

IN MOBILE MARKETING, INTELLIGENCE IS NOT AN OPTION

By Alan R. Sultan and Peter Yesawich Jr.

What kind of service do your guests expect your casino host to provide? Most likely, the answer is “personalized.” Besides the dealers, casino hosts are perhaps the most visible and accessible casino employees. They cultivate relationships with every level of player, from a first-time visitor up to the highest of high rollers. A successful casino host also develops relationships with guests when they aren’t on the property. By working closely with marketing managers, hosts can determine the best channels to communicate with all levels of guests in a customized and relevant manner.

In today’s permission-based marketing world, your guests expect to receive offers that are personalized to their interests, playing history and guest status—essentially, to be marketed as intimately as they are treated by their host. But with those rising expectations comes rising costs. Targeted direct mail and online marketing campaigns are getting more expensive as printing, mailing and other media costs increase. Coupled with the declining revenues many casinos are now experiencing, it’s more vital than ever to migrate marketing efforts to more effective mediums. And no technology offers a faster, more personalized and more versatile marketing and communication platform than the mobile phone.

Intelligence is Not an Option

In our last article, we detailed the mobile marketing landscape and the opportunities that exist to combine your existing customer data

size-fits-all communications are seen as intrusive spam. Do you think a recent retiree on a fixed income wants to receive a lucrative free-play offer on his mobile device? You bet. Is it a good investment of your marketing dollars? Not so much.

Your guests view their mobile devices as more personal than their television or mailbox. If your message isn’t compelling and customized to guests’ interests, you are essentially spamming your customers on their phone, potentially negatively affecting your brand. If you want to achieve success with this technology, marketing must be driven by data and analytics. Intelligence is not an option!

But hold on—this isn’t as scary as it sounds. You’ve already done the heavy lifting by collecting and using customer data. You know all about your guests, and you use that knowledge right now to create targeted direct mail and online marketing campaigns. An intelligent mobile campaign operates on the same principles of engaging your guests in a personalized way. Now you need to determine the right content to use. To help you get started, here a few steps to consider.

- **Make it Compelling:** Put yourself in your guests’ shoes and consider the type of content they would want to receive on their mobile devices. What would be compelling and relevant to both the guest and your products?

- **Consider Business Objectives:** Look around your casino—there

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with mobile technologies to create an effective and highly personalized mobile guest loyalty program. Now it’s time to stress the importance of creating intelligent mobile offers to build customer loyalty.

Mobile marketing is a different animal than direct mail or other traditional media. If a direct mail campaign falls flat, you’ve lost the production costs but not the opportunity to re-approach these recipients in the future. In the mobile medium, “unintelligent,” one-

are opportunities everywhere to improve your business with intelligent mobile marketing. Empty seats at shows and restaurants and lagging action at certain gaming tables are just a couple examples of business problems that can be layered with the right content to create persuasive, customized mobile marketing offers.

- **Segmentation Reigns Supreme:** If you have a targeted direct mail or e-mail marketing campaign in full swing, then you have all the data you need to segment your mobile offers for maximum

response and create content that's relevant to every type of guest your casino identifies.

Even if you don't have sufficient data, there are data providers that can fill in the gaps. For example, the Acxiom Corporation has data on more than 240 million Americans that can be accessed in real time to target offers and incentives.

• **Test Early, Test Often:** Testing in the mobile marketing world generates instantaneous feedback. Mix and match specific offers, discount levels, guest segments, and even the creative elements themselves to see which ones pull the best. Of course, always be intelligent: Don't send an offer of \$100 in free chips to a guest who only plays penny slots.

Time, Location, Relevance: The Mobile Trifecta

Once you've determined the right content for your guests, it's time to put it to use—intelligently. This is where it gets fun, because mobile marketing opens up two huge possibilities that traditional media can only dream about: time and location.

With traditional media, your guests receive your offer at home, reflect on its value and, if they find it worthwhile, save it for their next visit. Then they need to remember to bring in the physical piece (if it's a coupon) to extract the value.

With mobile marketing, offers can be received, considered and used instantly. Let's say your restaurant typically experiences a lull from 2 p.m. to 4 p.m. on weekdays. At 1 p.m., guests can receive coupons for food and drink discounts if they dine during that period. Even better, the technology exists to send those same offers to other guests as they walk by the entrance to the restaurant during those times.

Time and location targeting can also be extended to help you fill

empty seats at shows or generate more action in specific areas of the casino floor at the moment you recognize the need. When combined with the guest data you currently have, the "mobile trifecta" can help you maximize revenues while creating powerful marketing opportunities that your guests perceive as relevant and personalized.



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Our Gaming and Regulatory Department is pleased to profile:

JENNIFER ROBERTS

Jennifer Roberts practices primarily in the areas of gaming and liquor licensing and regulatory matters. She has assisted with obtaining business, gaming, and liquor licensing for several large companies, as well as for local restaurants, taverns, and convenience stores. Ms. Roberts regularly appears before the Nevada Gaming Control Board and the Nevada Gaming Commission, the Clark County Liquor & Gaming Licensing Board, and the City Council of Las Vegas. Ms. Roberts also practices in the areas of land use and zoning. She is a teaching assistant for the Gaming Law and Gaming Law Policy courses taught by Bob Faiss at the William S. Boyd School of Law, University of Nevada, Las Vegas.

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