

5 Ideas for Using Marketing Automation to Grow Your Business



CONNECT&GO

Looking for new ways to engage with your guests on a deeper level?

Nurture your relationships at scale with marketing automation!

Using personalization, real-time data and best-in-class customer engagement software, you can unlock exciting possibilities for growing your business.

We've rounded up our list of the top 5 marketing automations that can help you drive revenue at your attraction.

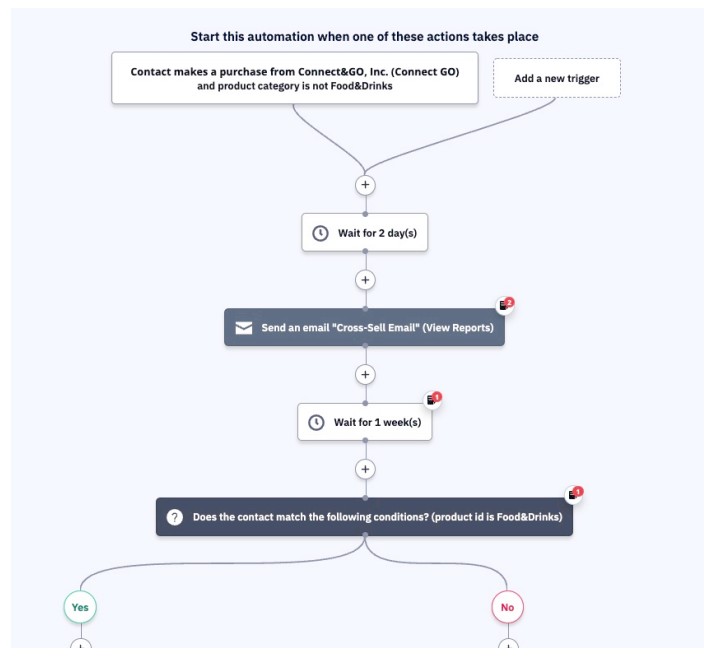


1.

Recommend complementary items to guests pre-visit

Use the data from your eCommerce platform to send targeted emails recommending items that will enhance the guest visit and add value to their experience.

For example, if person buys a ticket, you can remind them about your amazing meal deal. For waterparks, consider recommending a cabana or locker rental.



Pro Tip: Make sure to segment your data based on transactional history so you are only sending special offers to people who have not already purchased these items.

2.

Celebrate birthdays and anniversaries

Give your guests a reason to celebrate! Use data collected from your CRM and eCommerce platforms to send a special discount offer they can use on a future visit: for example, a BOGO ticket offer or a discount.

Pro Tip: With an all-in-one management platform like Konnect, you can easily access birthdays that you collect on waivers, or the date of a guest's visit, and send personalized emails to them.





3.

Pro Tip: Send this special offer to your season passholders to encourage them to visit on an off-peak day, or send it to people who have purchased multiple single-day tickets.

Send a little cash!

A small gift of \$5 can function like a coupon that encourages someone to visit (and spend even more!).

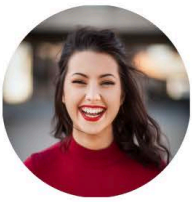
With an all-in-one management platform like Konnect, it's easy for guests to redeem their cashless funds across your business—whether shopping online, visiting your F&B locations or placing a mobile food order.



Renew season passholders

Program a multi-touch campaign to your season passholders encouraging them to sign up for season passes before the season ends. Send discount offers or bundle cashless funds to make them feel appreciated.

Pro Tip: Make it easy for them to renew their season pass online with a platform that provides online portals and seamless RFID media reloads, like our Konnect all-in-one management platform.



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#UID: 1A2B3C4D
Assigned to Johanne Tremblay

VIRTUAL WALLET
Internal bar code



Product code: W75-LFLT-28G-3F4Q
Assigned to Johanne Tremblay

5.

Turn one-time visitors into loyalists

Program personalized communications that invite your guests to return. With a platform like Konnect and our Marketing Automation and CRM functionality, you can speak to guests on a personal level-- at scale!

Create an automated sequence that sends first-time visitors an email 7-14 days after the date of their visit with a survey and a special offer to return.

Pro Tip: If your venue offers photo & videos, be sure to send an email within 24-48 hours so you can encourage guests to view photos and purchase items through your online portal!



Grow your business exponentially



konnnect

ActiveCampaign >

With real-time data and marketing automation, you can grow your business while saving hours of time!

See how you can transform your operations through the power of real-time data with our Konnect all-in-one management platform. We're proud to integrate with ActiveCampaign, the #1 Customer Experience Automation Platform.

Looking for more ideas?

We'd love to help you explore the possibilities for driving revenue through real-time data.

Book a demo with our team to get started.

Visit www.connectngo.com or email sales@connectngo.com today.



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