

B2B MULTI-TOUCH CAMPAIGN



FULL HOUSE SOLUTIONS PARTNERS WITH SHORELINE AMPHITHEATRE TO FIND NEW PREMIUM BUYERS

Concert Venue Generates \$100,000+ in Sales

THE GOAL: Sell new premium seating packages

THE PREPARATIONS:

Full House Solutions built a pool of business prospects using unique targets. Full House wanted to share Shoreline Amphitheatre's premium seating options to an audience that had never been approached.



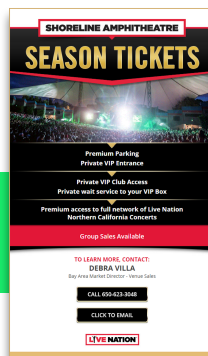
Business/Corporate Targets:

1. B2B Organizations: Owners ONLY
2. Young Business Owners (Age = 25-44)
3. Sales Executives: C-Level and VP-Level
4. Fastest Growing Companies

Touch Points:



Personalized, Plastic Post Cards
with Business Card Punchout



Business Email Campaign



Telephone Calls to Email Openers

THE RESULTS: New Business = \$100,000+ Return on Investment = 12.7 to 1

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