

90-Minute Webinar

How to Dial Back Free Play – And Keep Your Customers!

Presented by Nicole Barker

Originally presented Thursday, June 16, 2016

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Is it possible to dial back Free Play without losing customers?

Yes! You need a plan that includes quantitative analysis and tactics that artfully deploy lower cost alternatives.

During this webinar, we'll show you how to quantify the impact of the changes to Free Play that you are considering. Once we pinpoint the players who will be adversely affected by change, we'll show you how to create a plan for retaining their business going forward.

Your webinar presenter is Nicole Barker, who has worked with over 80 casino clients in the U.S., Canada, and Europe. She specializes in determining sustainable levels of player reinvestment, developing multi-channel marketing campaigns, and building custom reporting tools. (For more information on Nicole, see page 2).

This webinar includes three sections:

1. How did we get here?

What is the path to entitlement? We'll look at the architecture of a direct mail program to evaluate what works and what doesn't.

2. Weaning you and your customers from Free Play

Most properties panic when confronted with changing Free Play coupons. They cringe at the thought of the impending customer complaints. **Data analysis will help you quantify the magnitude of the problem.**

In this section, we'll show you how to build a spreadsheet that will compare your old reinvestment against your proposed new reinvestment. If you currently use Cumulative Theo and want to base your Free Play on strictly ADT, this spreadsheet is for you. If you want to reduce the number of coupons per month, this is for you. If you want to reduce the amount of each coupon, this is for you. If you want to rein-in VIP spend, this is for you.

3. Establishing stronger relationships with players

After 2008, many casinos stopped sending Free Play coupons to players with less than \$25 ADT. Wasn't that fun! There is a better path away from entitlement; it's based on points, tiered cards, and communication. Skip a step and trust is lost, tracked play plummets, and trips erode.

In this section, we'll look at the typical emotional cycle that follows change and give you **proven solutions for minimizing customer discontent and establishing stronger relationships.**

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Nicole Barker, Raving Partner, Database & Loyalty Marketing

Nicole Barker specializes in conducting database marketing assessments to maximize marketing returns through segmentation and programming. She's also a sought-after speaker, trainer, and writer whose main goal is to foster better relationships between companies and their customers. She's worked with over 80 casino clients in the U.S, Canada, and Europe and made a name for herself working with casino marketing and player development executives on the "cost of free play" and "player reinvestment."



She has expertise in creating multi-channel marketing campaigns that court customers effectively and in formulating reports to monitor the results.

Nicole draws from a broad spectrum of experience. Following her MBA, she was a product manager for a portfolio of clinical diagnostics. After moving to Las Vegas, she became a Direct Marketing Manager for Harrah's Las Vegas, Harrah's Laughlin, and the Rio. Since then, she has crossed the country working with commercial and tribal casinos, getting to know the divergent needs of different gaming jurisdictions and locales. With experience that spans product management, investor relations, and hospitality, Nicole has a history of success helping clients create and implement a wide range of marketing projects. Her partnership with Raving has taken her to many Native American and commercial properties.

Raving Consulting

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and 90 days unlimited access to the recording.**

Questions

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