

# Marketing Team Pulse Check

## A 10-Minute Fix for Casino Marketing Directors

Five questions. Honest answers only. Use it anytime you need to know where your team really stands.

1. Does my team understand *\*why\** we run the promotions we run — or just *\*how\** to execute them?

- Yes, they can explain the strategy behind our promotions.
- Not yet. They're strong executors, but the "why" isn't clear.

**Notes:** \_\_\_\_\_

\_\_\_\_\_

2. Can anyone on my team connect a campaign decision to guest behavior?

- Yes, they think in terms of behavioral outcomes.
- Not consistently. We measure activity more than impact.

**Notes:** \_\_\_\_\_

\_\_\_\_\_

3. If I asked my team to build next year's calendar from scratch, could they defend every decision?

- Yes, they understand what belongs on the calendar and why.
- Not yet. We'd default to what we've always done.

**Notes:** \_\_\_\_\_

\_\_\_\_\_

**4. Do we debrief after campaigns — or just move on to the next one?**

- Yes, we review what worked, what didn't, and why.
- Honestly? We move on. There's always something next.

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

**5. Is my team learning in a structured way, or picking things up as they go?**

- Structured. We invest in training and skill-building deliberately.
- Patchwork — they're learning, but it's fragmented.

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

**READING YOUR RESULTS**

**Mostly checked the first box?**

Your team has a strong foundation. The next step is depth — sharper strategy, stronger measurement, and a calendar that does more than fill space.

**Mostly checked the second box?**

That's not a team problem. That's a training opportunity. The gap between where your team is and where they need to be is exactly what Casino Marketing Boot Camp is built to close.