Promotions / Bums on Seats

Growing your Business and Membership

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Bums on Seats

- Hospitality is a numbers game
- It is ever changing
- What we have always done, no longer works.
- Know your demographic (who are we targeting)

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Promotion or Reward. ?

- **Promotion, grows the business, does it encourage more $ Sales promotions, draws**

- **Reward, rewards customers who are already engaged. Membership benefits, 2 tier pricing, loyalty points utilize your POS**

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Discount or Value add ?

- Discounting on price, happy hours,
- Value add, sale price remains same, but value added
- Which works for you, how do you record ?

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Entertainment

- Traditional Bands, Music, Karaoke etc , 3x event cost to cover
- Non- traditional .. Quiz, raffles, Club events
- Monitor !!

Look for Inspiration

- Monitor other Clubs
- Check out the local hotels
- Join emailing lists
- Talk with focus groups

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It’s worth a crack !

- Nothing is off limits
- Just because it’s always what we have done , doesn’t mean it’s right
- Be prepared to visit and rebrand something
- Self funding events
- Family orientated events

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The Law…

- Members draws 13 weeks then must go (lotto theory)
- Jokers wild & the like
- Poker nights
- Class 1 & 2 gambling
- Irresponsible Sale & Supply advertising , discounts

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Communicate

- Internally ..posters, table talkers, point of sale, electronic screens, social media.
- Externally ... posters, radio, TV, Social media.
- Professional look & feel
- Tell the world !

Doing nothing ..

- **“If you always do, what you always did, you’ll always get what you always got !”**

- **If you've never failed, you’re never tried !**