

Engage & Reward Your Players... **Lucky Street Can Help!**

Lucky Street will match up to 50% of your marketing dollars spent. The marketing piece must feature gaming on at least half of the advertisement to qualify for this program.

This includes:

- Mailers
- Print
- Newspaper
- Digital
- Signage (Owned by Lucky Street)

Lucky Street can also help contribute to qualified social media advertising!

Please reach out to us to see if we can help!



About Lucky Street

Lucky Street Gaming professionals have the experience & knowledge that helps our clients succeed and out-perform their competition.

At Lucky Street Gaming, we work closely with our partners to produce strategies and achieve goals. We aren't just on call - we are at work.

Lucky Street Gaming's staff is always prompt and readily available for our clients with no outsourced service department.

***AVERAGE ANNUAL ESTABLISHMENT INCOME:**

STATE AVERAGE PER YEAR = **\$79,181**

IL GAMING SYSTEMS = **\$144,293**

ACCEL ENTERTAINMENT = **\$137,310**

= \$210,291

LUCKY STREET'S CLIENT'S AVERAGE ANNUAL ESTABLISHMENT INCOME PER YEAR

**SOURCE: IGB.ILLINOIS.GOV*

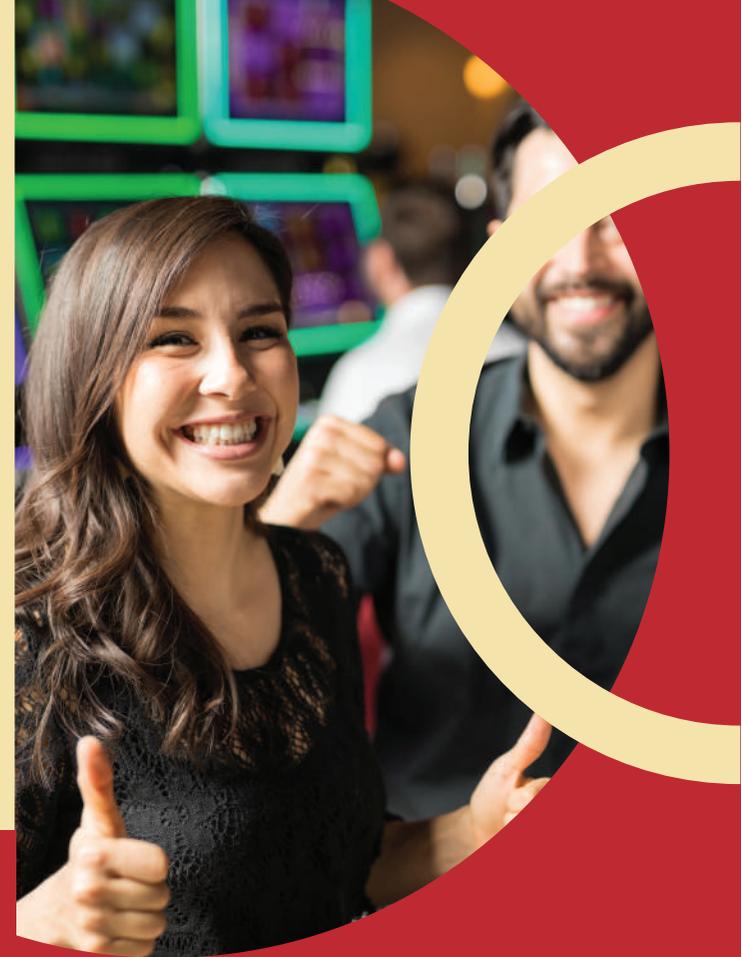
Contact us

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Marketing Tips for Greater Profit in Gaming

*Lucky Street will match up to 50%
of your qualified marketing spend*

Lucky Street[®]

Social Media Tips

- Make sure to post on social media sites at least weekly, but ideally daily to talk about specials, gaming winners, and prizes to better engage your audience.
- Boosting posts is an excellent way to get the attention of new customers who may not know about you. Spending as little as \$20 a week can go a long way.
- Keep consistent with your brand! Don't use colors that aren't a part of your logo so people remember you.
- Don't always "sell" things - add engaging posts, or asking fun questions is a great way to keep your audience engaged with you.
- Facebook is the best, but other platforms, like Instagram and YouTube are a great way to keep connected. Posts don't have to be different. Posting on different platforms increases your exposure.

Marketing Checklist For Your Business

Marketing your business the right way can make or break you. Having a proper marketing budget is essential to bring in new customers and keep the old ones coming back. Don't take everything on yourself! There are reasonable agencies out there that can help and let you focus on what you do best - running the business!



Branding

Repeat business starts in the mind! A consistent logo, and, colors are vital to get you noticed. These should be uniform on all mailings, brochures, and anything printed.



Web

Let new customers know where you are and how to reach you. Having a website legitimizes your business and gives customers confidence.



Social Media

Connect with your customers from anything to specials to direct communication. Facebook and Instagram are great platforms for this.



SEO, Boosting & Ads

Use Search Engine Optimization to get noticed on Google so new customers can find you. Boost your posts or events on Google and Facebook to target them even further!



Things You Can Do To Market Your Business

- Match players from \$5-\$20 in Free Play.
- Announce your winners. Don't forget to tag Lucky Street so we can include it on our Social Media!
- Run contests on social media and give away prizes to attract bigger audiences.
- Offer FREE food and non-alcoholic drinks to your players.
- Encourage players to come back with a loyalty program.
- Start an email list to keep your customers coming back. Give away prizes to encourage sign-ups.

