

YOUR TICKET SALES GAME PLAN



QUESTIONS?
CONTACT YOUR STRATEGY COACH
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FILLTHEHOUSE.COM

TARGETED SALES LEADS

BUSINESS-TO-BUSINESS (B2B) PROSPECTS

1. Headquarters Locations
2. Professionals and Other Top Industries
3. B2B Owners
4. Balance of B2B Organizations
5. Specialty Executives: C-Level, VP-Level, Director, Manager

GROUP SALES PROSPECTS

1. Targeted Group Categories
2. Big Business: Companies with 20+, 50+ or 100+ Employees
3. Group Themes
4. Company Anniversaries
5. Specialty Executives: C-Level, VP-Level, Director, Manager

CONSUMER/RESIDENTIAL

1. New Movers
2. Fans of Your Sport: soccer, baseball, basketball, hockey, football
3. Families
4. Demographics: income, age, gender
5. Affluent Homeowners: homeowners with high home value
6. Birthdays: upcoming adult and/or child birthday

VIDEO BROCHURES

DIGITAL CAMPAIGNS (NEW IN 2023!)

PERSONALIZED POSTCARDS

DRIVE INBOUND SALES AND WARM CALLS FOR SALES REPS

1. B2B for Season Tickets, Premium Seating
2. Group Sales
3. Event Invitations: Full House Solutions sends personalized invitations
4. New Movers
5. Upsell Single Game Buyers
6. Win Back Past Customers
7. Retention: Surprise and Delight

LEVERAGE YOUR INTERNAL DATA TO SELL MORE TICKETS

1. Business Executive Identifier
2. Email to Mail Appends

OTHER TICKET SALES TOOLS

1. Website Visitor Data
2. Postcard Retargeting