

# NIGHT

MAGAZINE • For the Late Night Entertainment Industry

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## BATTLE FOR THE BAR

DRAUGHT LAGER PRODUCERS STAKE THEIR CLAIM

## BAR.06 PREVIEW

THE BIGGEST DATE ON THE  
BAR PROFESSIONAL'S CALENDAR

## PROHIBITION

NATIONAL ROLL OUT STARTS IN NOTTINGHAM

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image supplied by London Parties

## AHEAD OF THE REST

When promoters London Parties noticed a change in flyer response rates they located the root of the problem and took action.

Email marketing has been at the forefront of London Parties' operation for four years, however in early 2005 they noticed that the impact of the e-flyer was starting to reduce. Internal analysis software used by the business registered like for like response rates of guestlist requests down around 25%. Events were still selling out so organisers knew their quality and pricing was solid. The problem lay with the database engine: which the team rectified with a three-pronged approach.

"We invested in two areas," explains London Parties MD Nick House. "The first was the stickiness and quality of content on the website. Rather than expecting recipients to click on party invites when it might not be convenient, we gave them reasons to visit the site on their own terms - columns from guest writers like Simon Mills and Chris Ewell Sutton; extensive photogalleries; club and bar reviews; insider information. We also encouraged more customer interaction through the site."

Within eight months, the changes delivered a 40% increase in

guestlist requests.

The company also analysed what level of personalisation users looked for in their emails, and what format of communication their browser could handle.

"Our results showed us that on a certain time of the week at a certain period of the day we could improve the percentage response rate by 12% - and when you are sending 100,000 plus mails that makes a difference!" says London Parties' Olly Horner.

Finally, the team also drove the creative side of the communication process.

"We started out on the premise that if everyone was handing out flyers, we should send emails," explains Horner. "Now everyone was on the email bandwagon it was time to move things forward again and excite the customer, so we switched to html that linked to a video montage from the previous week's event. We saw yet another increase as the viral nature of video meant it had a huge 'send to a friend' rate thus increasing response by a further 10%."

W : [www.londonparties.co.uk](http://www.londonparties.co.uk)

## SMARTER SMS

Text messages are perceived as being intrusive. But that's not necessarily the case says Oscar Jenkins, Chief Exec of SMS Service provider Dynmark, who advocates a targeted approach for best results.

Using targeted text messages can be a highly effective way of drawing customers to bars and clubs - and can help develop rapport between a venue, its performers and its customers.

Operators using Dynmark's lynchpin product e-txt have successfully executed innovative competitions and marketing campaigns using the technology, drawing in a significant upturn of revenue as a result.

Unique3, a Sheffield-based club promoter, has used text marketing to great effect, offering clubbers discount entry when they show doorman their promotional text. Meanwhile Alan Armstrong from Derby bar Blue Bambu remains a long-term fan of Screen-txt, having used it at clubs in Derby, Sunderland and Rotherham.

"Dynmark's Screen-txt service genuinely enables customers to interact with their environment," he said. "They can send us photos, birthday requests, talk and flirt with each other through the screen, all by using their phones."

"We encourage users of our e-txt messaging manager to operate a purely opt-in approach if they are using it for marketing purposes," says Dynmark's Oscar Jenkins, countering the criticism that text messaging can be perceived as intrusive by potential customers. Using the Dynmark system, which operates like familiar email applications with the added capacity for PC users to send and receive large volumes of SMS text messages in single operations, operators have the flexibility to target their approach.

"Operators can use e-txt in a way that's most appropriate for their customers," confirms Jenkins.

"Some use it for drinks promos, others include redemption vouchers as part of a message so customers can get in the club free. Clubs with more of a discerning client base, who are dedicated fans of specific DJs, can send messages tell them that they're playing."

The benefits of this are obvious.

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