

May 18, 2010

# Get the CFO off your back with a marketing reinvestment program

I'm sorry, did that sound a little harsh? But really, as a casino marketer do you devote too much time and energy trying to prove that your department is an actual profit center, not a black hole of never-ending expenses? Folks, stop struggling, you just need the right tools.

Dear Raver,

Everything we do as marketers is geared to sustain and increase revenue, right? Every single piece of communication to our players (whether that is direct mail, traditional advertising, coupons, social media, etc.) has to show a positive ROI.

Having a sell-out for an event, getting kudos from your best players after a well-run tournament, driving a healthy response from a mailer or coupon, creating a stunning party, well - that's all fine and good, but frankly, that isn't what our GMs and CFOs are asking for.

Why isn't this good enough?

What they really want to know is if you found an undeveloped pocket of valuable players because of your marketing efforts. Did you identify & bring back declining players that have been sharing more of their wallet somewhere else? Did all those hours around modifying your rewards program increase play and decrease expenses? Or did you throw a spectacular party for your top 100 players that are already at the top of their play level?

It all starts with the data, baby, and if you don't have your hands around it as a marketing executive, then you need to, NOW! Doesn't matter if you complete a proforma for every single marketing activity that you do; doesn't matter if your

events get the numbers. Are your marketing efforts truly targeting the right players?

What we've found, is that it's part of an even bigger strategy - a focused "**Marketing Reinvestment Program.**"

The goal of the program is to make sure that your database will GROW, your active players will STAY ACTIVE, your marketing efforts will be EFFECTIVE, and your revenue will INCREASE.

Sound too good to be true? It's not. We've created a proven, [successful program](#) right here at Raving and have installed it in casinos across the country. We partner key Ravers with your staff to build a successful marketing plan through three major components:

#### **Database and Segmentation Analysis**

Through advance, off-site research and exchange of data, Raving analyzes your existing database for player worth, pockets of revenue opportunity, and unprofitable investment.

#### **Marketing and Rewards Analysis**

With on-site research and findings from the database analysis above, Raving explores existing marketing and rewards programs, including players club benefits, promotions, direct marketing offers, advertising, special events and entertainment.

#### **Database, Direct Mail, and Marketing Reinvestment Program**

And what you really wanted, after all this, is a roadmap to improved ROI. So, Raving combines all that analysis and will:

1. Provide a collection of reports designed to enable your executive team to evaluate the database and make player reinvestment decisions
2. Build direct marketing matrices to support new player acquisition and ongoing retention and growth activities
3. Offer strategic recommendations for a more effective marketing spend

If your marketing team needs some help to feel totally confident that all of your hard work, long hours and creativity is moving in the right direction, why don't you give my VP of Business Development, [Amy Hergenrother](#), a call? She's the very best at customizing a program that is right for your casino, no matter how big or small; whether you've got all the new toys and are technically savvy or just getting started with database analysis.



I wish I had this resource back when I was running a marketing department - technology sure has changed a lot since then. So why not call in a team that loves the techie geek stuff but can talk a casino marketer's language?

Give us a call, you'd be surprised at how we can help you and get your CFO off your back!

Sincerely,



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PS - Call or [email Amy](#) today at 775-329-7864. She can share with you the [types of projects](#) we've done recently that have tackled reinvestment and database issues.

