

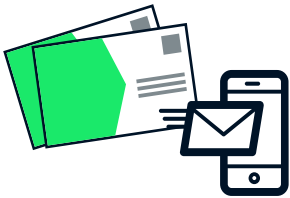
CLEAN, COMMUNICATE, PREPARE

CLEAN



1. Database/CRM Clean Up--remove duplicates, NCOA, address standardization, append consumer demographics and/or business/corporate firmographics (industry, size, etc.)
2. Sales Lead Audit (Business/Corporate): Do you have all of the companies and organizations that can potentially buy season tickets, groups, and premium seating from you? Full House Solutions will provide targets and quantities to show how many opportunities are out there and how many you are missing. We will then allow you to secure net/new leads to fill in the gaps.
3. Append Missing Data Fields
 - a. Business Executive Identifier: Identify business owners, executives, and professionals within your consumer/residential accounts.
 - b. Append email addresses to business prospects in your CRM
 - c. Append missing contact information for business records (you have company information but not key decision-makers)
 - d. Reverse append names and addresses for email-only records (newsletter)

COMMUNICATE



1. Service and Retention: We can design and mail thank you cards or other timely messages to your customers (schedule/pricing updates, exchange policies, benefit changes, etc.).
2. Full House Solutions can transmit mass emails, on your behalf, to prospects in your database. We can even add a direct mail touchpoint to fans that have enough interest to open the email. This is a great way to clean up bad and disengaged emails.

PREPARE



When we start back up, there will be a mad scramble to get things done. Do not let new customer acquisition campaigns fall to the backburner. Let's plan them now!

1. B2B Multi-Touch: Target business owners, executives, and professionals with personalized postcards, emails, and phone calls. Businesses are the perfect audience for your adjusted partial plans.
2. B2C Multi-Touch: Consumer Emails (multiple) + Retargeting Email Openers + Personalized Postcards. This is a great way to get qualified prospects into your sales funnel, especially for partial plans.
3. Postcard Retargeting Batching: We can gather names and addresses of website visitors. We will mail postcards to the fans immediately when news breaks about the season resuming/starting.

FOR MORE INFORMATION CONTACT US AT:

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