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# DIGITAL MEDIA TRENDS IN A POST-PANDEMIC WORLD



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# AGENDA

- ✓ **Presentation:**  
Digital Media Trends in  
a Post-Pandemic World
- ✓ **Panel Discussion**
- ✓ **Audience Q&A**

# WHAT A YEAR

The travel industry faced its worst year on record in 2020. We all know this, but here are a few stats to help put things in perspective:

U.S. Travel Industry

↓ **\$492B**

in 2020

U.S. Travel Association

U.S. Casino Revenue

↓ **\$13B**

in 2020

American Gaming Association

Average U.S. Hotel Occupancy

**44%**

in 2020

STR

Travel Industry Advertising Budgets

↓ **60%**

in 2020

Ad Age

# OUR CHANGING DIGITAL LANDSCAPE

As the economy and country continue to rebound toward pre-pandemic levels, we find that months in lockdown have changed consumer preferences and behaviors in very real ways that must be considered in our marketing plans:

**56%**  
of U.S. Workers  
are Remote

Gallup

Internet  
Data Usage  
**↑ 41%**  
YoY

Statista

Online Consumer  
Spending  
**↑ 44%**

Google

Average Person  
Spends  
**145 min.**  
Every Day on  
Social Media

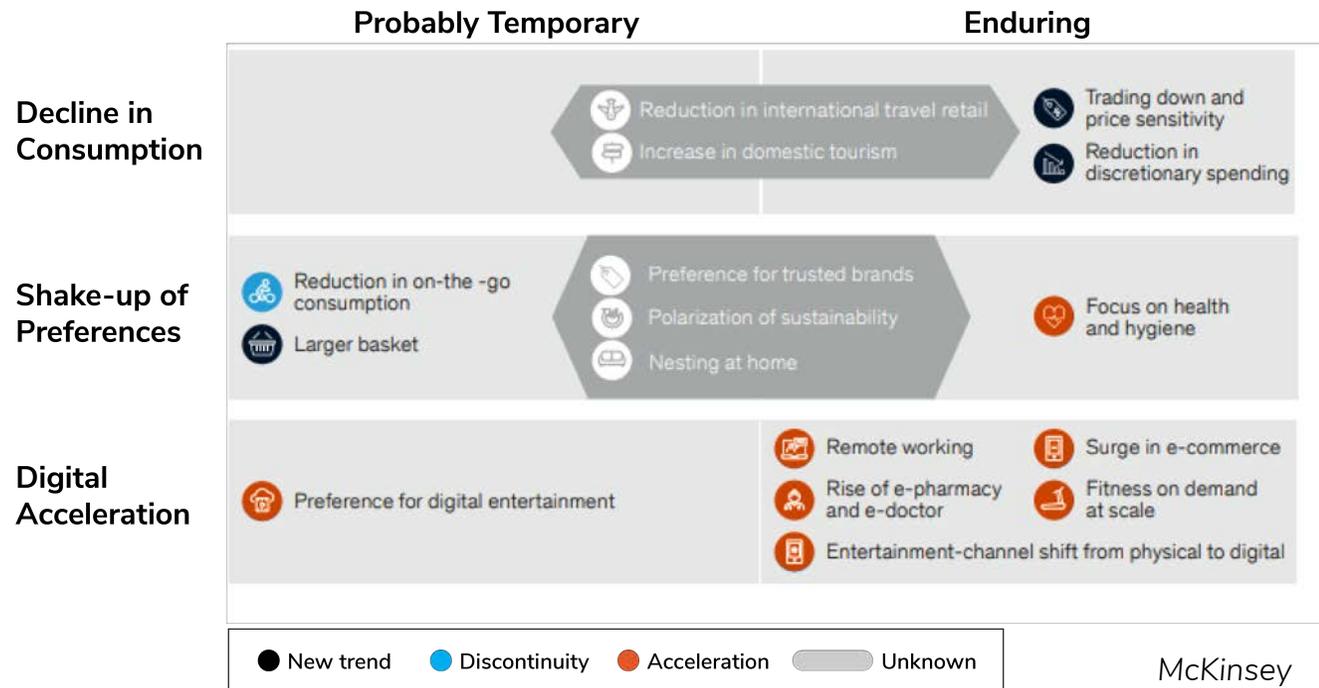
Statista

**60%** of customers say being constantly able to see a business's **cleaning efforts** is the **most important part** of the shopping experience.

Sojern

# OUR CHANGING DIGITAL LANDSCAPE

As much as we all want things to return to normal, experts are predicting many of the trends created by the pandemic will have a lasting effect on consumer behavior.



# CASINO MARKETING IS HARD.

Casino marketing is already hard. Marketers must constantly consider variables such as seasonality, inventory availability, and changing competitor tactics in a fast-paced 24/7 environment.

Add in the fact that a casino marketing director must have experience in database marketing, analytics, player development, advertising, and entertainment/promotions management, it's easy to see why adopting new digital practices can seem daunting.



**BUT THIS IS WHERE  
THE BATTLE FOR  
NEW CUSTOMERS  
WILL BE WON**

# 5

## DIGITAL TRENDS TO EMBRACE

With that said, here are 5 post pandemic digital trends that your marketing team must embrace for continued growth. The key is progress, not perfection. A small step today is better than a large step in six months.

# 01

# MORE DIGITAL

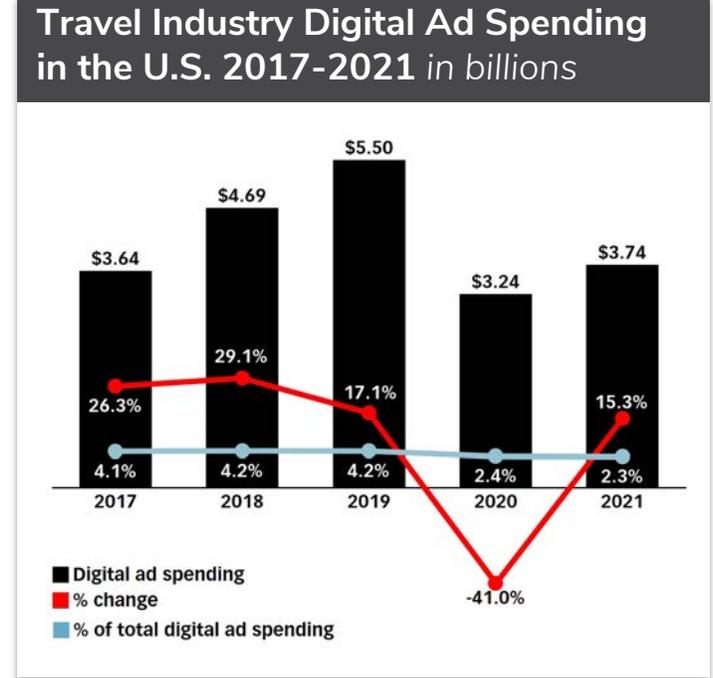


## WHY IT'S IMPORTANT

The best restaurants don't use special ingredients that others don't have access to. They create a better mix of ingredients and innovative methods of preparation. The same is true for marketing budgets. Your mission is to find the best mix of channels and tactics to maximize your ROI.

Start by investing more in digital. Most casinos under-invest. This is your opportunity to gain market share.

**In the travel industry, digital represents 45% of the typical ad budget and is expected to increase by 15% in 2021.**



# 01

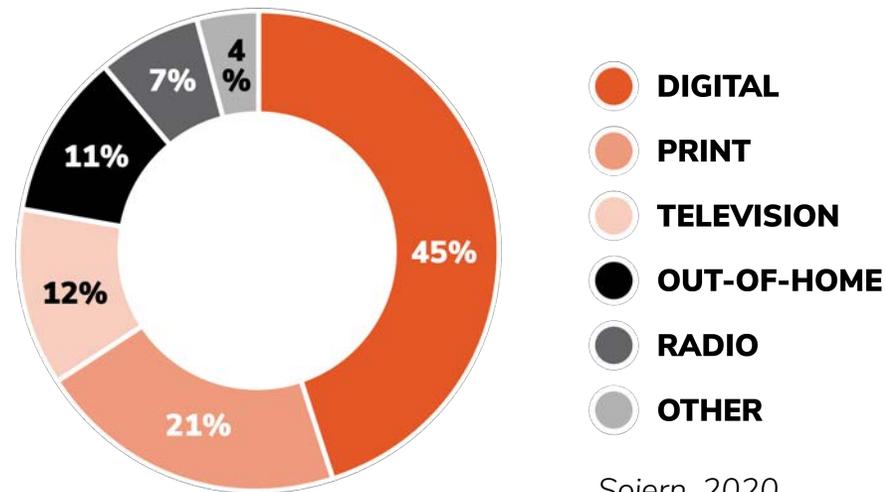
# MORE DIGITAL



## WHAT TO DO

Set a target and start moving towards it. For a typical resort casino, we recommend a starting point of 30%. This is lower than the travel industry average, but still a large jump for most properties. If you can't get there immediately, set a goal to shift incremental funds to digital each quarter.

### 2019 Global Ad Spend



Sojern, 2020

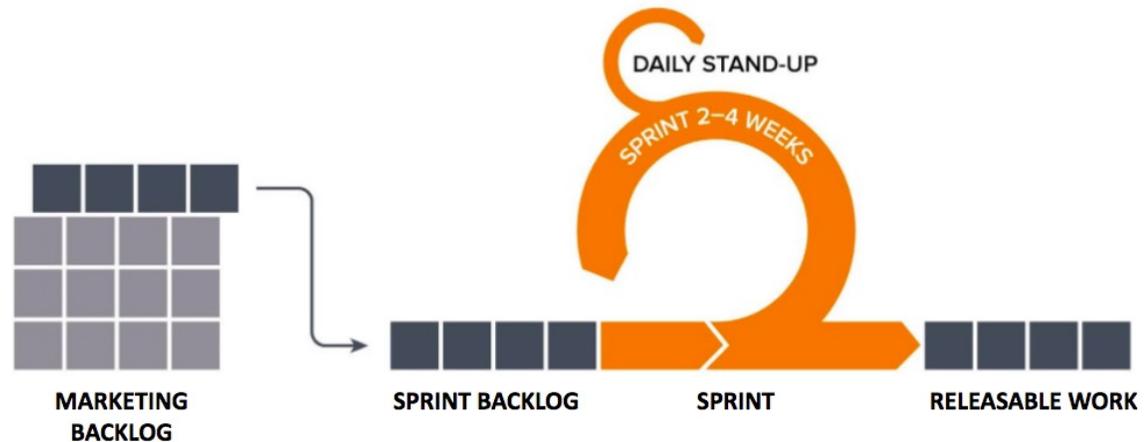
# 02

# MORE AGILITY



## WHY IT'S IMPORTANT

Most organizations create an annual marketing plan based on business goals and historical data. This becomes outdated very quickly. The world is changing too rapidly. With an annual plan, you risk either not adapting to your environment by sticking with the plan, or disregarding your plan entirely and reacting to every trend whether it's important or not.



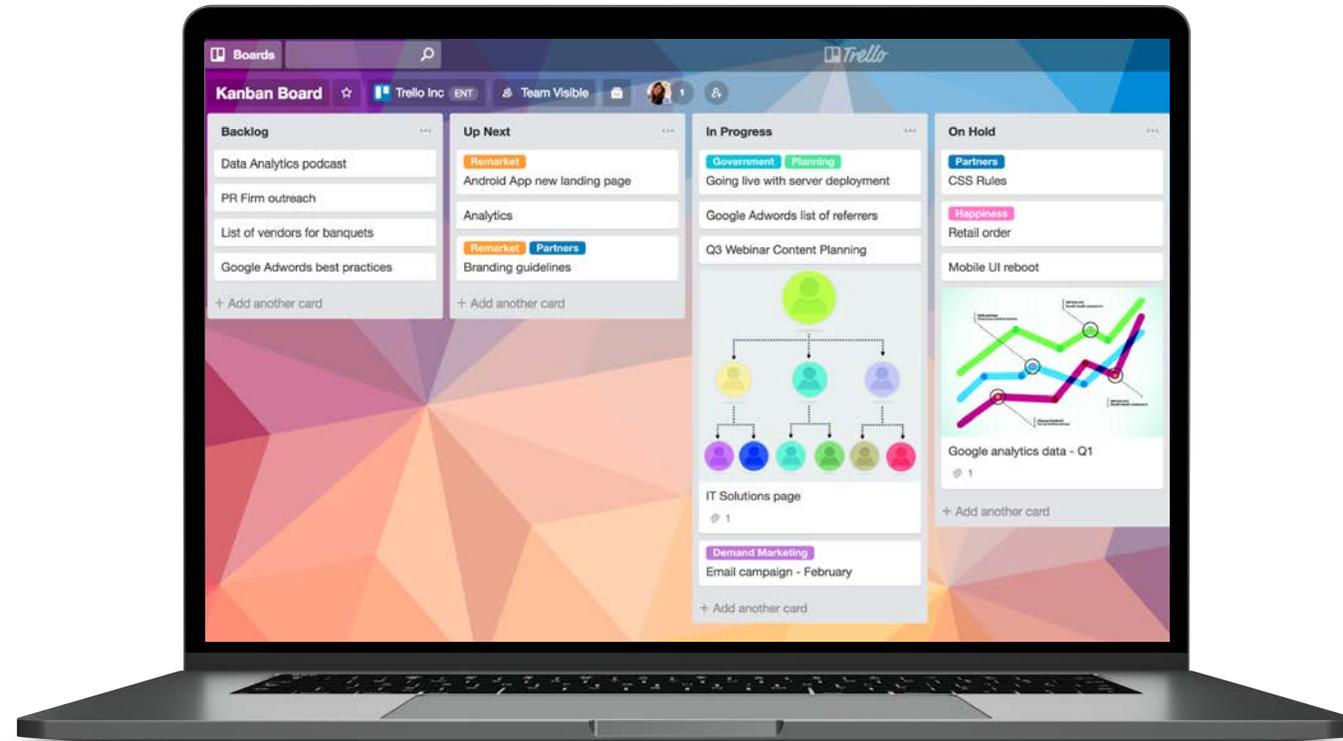
# 02

# MORE AGILITY



## WHAT TO DO

Consider adopting agile marketing practices. This involves setting quarterly roadmaps in support of your annual plan and using a Kanban board to constantly evaluate and prioritize your work. A great book on this approach is “Hacking Marketing” by Scott Brinker.



# 03

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# MAXIMIZE YOUR REAL ESTATE



## WHY IT'S IMPORTANT

Your website is your number one sales and marketing asset. Many of our clients have hundreds of thousands of people visiting their site every month. It's time to give the same level of attention to the site as you do to your property. Maximize every inch of real estate and provide a unique brand experience to your audience.

Every \$1  
invested in UX  
results in a  
return of \$100.

- Forrester

89% of customers will jump  
to a competitor's website if  
they encounter a poor  
website user experience.

- Ledgerview Partners

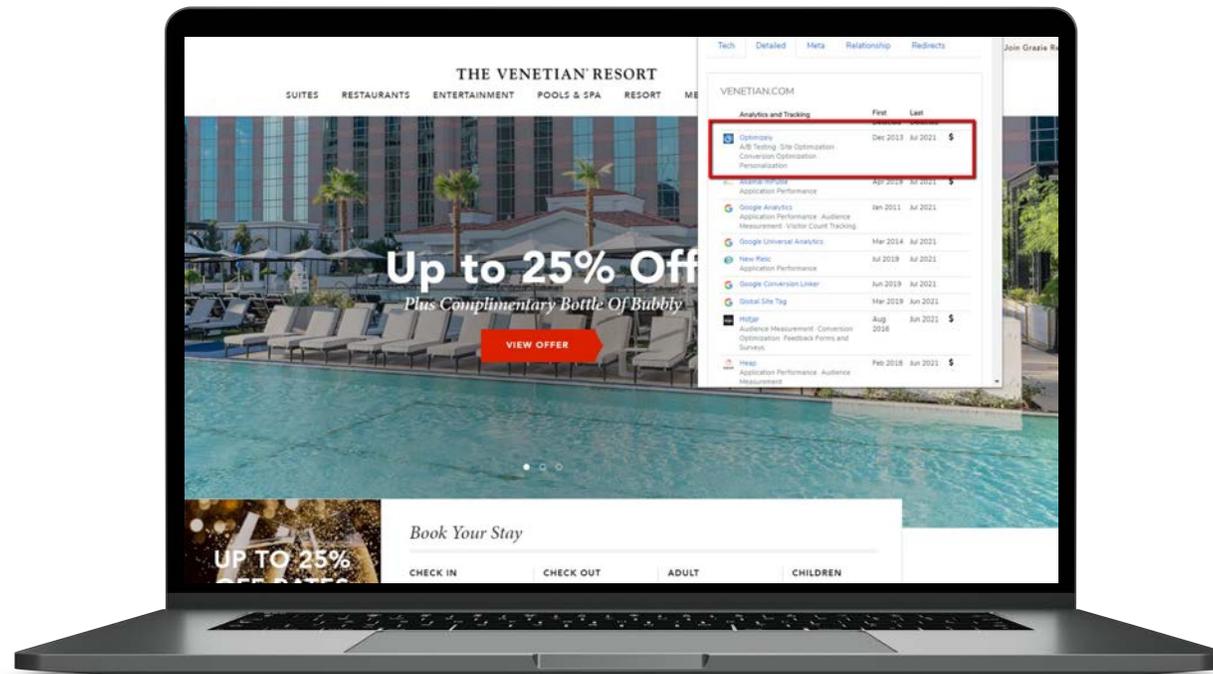
# 03

# MAXIMIZE YOUR REAL ESTATE



## WHAT TO DO

Stop guessing and start testing. Inexpensive A/B Testing tools like Google Optimize allow you to test different designs, copy, promotions and layouts in real time with your audience. By conducting 2-3 tests per month, you'll continuously improve your conversion rates and revenue while creating happier customers.



The Venetian in Las Vegas has been A/B Testing their website design since 2013.

# MAKE IT PERSONAL



## WHY IT'S IMPORTANT

- ❖ There are more than 149,000 emails sent per minute. *(Statistica)*
- ❖ The average consumer is exposed to 5,000 ads per day. *(Forbes)*
- ❖ The average attention span has decreased 25% since 2000. *(Microsoft)*

See a trend here? We're in an environment of information overload where your marketing message can be easily overlooked. It's time to make every message as personal, relevant and timely as possible.



The average  
attention span  
of a human in  
2000



The average  
attention span  
of a human  
NOW

AND...



The average  
attention span  
of a  
GOLDFISH

# 04

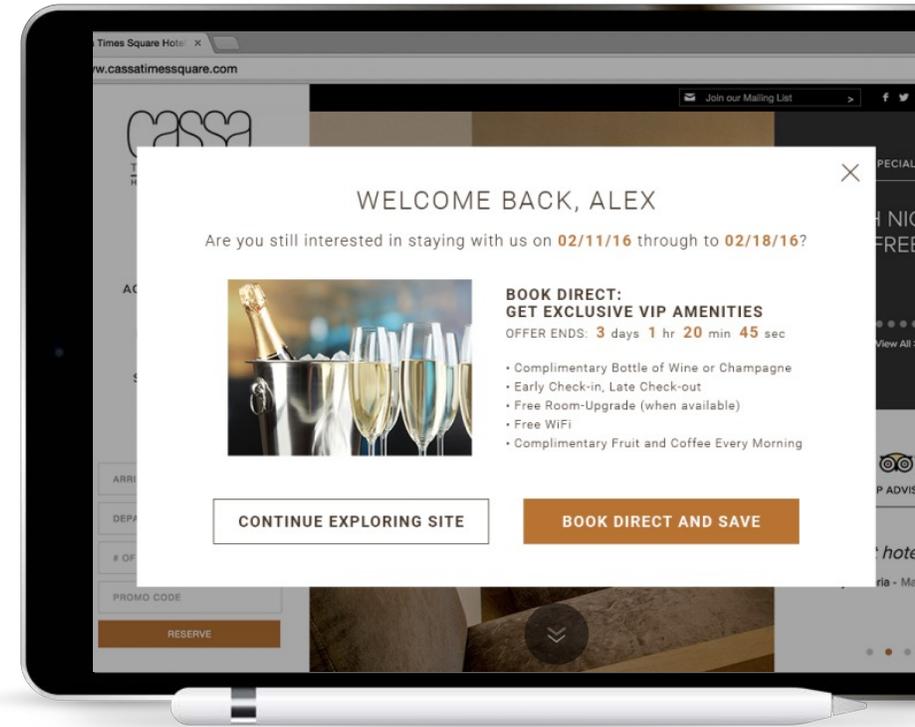
## MAKE IT PERSONAL



### WHAT TO DO

Most casinos personalize offers based on demographics and past behavior strictly to loyalty club members. While this is a great foundation, there are several ways to take this to the next level and provide basic personalization to a larger audience including:

- ❖ Welcoming back returning website visitors.
- ❖ Customizing your homepage to feature content a visitor is interested in.
- ❖ Knowing when someone is on your property and updating messaging accordingly.
- ❖ Leveraging AI to trigger communications based on a person's action on the website.



05

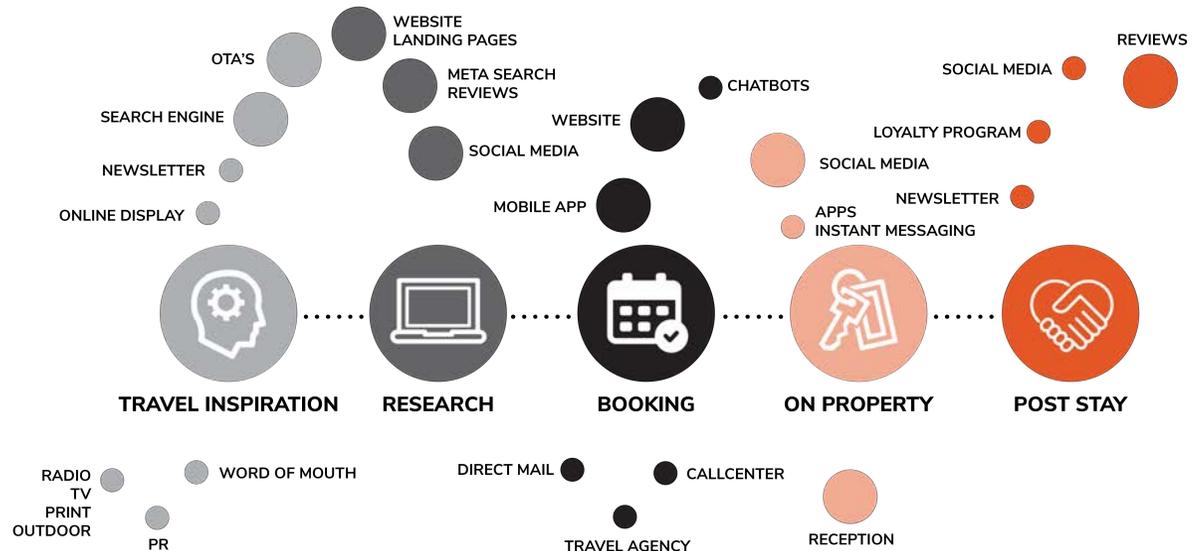
# EMBRACE AI



## WHY IT'S IMPORTANT

The travel buyer's journey is complex. It's easy to think only in terms of someone spontaneously deciding to visit your website and then booking. The reality is that many things take place before that visit ever happens. It's critical to gain visibility at key touchpoints with the right message, at the right time and in the right format.

This is nearly impossible to do at scale. But current AI platforms make this a reality.



# 05

# EMBRACE

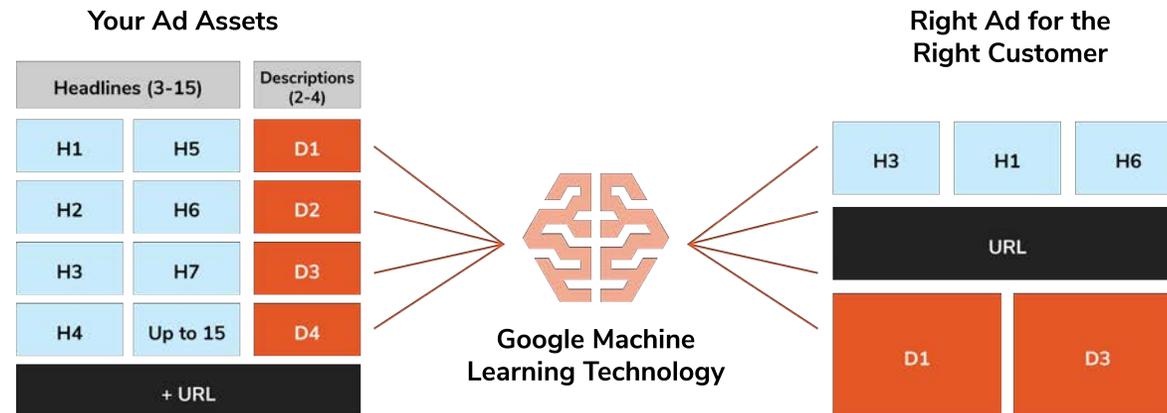
# AI



## WHAT TO DO

Start using AI based programs for real time campaign execution including when you send emails, which ads to serve to which audiences, and how much to spend for placement.

This allows people to do what we do best, which is strategy and creative thinking; while machines do what they do best – crunch numbers and make predictions.



Google leverages over 200 signals about a specific person to determine the exact combination of images, headline, copy and CTA will be most effective.

PANEL DISCUSSION

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# LET'S HEAR FROM OUR EXPERTS



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