

Three Strategies and Three Truths: Tribal Executives Share their Most Successful Digital Marketing, Geofencing, and Gamification Campaigns

Moderator: **Mark Astone**, Raving Strategic Partner, Branding, Advertising and Media Services, and CEO, Catalyst Marketing Company

Panelists: **Glenn Connolly**, Executive Director of Marketing, Navajo Nation Gaming Enterprise; **Ryan Frohberg**, Chief Marketing Officer, Casino Del Sol; **Wendi Long**, Marketing Director, Indigo Sky Casino & Resort

Wednesday, January 29

11:15 am – 12:00 pm

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MODERATOR



**CEO
CATALYST
MARKETING**

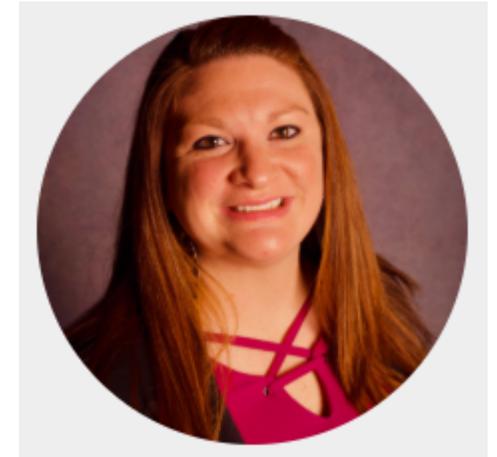
PANELISTS



**EXECUTIVE DIRECTOR
OF MARKETING
NAVAJO NATION
GAMING ENTERPRISE**



**CMO
CASINO DEL SOL**



**MARKETING
DIRECTOR
INDIGO SKY CASINO
& RESORT**

What is Digital Marketing?

Utilizing digital technology to serve advertising and marketing messages through a mobile phone, laptop, tablet, PC or other digital device.

Banner Ads, Website Takeovers, SEM, SEO, Email, Social Media, OTT, etc...

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Digital Marketing Definitions

Geofencing:

A virtual perimeter such as a radius around a location or a predefined set of boundaries.

Competitors, Local Hotels, Nearby Businesses and Event Centers that Attract Gamers

Geotargeting:

The method of determining the geolocation of a website visitor and delivering different content to that visitor based on their location.

Target Specific Locations, Zip Code, County, State, Radius to Property

IP Targeting:

The process of targeting internet advertising to specific households or businesses based on their IP address.

Your Guests or External Database based on Email, Physical Address, Demographic or Interest

Behavioral Targeting:

Targeted advertising that is directed towards audiences with certain traits or behaviors.

Narrowing your Digital Buys to Gamers, Concert-Goers or Travelers

Gamification:

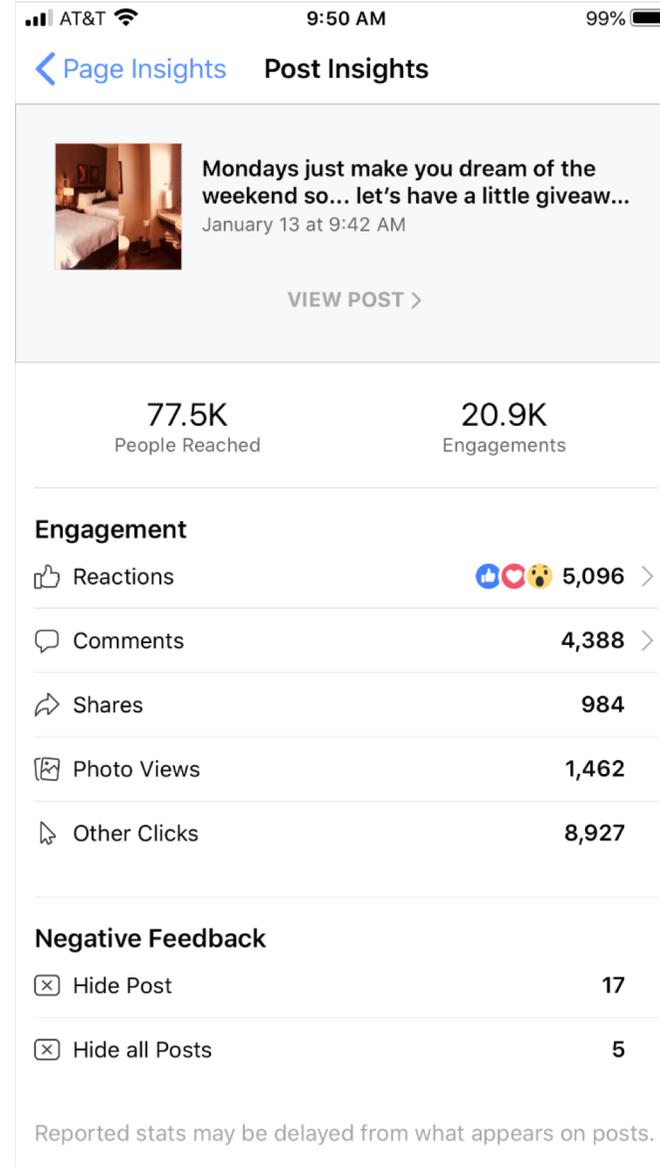
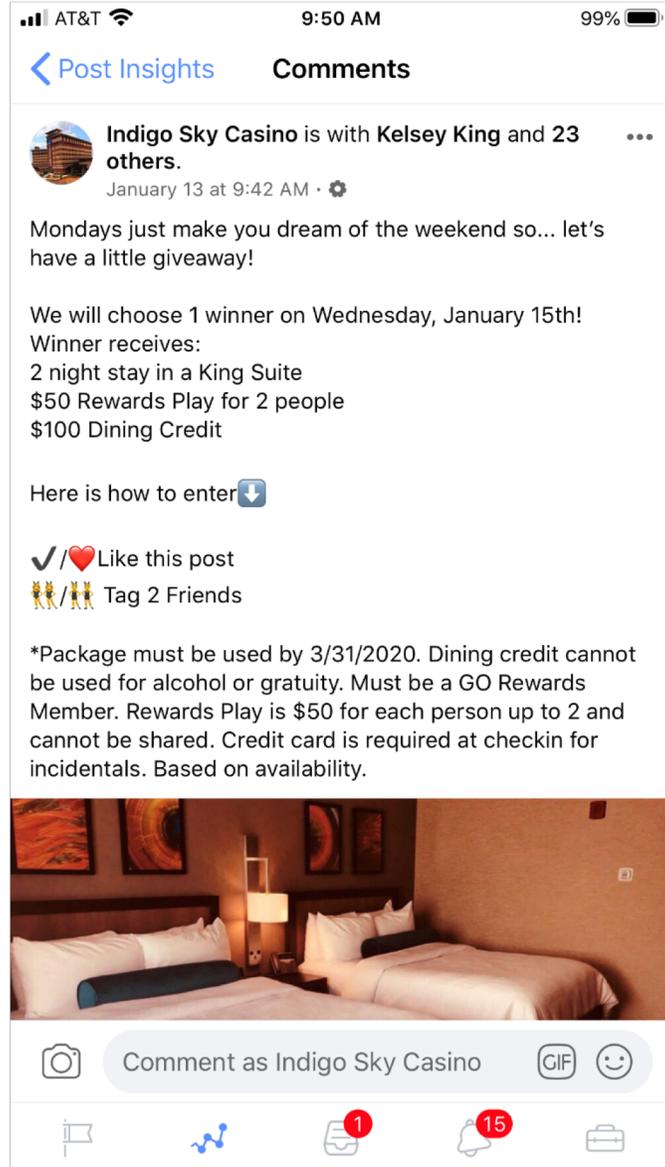
Utilizing game play to increase engagement and motivate people to reach goals

Promotions, Sports Betting or Customer Acquisition

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BEST DIGITAL MEDIA CAMPAIGN

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Indigo Sky Social Media Giveaway



Flash E-Mail

Sandia Resort & Casino

- Need to fill hotel rooms for upcoming two weeks, “last minute” driver.
- Using Konami was able to directly access player database and send reminders of offers, identify new/improved players, as well as send rate offers.
- Was during the first year of operation, so was a fresh approach and new to our patrons; and managed to fill over half of the available rooms

Red Hawk Casino

- Low RSVP rate for a VIP event, found out was competing with competitor event.
- Sent dynamic email out with reminder of offer, and direct phone number for their host.
- Also included additional players by lowering threshold for ADW a
- Took it from 25% to 80% of original goal for attendance



E-Mail / Digital Strategies

Stand Alone Emails Have Lost Effectiveness

Need To Manage Your Own Volume and Pace

Make Sure Sending Pertinent Messaging

Start Leveraging Other Channels to Reinforce Messaging

Multi-Channel vs Omni Channel

Engage Customers; Ownership of Choices



BEST GEOFENCING CAMPAIGN



BEST GAMIFICATION CAMPAIGN

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Total Email Results

- **Weekly Emails Sent: 11**
- **Unique Email Open Rate: 42.02%**
- **Unique Click Thru Rate: 23.58%**
- **Bounce Rate: 1.29%**
- **Unsub Rate: .05%**
- **Delivery Rate: 98.71%**



Total Online Engagement

- **Logins: 10,590**
- **Activities: 23,117**
- **Drawing Entries Earned: 77,344**



Indigo Sky



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Casino Del Sol App Scratch Fever

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On-Line Football Challenge

Benefits Compared to On-Property Kiosk

- Highly engaged players.
- Must come to property and play to earn bonus picks and must activate their picks on property Tuesday – Saturday.
- Opportunity to drive additional trips with drawing for on-line participants on Sundays.

Results

- Delivery results of emails sent 99%.
- Unsubscribe rate of .1%
- Open rate 38%; Click thru 11%

