

Help, A Giant Casino Is My Competition! How Mid-Sized Tribal Casinos Thrive In a Competitive Atmosphere

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Marketing Without Amenities

HOW TO COMPETE
AGAINST GOLIATH
CASINOS.



What type of property are you?



Value Property – The value property keeps volume flowing through lower pricing that larger competitor can't or won't do. Drive business through lower pricing in food and beverage, more frequent and less expensive promotions, discount hotel rooms, and low end giveaways.



Friendly Property – Amenity free properties have the advantages of familiarity. Your employees know your guests. Guest feel at home at your property. If your property can deliver friendly, that becomes your brand differentiation.



Fun Property - Become the casino where something engaging happens to your guests every day. Fun Properties use an action packed strategy offering a stream of compelling, lower end promotions, contests and events. Engaging promotions and events don't have to be expensive to be fun.



Entertaining Property – Keep your property fresh by adding entertainment as a strategy. Entertainment doesn't have to be expensive. Just consistent.

Three Proven Tactics for properties without Amenities



#1 Fast and Furious Judo - The ability to make quick decisions and act quickly is a small property advantage.



Use your competitors programs to create counter programming.



When you see an opportunity, jump in and quickly react and adapt.



Actively shop your competitors and use the knowledge to develop counter programming.

Three Proven Tactics for Properties Without Amenities



#2 Own the Mid-Market



When your property lacks amenities, your competition can offer top tier players the best everything. That's just reality.



Use soft benefits that makes your mid-market fans feel like superstars at your property.



Use soft benefits, heightened database offers and promotions to sharpen your focus on middle tiers.

Three Proven Tactics for Properties without amenities



#3 Get Social - The best budget strategy for properties without amenities is to interact with guests through social media, digital marketing, email and mobile.



A constant stream of content marketing is the most efficient use of marketing spend for small to medium properties.

Three Steps to Competitive Success

- ▶ #1 Know your current market share and share of wallet.
- ▶ #2 Develop a brand that communicates your best guest experiences.
- ▶ #3 After you determine what you do better, or different from your competition....adapt that niche as your property focus.



Thank you for attending!

For a copy of this presentation or to contact any of the panelists, please email amy@ravingconsulting.com.

Bet **Raving** *Knows.*[™]

