

90-Minute Webinar

How to Create a Digital Marketing Plan That Works for Your Casino

Presented by Raving Partners Mark Astone, CEO, Catalyst Marketing and Vikki Pass, Senior Media Director, Catalyst Marketing

Originally presented Wednesday, March 29, 2017

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Digital marketing is powerful and trendy, but if done poorly it can easily turn into a money pit.

How do you use digital marketing so it's impactful and cost-efficient?

Join the experts at Catalyst as they take you step-by-step through the process of creating a digital marketing plan. They will lay out the decisions and considerations at each step of the process so you are able to create a digital marketing plan that's based on your casino's goals and unique competitive situation.

The webinar will answer these questions:

- How important is digital marketing?
- How do you decide how much of your budget should be allocated to digital marketing?
- What are the steps in creating a digital marketing plan?
- What digital tools are available?
- Which digital tools are valuable and which ones not so much?
- What are display marketing options and how do you use them effectively?
- How much emphasis should be placed on mobile advertising?
- What are the pros and cons of mobile advertising?
- What are geo-fencing and geo-retargeting and how are they used?
- What are the best options for buying display marketing?
- Is pre-roll marketing effective or just aggravating?
- Which social media platforms should you be on and which are not worth the time and money?
- What's the Facebook pixel and why is it important?
- What role should Search Engine Marketing play in your marketing plan?
- How do you maximize SEM effectiveness?
- How do you measure and analyze the effectiveness of your digital marketing efforts?

The webinar will include:

- Polls that will help you learn what other casinos are doing in these areas.
- Examples of successful and unsuccessful digital marketing efforts.
- Opportunities for Q&A.

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Webinar Presenter – Mark Astone

Mark Astone is the owner and CEO of Catalyst Marketing. His decades of hands-on marketing and public relations experience allow him to push Catalyst's clients to new heights, even in tough economic times. While his insights into how customers today are making their entertainment decisions are remarkable, most unique is his focus – at all times – on the bottom-line results Catalyst's efforts are producing.



Catalyst provides its clients with cutting-edge advertising and communication and strategic planning solutions through a collection of solid experience, creative thinking and professional leadership – all Mark Astone hallmarks. A product of California's Central Valley, Mark has grown into a dynamic leader in an extremely competitive field.

He takes a very personal interest in the well-being of his clientele and his employees, in large part because he understands that Catalyst's ultimate success is based on the success of the organizations Catalyst works for. Mark holds both Bachelor's and Master's degrees in Business Administration from California State University, Fresno along with an advanced MBA degree from Harvard University.

Webinar Presenter – Vikki Pass

Prior to joining Catalyst, Vikki was Vice President Media Director at McCann-Erickson Salt Lake City. She has more than 20 years' experience in media, targeting both consumer and business-to-business audiences. Past clients include Intel, Microsoft, VeriSign, Nokia and Unisys.



In addition to specializing in high-tech media, her experience also includes an emphasis in local broadcast and digital media. She served as a media counsel to both MSN and Ziff Davis, sharing industry insights and shaping the direction of their future offerings. As the Senior Media Director, Vikki leads our team of media professionals for our gaming clients making them more successful than ever before.

Raving Consulting

Raving is a full-service gaming resource and training organization specializing in player development, data analytics, guest service, strategic marketing, slots, tables, advertising, research, surveillance and fraud, online gaming, design & construct, management development, and host sales & skills training.

Since 1998 we've helped over 200 clients, large and small alike, with their operational and marketing needs. Our team of dedicated, experienced, best-of-breed consultants has worked in every gaming market imaginable. Small casinos, large casinos, tribal, non-tribal, bingo halls, racinos – you name it, we've been there.

We've seen loads of different situations, gaming environments, different kinds of customers, and regulatory structures. Raving clients will say that we also stand for nice people, smart people, gaming-savvy people working across the globe and not just coming in and telling you what you need to do with your casino operation. It means coming and listening to what you know you need to do and helping you get there.

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Questions

Dave Newton 702-255-9891

Dave.Newton@cdcgamingseminars.com