



# Partners In Profit, Inc.

## Helping Attractions & Events Grow



We create programs that increase repeat visits and build attendance.

**With the right information about your guests, you can increase **their** satisfaction & **your** attendance.**

We at **Partners In Profit, Inc.** believe that it's **not** just about you working longer and harder, but working **smarter**. Using technology, we help you market better, **smarter** and more efficiently to your existing visitor base.

**Partners In Profit, Inc.** will take the time to learn about your organization and then design custom programs to meet your organization's unique and special goals, needs and budget. Here are just a few ways examples of ways you might use the information to help you grow your organization and attendance.

- 1.) **Repeat visits** – increasing the number of return visits your guests make
- 2.) **Membership / season pass conversion** – converting a single visit into a membership or season pass opportunity
- 3.) **Referrals / Word of mouth** – encouraging a satisfied guest to convince friends into also becoming satisfied guests.

The first step is to gather and store information about your guests. It is important to collect basic information on your visitors. At a minimum - name, address, date of visit, email address, how they found you, (phone number if possible), number in party. If you can get a valid e-mail address from them, you can inexpensively keep in contact with your guests and remain in the forefront of their attention.

Create a unique guest code for each visitor and let them know what it is. This code allows you to track the redemption of special offers and referrals related to this guest.

### **Repeat Visits / Mailing lists / email lists / newsletters**

Keep track of your attendees, inform them of your special events & offerings. Find out ways to increase their satisfaction from your offerings. Special rates for returnees with a coded card. Frequent visitor rewards, incentives programs. Special benefits only for repeat guests by presenting your offer when visiting. Anniversary visits - "It's been ` % ` since your last visit, use this pass to get in for % off your next visit."

### **Grouping guests according to interests & location for cost effective targeted marketing**

Your guest information can be grouped geographically to help you market smarter. A guest a short drive away will respond to your repeat visit incentives and programs much differently than one who lives 1000 miles away. We help you target your programs on the audience that is most likely to respond to the specific offer, not wasting valuable resources on the other groups.

### **Membership conversions**

"Thank you for your visit, if used within ` X ` number of days. The cost of your visit will be credited to a seasonal pass purchase or a one year membership." Yearly programs/ season pass offering programs. Special member benefits, create a program of special benefits available only to members

### **Referrals / Word of mouth**

Create specialized coupons and offerings for your guests to give to friends / co-workers that give discounts to the friend at your event or attraction. Using the special code in this offer also allows you to reward the original guest for the referral by methods such as discounts on their future visits or letting them accumulate referral rewards for redemption toward promotional items. Share with a friend rates / bring a friend next time and get a discount on your admission "Two for One" rates & similar programs.

Now that you know some of the ways **Partners In Profit, Inc.** will help you grow your attendance and your organization, please contact us for a **free** first consultation. Let us show you how **Partners In Profit** Customer Relationship Marketing ( **CRM** ) services, designed specifically for **your** organization, will help you grow your attendance, your membership, and reach your organization's goals. By working **smarter**, not harder!