

## SYNERGIZE IT PRODUCTS FOR NIGHTCLUBS

Promoting nightclubs is an often arduous and back-breaking business. Costs soon mount up – flyer production and distribution, promotion staff, print ads and email marketing. Wouldn't it be great to carry out your marketing through one direct, dynamic channel?

Synergize IT's Mobile Campaign, Mobile Converse, Mobile Voucher and Mobile Vote packages allows you to do just this. Flyers will no longer end up piled high on the end of bar tops or tossed into bins because you won't even have to produce them anymore! You can reach your customers in an instant way using our mobile offering.

Mobile Campaign and Mobile Voucher keep you in total control of your promotion campaigns. You can send promo codes and keywords to customers that they can bring to nightclubs in order to reap the benefits of any promotion – free drinks, VIP tables, reduced admission and more. Or if you're having a slow night, why not send a message to everyone on your list saying its 2-4-1 drinks all night?

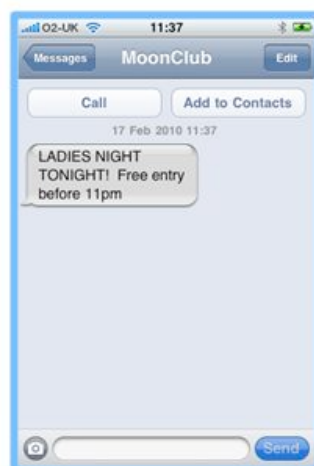
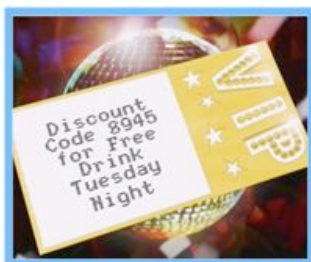
Nightclub mobile marketing is undoubtedly the future of nightclub promotion and if you haven't yet included such technology in your marketing plan then you are already one step behind your competitors.

### SCENARIO:

You want to attract more people into the club on Thursday nights and build a mobile database.

### SOLUTION:

Customers receive promo codes to invite them back on a night where sales are low for a free or discounted drink to increase footfall on the night and also adding them to the mobile database for future promotions. Use of Mobile Campaign and Mobile Content products to create innovative marketing campaigns:



## **OTHER FEATURES/USES:**

- As Customers wait in line at the door, have them text your keyword to a short code to join your VIP mobile guest list, showing the auto-reply message for reduced admission
- Customise your database so you have lists for men, women, under 25s, students, dancers, bands etc. allowing you to target specific groups
- Promote special nights or events with a bulk message sent out to your entire database
- View the time and date when customers sign up to collect demographic data and refocus your customer targeting
- Program automatic customized text responses to be sent to your customers when they join your text messaging list
- Build a mobile database for future communications and promotions