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Late Breaking News, Compelling Ideas, Just Plain Good Stuff for the Gaming Industry!

How direct can you get?

Marketing to your guests while they are still in their seats!

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As noted in a [previous Flash! Report](#) written by Nicole Barker, the primary purpose of direct marketing for casinos is to increase the frequency of customer visits and subsequent play (based on Average Daily Theo). Consider the direct marketing programs that you've deployed in the past. If you're like most marketers, some programs generate more activity and buzz than others. Perhaps it's time to shake things up a little -- or a lot. Consider some of the promotions you can run with a promotion/bonusing system that markets to your slot players by printing a coupon directly at the slot machine.



Free Play. Ah, yes. The magnetic lure of Free Play coupons -- a direct marketing tactic proven to be fantastically successful at compelling your customers to come back and play at your casino. Free Play coupons make the player feel like a winner; as a result, she'll often play longer in an effort to win again. The very-real risk you run by mailing Free Play coupons is comparison shopping by the streetwise customer who receives coupons from various casinos in her mailbox. But what if the Free Play coupon was deposited into her hand, printed from the slot, while she was seated at the machine? You've now instantly created excitement and captured her total attention (while making her want to spend more time on the machine), without the distraction of competing Free Play offers from other casinos.

Drawing tickets. No one wins every single time they sit down in front of a slot machine. Players understand that on an intellectual level, but still want a little emotional boost during the time they're engaged with the machine. Diminish player disappointment by providing another opportunity for your player to win -- entry into a prize drawing. Several

casinos using promotion/bonusing systems have run programs where their slot players are rewarded, after a predetermined amount of coin-in, with an entry ticket into a drawing. Drawings occur at regularly scheduled times, so slot players know that having multiple ticket entries in "the bin" before the next drawing date requires that they spend a considerable amount of time on their favorite slot machine. One casino saw a 73% increase in coin-in, from both carded and uncarded players, for a single promotion.

Bounce-back/repeat visits. Midweek is a tough time to entice your players into paying you a visit. One casino solved that problem by developing a voucher, printed via the slot machine, that was delivered to carded players during that slow time of the week. Players who reached a value threshold set by the casino were given a bonus with the voucher that entitled them to Free Play midweek during the following week. To date, the redemption rates for the voucher are averaging at 40%.

Player loyalty. It all comes down to building loyalty through communication with your players. Loyal players who come back time and time again are recurring revenue. Those players, carded or uncarded, want to be rewarded for the time that they spend feeding a slot machine. Promote to them in the most direct way possible -- while they're sitting at the slots. For carded players, show your appreciation for their patronage and continued play by delivering an automated, personalized coupon that will print at the slot machine the next time that they put their players club card in. For uncarded players, deliver the instant gratification that they need to fuel more (and longer) play by printing incentive coupons to sign up for your players club. Both targeted messages are relevant to the players who receive them. What's more, they're automatically generated by your promotion/bonusing system, based on player-specific parameters that you define. Having the promotion/bonusing system deliver marketing messages dramatically lightens the load for your slot floor resources.

Food and beverage. What's better than a player who comes back time and time again? A player who comes back time and time again, and stays on-site for a cocktail, meal, or even a show. Drive cross-property spend by creating automated offers for discounted beverages, food or entertainment. Having the slot machine deliver a "surprise" food/beverage/entertainment coupon, while the player is seated at the machine, will increase the amount of time that they stay and play to earn the reward of subsequent coupons.

Results are uniformly impressive among casinos that direct market to their players via a promotion/bonusing system -- higher levels of play, more time on the slots, and delighted players. Don't limit yourself to the examples I've outlined above. Use your imagination and flex your creative muscles -- you'll be glad that you did.

The Raving Flash! Report is compiled weekly by [Christine Faria](#), Raving's VP of Operations & Communications, and is designed to be a "quick read" covering everything from interesting casino promotions to gaming news. See our archived reports and newsletters by [clicking here](#). Got an interesting promotion or news item? Contact Chris at 775-329-7864.