Fan Marketing Accelerator:
Increase Fan Value

DATA → Information → Insight → Strategy → ACTION

Over the last few years marketing organizations have found themselves under intense competitive pressure and internal scrutiny while inundated with technology advances. Marketing investments and budgets are under the microscope to create exceptional returns. The sports and entertainment sectors have not escaped these macro conditions. Further, the competition for Fan eyeballs and event attendance has never been more difficult. NFL TV ratings and NASCAR ticket sales are just some of the signs that even the mightiest machines in this category are fighting for their revenue. As a result, marketing organizations with sports and entertainment are asking themselves the following questions as they try to drive more value with the same or lower budget:

- How can I attract more people to attend games?
- What are the best ways to nurture casual fans into season ticket holders?
- Can I find and trust the data needed to send personalized communications?
- How can I leverage insights from lapsed season ticket holders to reveal drivers of churn?
- How can I effectively apply those insights into proactive personalized renewal and win-back campaigns?
- How can I use technology to sustain fan engagement and maximize the value of the second screen?

Never before have marketers had so many weapons at their disposal, yet seemingly so few resources. At a time when fan retention, loyalty, and profitability are so critical, AmberLeaf has created the Fan Marketing Accelerator. Fan Marketing Accelerator packages software and strategic services to help companies reach new levels of marketing performance quickly and cost effectively.

Fan Marketing Accelerator contains the following components:

Fan Experience Roadmap. A practical guide to a higher value fan experience. AmberLeaf evaluates the current fan experience based on your marketing, sales, and service activity system. We propose **a plan of action**, architecture, and **ROI** to create an optimal experience for the fan.

Fan Marketing Database. AmberLeaf will create a Fan Marketing Database to support your analytical and operational efforts. Our database services help source data, cleanse address information, consolidate disparate fan records into a single view, and load the leading marketing applications.

Campaign Management. To efficiently plan, design, and execute multi-channel marketing programs, AmberLeaf offers both campaign management technology and campaign development services. We working with market leading technologies to provide segmentation, personalization, and multi-channel marketing functionality including mobile marketing.

Reporting and Analytics. Evaluate the performance and effectiveness of marketing programs. Fan Marketing Accelerator provides applications to create management and ad-hoc reports. AmberLeaf will create and interpret the results and proscribe actions to increase fan value.

Contact AmberLeaf today and learn how cloud computing and leading technologies to bring implementation timelines and budgets down to a matter of days or weeks. Priced so that teams of all sizes can reap the benefits of increasing fan value. Our clients' marketing departments are as small as 2 people and as large as hundreds.