

The Top Five Tips for New Player Acquisition

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The Top Five Tips for New Player Acquisition

Acquisition Channels

1. Player Referrals
2. Floor Prospecting
3. Prior Period Hot Action Reports
4. Marketing Trips
5. Inside Events
6. Outside Events
7. Fishing in the “Meaty Middle”
8. Inactive Lists
9. New Member Sign-ups
10. Other Casinos
11. Other Hosts
12. Social Media
13. Mailing Lists
14. Associate Referrals
15. Outside Prospecting

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Usual Suspects

1. Player Referrals
2. Floor Prospecting
3. Prior Period Hot Action Reports
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5. Inactive Lists

Our Top Five New Tips

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2. Fishing in the “Meaty Middle”
3. Associate Referrals
4. Other Hosts
5. Outside Prospecting

The Top Five Tips for New Player Acquisition

Marketing Trips

- **Take it to the player**
- **In highly local markets, focus on competitor areas**
- **Pre-qualify: player to player incentives**
- **Have offers ready to go**
- **Measure, measure, measure**

The Top Five Tips for New Player Acquisition

Fishing in the “Meaty Middle”

- Values are your pal, but trends are your friends
- The more touches you make
- It's all about the **LIFT**
- Measure, measure, measure

The Top Five Tips for New Player Acquisition

Associate Referrals

- **It's all about the love, you scratch my back ...**
- **Build an ironclad cage for new players**
- **Other significant benefits**
- **Grease the channel (what's in it for me)**
- **Measure, measure, measure**

The Top Five Tips for New Player Acquisition

Other Hosts

- **Target the market**
- **Networking never ends**
- **Social media is your neighborhood Mr. Rogers**
- **Clear and concise on benefit levels and offers**
- **Measure, measure, measure**

The Top Five Tips for New Player Acquisition

Outside prospecting

- **ABS (always be sellin')**
- **Boy scouts are always prepared**
- **Get past the first impressions**
- **Don't forget the "connector" connection**
- **Measure, measure, measure**

Q & A

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