

Promoters



What they care about

1. Boosting attendance at events throughout the week
2. Maintaining regulars to increase profit
3. Creating a fun and lively environment for patrons
4. Keeping guests in the loop about promos and special events
5. Capturing guest contact information

All-in-One Marketing Feature

1. MMS blast, appointment reminders, SMS texts
2. Email newsletters, mobile eCards, SMS texts
3. Mobile voting, text-to-screen
4. Email blasts, social media, SMS texts, mobile keyword
5. Mobile keywords, online sign-up pages, Facebook sign-up page

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many event promoters are already using successfully to increase attendance and keep clientele informed about events.

Questions

1. Are you filling up guest lists on the weekends and even throughout the week?
2. How are you getting guests to return to your venue?
3. How are you engaging customers and providing a fun environment?
4. Are you promoting your event directly to guests using SMS text, email, or social media?
5. Do you find it challenging to collect contact information from patrons?

Benefits Statements

1. Make your event venue the weekend hot spot! Send patrons a picture or video message of last weekend's highlights so they wouldn't want to miss upcoming festivities. All-in-One Marketing also allows you to send text reminders to alert guests to show up for fun-filled nights!
2. Form positive relationships with guests and turn them into regulars with email newsletters. Keep them in the loop about scheduled DJ/musical performances, featured hosts, and pricing information. Send mobile eCards on their birthdays and holidays with exclusive offers to build rapport and to show appreciation for their continued business!
3. Make sure your guests have a memorable experience. At live events, invite them to text in "shout-outs" or comments about how much fun they're having to a public display screen with the text-to-screen feature! Or let patrons vote for what drink specials they want to see on the menu before the night of an event with mobile voting. They can even vote for song requests!

4. Guests won't know about your promos or special offers unless you tell them! Keep them updated about 2-for-1 specials, free entries before 10PM, and available table reservations with email blasts, posting to social media, or by having them text in a mobile keyword.
5. Easily collect contact information by advertising your mobile keyword on flyers, Facebook, and in email communications. Online sign-up pages and Facebook widgets are also great ways to collect additional information like first and last names, email address, screen name, and custom data. You can even create a guest list with your OSP.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]