



Casino Membership Campaign Wins 930% ROI

Client:

Private Casino, WV

Project:

Sell resort memberships to increase casino play

Business Application(s):

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

Business Objective(s)

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



The Solution

We created a direct mail/email campaign to the casino's Players Club and a purchased mailing list. The resort would not permit online payment for the membership (a definite loss of potential sales), but did support a companion online tool that provided additional information and the opportunity for membership sign up. A resort employee followed up with a call for 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 netted the casino more than \$140,000 in membership dues – a 930% return on investment. In addition, the casino and resort benefitted/will 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.