishments, talked about the year ahead, and imagined what the next few years will hold for Boingo. We were **#ALLin**, and it was awesome.

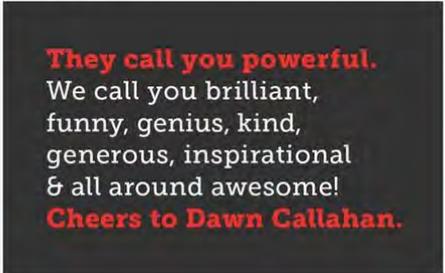


54 Likes · 17 Comments

Like Comment Share

**boingo** Boingo Wireless  
3mo

Boingo CMO Dawn Callahan was just named one of the Most Powerful Women in Cable by Cablefax Magazine. Dawn's always been a rock star in our eyes, but now she's been recognized alongside other amazing women, such as Oprah. Dawn's teams took home the 2016 Cablefax Faxie Award for Marketing Team of the Year and 2016 Cynopsis Media Model D Award for Outstanding Team of the Year. That tells it all—working with Dawn just makes you better in every way, and that my friends is true power.



39 Likes

Like Comment Share

**boingo** Boingo Wireless  
3mo

Check it out! Jon Landa, Boingo's VP Global Media, picks up the Cynopsis Model D Digital Award for Outstanding Team of the Year. Shout out to the outstanding team that makes it happen every day of the year. Bravo to sales, operations, engineering, sales development and marketing—we're so proud of you that we're kvelling! Boingo Media was also nominated for the Best Digital Video Ad Platform, and while we didn't win, we were honored to be nominated for the second year in a row in this category. Watch our video about Boingo Media to learn more, trust us, you will be glad you did: <https://lnkd.in/enkhiP>



47 Likes · 21 Comments

Like Comment Share



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# FINAL THOUGHTS

- PROVE THEM WRONG! SPEND LESS!
- CREATIVE MUST DRIVE SOCIAL STRATEGY
- SOCIAL IS SUCCESSFUL WHEN IT MARRIES CREATIVE w/ CONTEXT
- USE OTHER PEOPLE'S MONEY
- COMPANY EMPLOYEES CAN BE YOUR BEST SOCIAL ADVOCATE



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# ANY QUESTIONS?

Check us out at [boingo.com](http://boingo.com)

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THANK YOU



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