

# 9 TIPS FOR YOUR OFF-SEASON TICKET SALES PLAN

## 1. WINBACK PAST CUSTOMERS

Do not forget your past season ticket buyers and group leaders. Go back several seasons and reconnect using a personalized post card that has a “we miss you”/“welcome back” message. Give them reasons to come back and make them a special offer if possible.

## 2. UPSELL SINGLE GAME BUYERS

Your best prospects for season ticket packages are fans that have experience with your product. Go back 1-3 seasons and add a direct mail touch point. Educate past single game buyers on available packages and the benefits of becoming a season ticket holder. A personalized post card is a great way to get your season ticket information in front of these hot prospects.

Demographic Append: Full House Solutions can append demographic information to your customers so we are only mailing to qualified prospects (income, gender, age, presence of children, etc.).

## 3. MULTI-TOUCH B2B CAMPAIGN FOR SEASONS, GROUPS AND SPONSORSHIPS

Target = Local Business Owners

Personalized Post Cards + Phone Numbers + Emails + Web Display

## 4. BUSINESS EXECUTIVE IDENTIFIER

Our Business Executive Identifier tool identifies business owners, executives, and professionals within your consumer/residential accounts.

- Submit your single game and partial plan buyers
- We are able to provide work contact information (company name, title, industry, size, business address, business phone, email where available) for approximately 10-15% of your buyers

## 5. HOST PROSPECTING EVENTS

- Industry Specific
- General B2B Networking
- Business Title Specific: C-Level, HR, Sales, Marketing
- Business Alumni Networking

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## 6. FANFINDER™

- Identify and Qualify Anonymous Arena/Stadium Visitors (can go back into last season—up to 6 months)
- Identify and Qualify Web Site Visitors

## 7. GROUPS-GROUPS-GROUPS

Never too early to start booking groups for next season

### A. Targeted Group Categories

Churches, schools, youth organizations, sports clubs, civic/social/fraternal organizations, business associations, parks & recreation, performance groups (gymnastics, cheerleading, dance, martial arts), senior/retirement categories, etc.

### B. BIG BUSINESS: Companies with 20+, 50+, or 100+ Employees

We recommend a multi-touch campaign with these prospects too.

## 8. NEW MOVERS

Target = New Movers; Past 6 Months; High Income; New to Area

“Welcome to the Neighborhood” Personalized Post Cards

- Offer = Free Tickets to game early in the season
- Goal = Sell season ticket packages to new movers that redeem free ticket offer

## 9. GRASSROOTS MARKETING

- Grow Kids Club Membership
- Book Kids Birthday Parties for next season

**FOR MORE INFORMATION CONTACT**



**RON CONTORNO**

📞 262-696-4316

✉ [ron@fillthehouse.com](mailto:ron@fillthehouse.com)

🌐 [www.fillthehouse.com](http://www.fillthehouse.com)

🐦 @RonFullHouse @SellMoreTix

📌 /in/roncontorno