



Casino Membership Campaign Wins 930% ROI

Client:

Private Casino, WV

Project:

Increase resort membership to encourage casino play



Business Application(s):

Mail list purchase, graphic design, variable data direct mail, online registration, email campaign

Business Objective(s)

You must be a resort guest or member to play in this casino. In an effort to increase casino play, the resort wanted to promote a discounted membership program.

The Solution

Caskey Group created a campaign of direct mail and email to the casino's Players Club list and a purchased mailing list. The resort would not permit online payment of the membership (a definite loss of potential sales), but did support a companion online tool that provided additional information and the opportunity for potential members to sign up for a resort employee to call them back to collect payment.

Implementation

In addition to creating a high-end self-mailer with variable data (recipients' names were imprinted on the outside and inside of the piece), Caskey created a website to share more information about the program and collect information for interested prospects. The highly secure website incorporated a "vault" to collect personal information required for the membership application.

Results

The three-month campaign cost the client approximately \$10,000. The client netted \$144,000 in membership dues. In addition, the casino and resort benefit from ongoing casino play; and retail, room, dining, and beverage sales.

More than half of the initial discount members renewed for an annual membership at the regular price.