

Casino Marketing Strategy Cheat Sheet

For regional and tribal casino marketers who are ready to think beyond the calendar.

Section 1: Know the Difference

Strategy	Marketing Plan	Promotional Calendar
Why you do what you do	How you'll execute the strategy	What's happening this month
Sets priorities and direction	Defines campaigns, timing, ownership	Lists offers, events, and deadlines
Changes annually or when the market shifts	Built from the strategy	Built from the plan
Answers: Why this? Why now? For whom?	Answers: What, when, and who owns it?	Answers: What's on the schedule?

Section 2: Guest Segments-at-a-Glance

- High-value regulars — frequent visitors who drive strong theoretical win. Retention is everything.
- Mid-tier frequent players — visit often, real growth potential. Don't overlook them.
- New members and first-time visitors — not loyal yet. The window between visit one and visit two is critical.
- Lapsed guests — used to come, stopped. Some are recoverable. Needs a different approach than active players.
- Entertainment-first guests — here for the show or the restaurant. Not gaming customers yet.
- Day-trip and convenience guests — motivated by proximity and routine. Easy to take for granted.

Section 3: 5 Questions to Ask Before Any Campaign

1. Who is this actually for? Not "the database" — which segment, and why?
2. What behavior are we trying to change? More visits? First-to-second-trip conversion? Reactivation?
3. How will we know if it worked? Are we measuring before we launch, not after?
4. Does this align with what makes our property worth choosing — or are we just filling the calendar?
5. Is there something we should stop doing to make room for this?

Section 4: Measure What Actually Matters

Easy to Pull — But Incomplete	What Actually Matters
Email open rate	Visitation frequency
Click rate	Theoretical win by segment
Redemption count	First-to-second-trip conversion
Social impressions	Lapsed guest reactivation
Event attendance	Reinvestment efficiency

Want the full framework? Read: [How Casino Marketing Strategy Actually Works](http://HowCasinoMarketingStrategyActuallyWorks.com) at jcarcamoassociates.com