

# BOOST SEASON TICKET SALES

NO MATTER  
YOUR  
TEAM'S  
STANDING

## PRE-SEASON

### STRATEGIZE

Use data to uncover what motivates fan segments, and test your messaging, images and calls-to-action on social media to gauge response. Then begin advertising VIP appreciation events.

### DESIGN

Create eye-catching packages and consider commemorative tickets to mark special anniversaries.

### LAUNCH TARGETED RENEWAL CAMPAIGNS

#### "Diehards"

- ★ Highest likelihood to renew
- ★ Tease exclusive benefits and behind-the-scenes access

#### "Fair Weather Fans"

- ★ On the fence, won't renew unless the team is winning
- ★ Makes purchasing decision closer to start of season
- ★ Tease incentives for early renewal

## OPENING

### PRINT AND DELIVER TICKET PACKAGES

Use automated document management system to increase visibility, enhance efficiency and eliminate opportunities for error.

Allow fans to select rewards online following renewal.  
Mail personalized packages, loyalty cards and invites to VIP experiences.

### RAISE THE ROOF!

Invite fans to participate in contests and unique interactions, such as the Denver Nuggets' "Lion King Cam".

## BASKETBALL TICKET



STADIUM  
1



Match :  
Sport :

ZONE : C4  
DATE: 25/09/2015  
PRICE :

SEAT : 28D  
BLOCK:



## MID-SEASON

### ADAPT

Create social media streams to influential fan groups and media coverage. Analyze emails and social media chatter, identify gripes and meet regularly with management to address those within your control.

## POST-SEASON

### SEGMENT

Assign a "loyalty score" and sort based on likeliness to renew.

### ASK FANS FOR FEEDBACK

Analyze emails from fans and survey them to get preferences on distance willing to travel and preferred perks.

### ANALYZE BEHAVIOR ON AND OFF THE FIELD

Key indicators season ticket holders will renew:

- ★ No. of games attended based on scanner data
- ★ Distance traveled to games
- ★ Income
- ★ Contacted team or responded to survey

### BENCHMARK

Visit other venues, attend conferences and share best practices.

DATA Communications Management has the technology and expertise to streamline and manage every aspect of your season ticket holder program, from data management and personalization to printing and delivery.

LOOKING FOR INSPIRATION?  
SEE SAMPLES OF  
OUR PREMIUM TICKETS!

