You want points with that?

*Using new technologies to build patron loyalty*

Lynne King Smith  
CEO, TicketForce
Elaine Mariner  
Director, Pace Center
Why Loyalty Programs?

- Rewards are expected
- Tangibles
- Return buyers
- Building a bigger patron base
MULTI-GENERATIONS OF PATRONS

- Sharing
- Memberships
- Points
- Referrals
MEMBERSHIPS

- Ticketing benefits
- Tied to tangible rewards
- Easy to use
MEMBERSHIP LEVELS

- Keep it simple
- Tall, Grande, Venti
- Tall is small?
MEMBERSHIPS ONLINE PRESENTATION

Hello Lynne [lesmith63@gmail.com] (if you're not lesmith63@gmail.com, Login) Get a Membership (activated instantly) Help support the theatre and receive perks such as early ticket purchasing before the general public. See Membership Info and Benefits.

Choose from:
- Bronze ($60.00)
- Silver ($100.00)
- Gold ($250.00)

Price: $250.00

Benefits Include:
- Advanced ticket purchasing for select shows
- 10% discount at participating downtown DeKalb restaurants
- Two Free tickets to all movies
- Free small popcorn at each event you attend
- Free refills on popcorn, fountain drinks and coffee
- Free ticket exchanges
- Free theatre tour for you and ten guests of your choice

*Some restrictions may apply. The Egyptian Theatre has the right to change/substitute items at their discretion.
MEMBERSHIP - BENEFITS

- Early Access to Events
- Access to Members-Only Events
- Special Member Pricing
MEMBERSHIP – EARLY ACCESS TO EVENTS

Louis CK Live

Presented by Excellent Productions
Wed, Jan 9, 8 PM
Mesa Alts Center
Reserved and General Admission Seating.

Louis CK Live - Mesa, AZ 12/30/2013
Monday, December 30, 2013 7:30 pm
MESA ARTS CENTER
Mesa, AZ

Early Booking for Supporters available.
for Supporters. Tickets go on sale for
10/26/2013 at 10:00 am PST

Louis CK Live
Louis CK - Valet Parking
Tuesday, December 31, 2013 7:00 pm
MESA ARTS CENTER
Mesa, AZ

Available Soon

Early Booking for Supporters available. Tickets are now on Sale
for Supporters. Tickets go on sale for Non-Supporters on
10/26/2013 at 10:00 am PST

Buy Now
MEMBERSHIP – CASE STUDY: PACE CENTER

Challenge: How to build the membership to engage more patrons
MEMBERSHIP – MEMBERS ONLY

- VIP Events
- After-parties
- Wine receptions
- Meet and Greet
- Tours
- Valet Parking
MEMBERSHIP - DISCOUNTS

- Discount Ticket Options:
  - Ticket price
  - Fees
  - Free (limited #)
  - No-fee Fridays, etc
MEMBERSHIP – RENEWALS AND MESSAGING

Memberships

You have following Membership(s):

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<th>#</th>
<th>Membership ID</th>
<th>Name</th>
<th># Member Allocations</th>
<th>Valid To</th>
<th>Status</th>
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<tbody>
<tr>
<td>1</td>
<td>900019</td>
<td>Silver Membership (See Details)</td>
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Expired Membership(s):

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<tr>
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<td>Nevada County Facebook Members (See Details)</td>
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<td>2</td>
<td>900020</td>
<td>Gold Membership (See Details)</td>
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<td>Renew</td>
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<tr>
<td>3</td>
<td>900023</td>
<td>Bronze Membership (See Details)</td>
<td>1</td>
<td>03/28/2013</td>
<td>Suspended</td>
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</table>

- Keep it simple
- Put it online
- Vary the benefits
SOCIAL SHARING AND REWARDS

- Increase your patron base
- Lifeline for building a buzz
- Why share??
PROMPTING & REWARDING THE SHARE

Let your friends know!
Now that you've got your tickets, let your friends know! Click below to share!

Your order is complete
Your Order Number is 101432

An email confirmation will be sent to nruska@ticketforce.com

Share your purchase with your friends! If 3 friends use your link to purchase tickets, you will receive a free TicketForce shirt and tickets to an upcoming show!

Tell your friends by using the social media share buttons below or message them directly using this link:
http://demo.ticketforce.com/eventperformances.asp?evt=530&rrprc=50190.
SOCIAL SHARING ANALYTICS

- Set up Social Interactions
- Track shares, likes, tweets and more
- Track conversions from shares
The value of Rebecca in the patron lifecycle
TRADITIONAL APPROACH

- Newspaper Advertising
- Radio Advertising
- Direct Mail
- Email blasts
- Posters
- In-venue promotions
- Yellow Pages/Directories/Print
Traditional Approach

“Half of the money I spend on advertising is wasted. The problem is, I don’t know which half…”

John Wanamaker & Co.  
"The Grand Depot". Philadelphia, 1875
A PARADIGM SHIFT

Engage rather than broadcast

Today’s electronic channels:
- Personal Emails
- SMS
- Loyalty Card (RFID, Mag Stripe)
- Smart Phone (email, SMS, browser)
- Single Sign On
- Social Media
BIDIRECTIONAL COMMUNICATION

We learn about the wants and needs of our patrons.
Rebecca – A Lifecycle Patron

Rebecca comes to her first show through a “tell a friend” campaign which her friend, Susan, forwarded.

We sent Susan both an automated email and a SMS Text when Rebecca entered the venue to tell her she received 1,000 loyalty points for the friend referral.

We know very little about Rebecca, however, we do have her email address.
LIFECYCLE PATRONS - REBECCA

- Email followup after the show
- Loyalty / Membership ask
- Incentivize
- Bought a 4-show mini pack
Rebecca continued as a season ticket holder for the next 20 years.
She has been to over 250 shows and has experienced highs and lows.
She now takes her daughter, Janey, to shows.
Janey had her 10th Birthday Party at the venue with a movie.
Rebecca is also now a local business leader. The company is a regular sponsor of the venue and she serves on the board.
REBECCA – A LIFECYCLE PATRON

- Based on a profile of Rebecca’s spending behaviour over a 20 year period we anticipate that she would spend nearly $15,000 on her support.

- If Rebecca also became a corporate supporter we could expect to add a further $25,000 over a 10 year period.

- If the organization recruits and engages with just 10 Rebecca’s per year, and only 5% become Corporate Rebeccas.

- The annual value to the organization is ???
CENTRALIZED CRM
Merchandise
Access Control
Ticketing
Hospitality
Web sign-ups
eSurveys
Marketing messages
SMS
Automated campaigns
LOYALTY – SCALE YOUR PROGRAM

- Nothing is one size fits all
- Keep it all simple
- Put it online
- Customize it to your current audience and your desired audience
FREE SOCIAL MEDIA TOOLKIT

www.ticketforce.com > Contact Us > Clients > Toolkits

Free Registration

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FACEBOOK: FACEBOOK.COM/LYNNEKINGSMITH
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Thank You!

Questions?