

Unlocking the Secrets of Profitable Marketing Channels



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Monday Breakout Session

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Unlocking the Secrets of Profitable Marketing Channels for Your Business

June 12, 2023





Key Takeaways

1. Understand the fundamentals
2. Calculate customer acquisition costs
3. Create a marketing budget



What Are Marketing Channels?

There are many sources from which your guest can find and purchase a ticket for your attractions

We call these sources
Marketing Channels



The first
marketing
channel was
words or
pictures
placed in
high-traffic
areas





Evolution of Marketing Channels

Channels have expanded over the past 30 years and have drastically increased within digital spaces over the last 15 years

A nighttime photograph of a cityscape. In the foreground, a large river flows. A multi-decked ferry boat with a prominent red paddlewheel is moving down the river, leaving a wake. The city skyline is visible in the background, with several skyscrapers illuminated. On the right side, a roller coaster with red tracks and white cars is visible, lit up with blue and red lights. The sky is dark blue with some clouds.

**What happened 15 years ago to
cause this jump in digital
marketing?**



*The introduction of
the first iPhone in
2007 revolutionized
the way consumers
interact with
marketing channels
— directly in the
palm of their hand*



Digital Media



TikTok



Google Ads





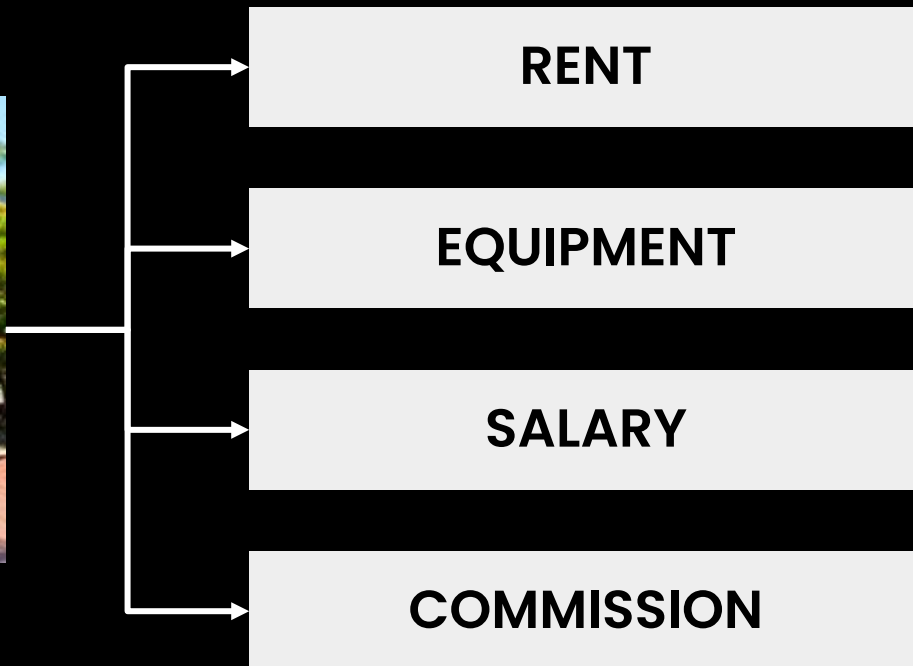
Know Your Marketing Channels

- Identify Your Marketing Channels
- Know the Overhead
- Report and Optimize



Know Your Overhead

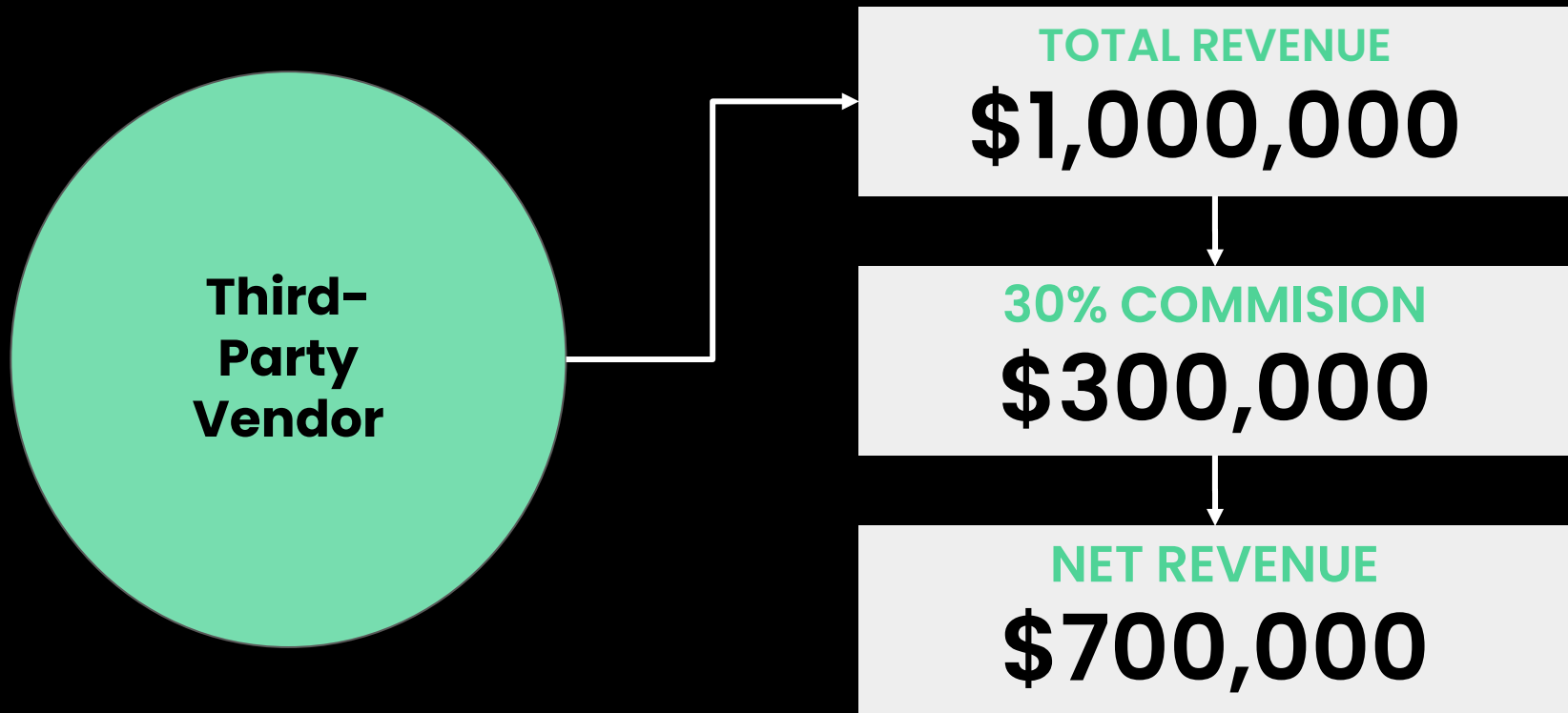
EVERYTHING HAS A COST





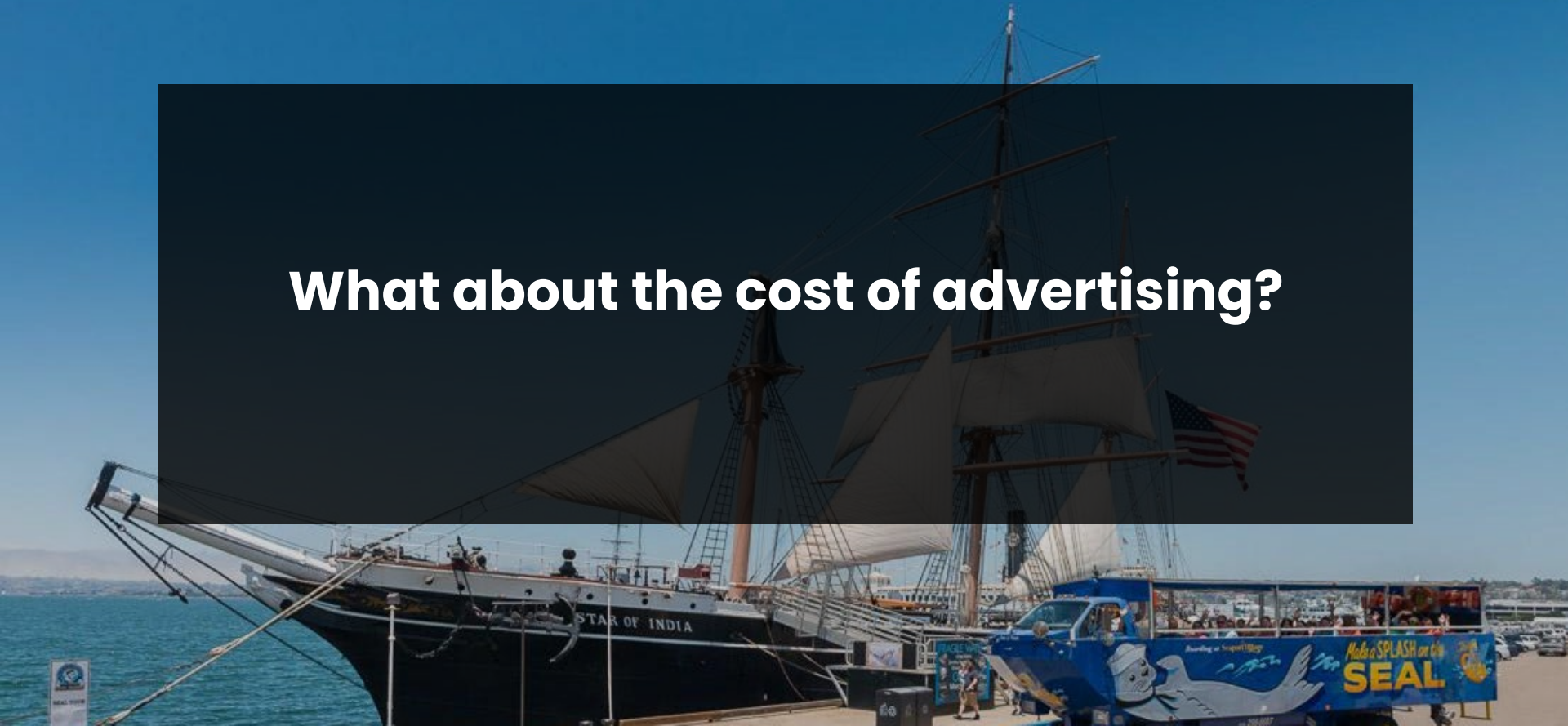
Know Your Overhead

EVERYTHING HAS A COST





What about the cost of advertising?





Marketing Budget

Your overall marketing budget should be divided
between two segments

MARKETING BUDGET

```
graph TD; A[MARKETING BUDGET] --> B["SERVICES  
(Either In-House or via Agency)"]; A --> C["MEDIA  
(Costs for Placement)"]
```

SERVICES

(Either In-House or via Agency)

MEDIA

(Costs for Placement)



Media



The background image shows the Illinois State Capitol building at night, illuminated by warm lights. A large, semi-transparent black rectangle is overlaid on the center of the image, containing the text. In the foreground, a small black bus with Halloween-themed decorations and the text 'Ghosts & Gravestones' is visible. The bus has a sign that says 'WE'LL DRIVE YOU TO AN EMBELLISHED GRAVE' and features several small images of people and tombstones.

How much should I be spending on marketing?



Spend as % of Gross Revenue

Company	2022 Sales & Marketing Spend	Spend as % of Gross Revenue
Disney	\$7.2B	8%
Comcast Universal	\$8.5B	7%
Expedia	\$6.1B	52%
Tripadvisor	\$784M	53%



Spend as % of Gross Revenue

Depending on your profit margin and gross revenue, we recommend:

4%–10%

with most averaging around

6%



Spend as % of Gross Revenue


\$1M	\$5M	\$10M
\$60,000	\$300,000	\$600,000
<i>Channels such as OTA are great for this range</i>	<i>Opportunity to bring in a dedicated team and utilize more direct marketing channels</i>	<i>No longer 50/50 in media vs. services. Media spend increases while services level off</i>



Channels in Detail

Attribution and Acquisition



A background image of a dolphin show. A dolphin is leaping out of the water in the center. In the upper right, a person in a blue and green outfit is on a platform, holding a long pole. The scene is set in a body of water with palm trees and a blue sky with clouds in the background.

**Can you name a few top-performing
channels for your attraction?**



OTA

**Ticket
Booth**

**Google
Search**

**Digital
Kiosk**

**Influencer
Promotion**

**Streaming
Video**

Website

Email

**Cruise
Ships**

**Group/
Corporate
Events**

**Info
Center**

**Entrance
Gate**

**Hotel
Concierge**

**Call
Center**

**Direct
Mail**

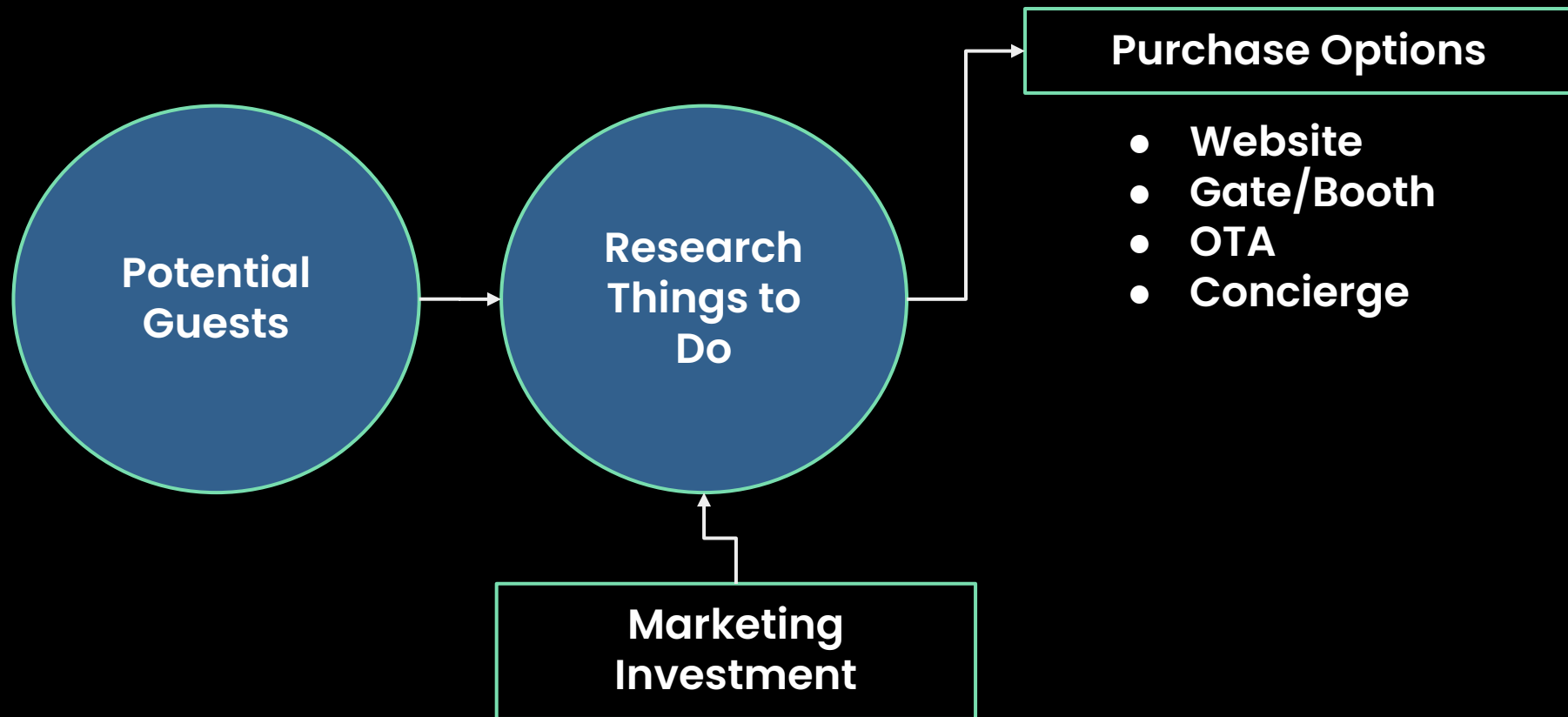
TV

**Social
Media**

**Billboards/
OOH**



Why Measuring Channels Is Important

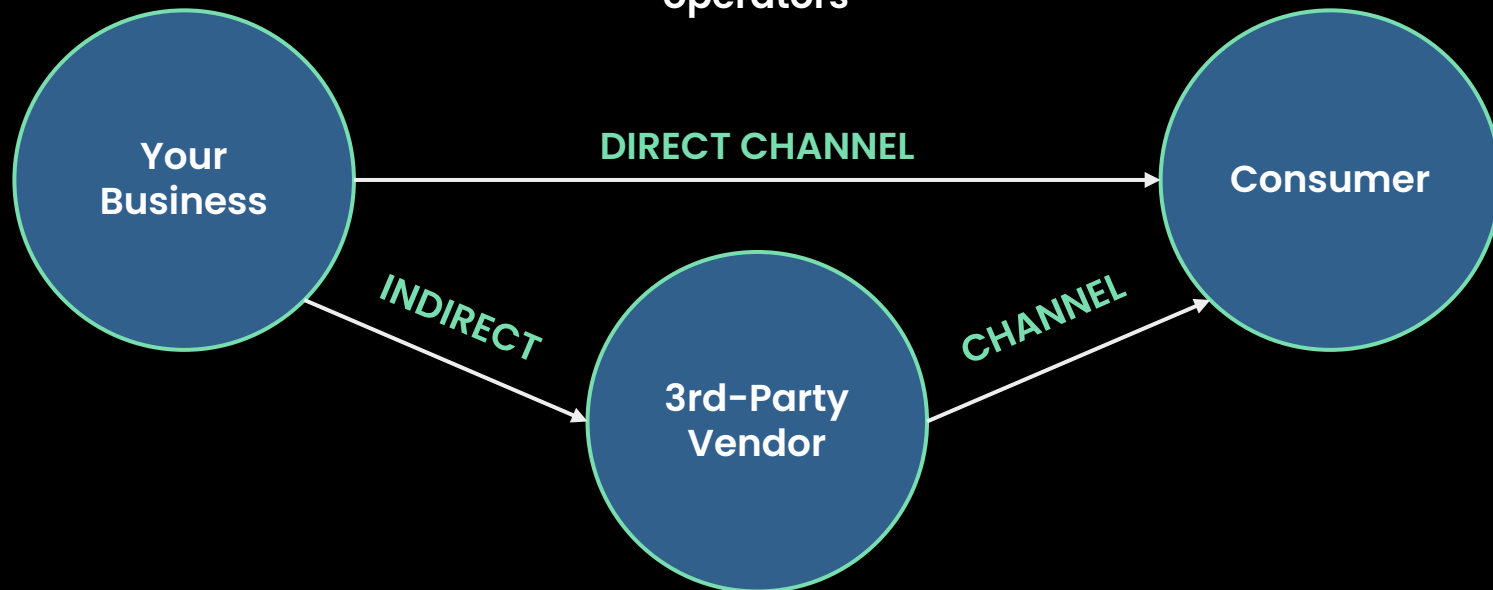




Segment Your Marketing Channels

There are two basic types of Marketing Channels — Direct and Indirect

Direct channels involve selling tickets directly to guests, while indirect channels involve selling tickets through intermediaries, such as travel agents or tour operators





MARKETING BUDGET

**DIRECT:
Pre-Arrival**

**60% of Media
Spend**

**DIRECT:
In-Destination**

**40% of Media
Spend**

**INDIRECT:
3rd-Party
Vendors**

Commission



Categorizing the Channels

DIRECT: Pre-Arrival	DIRECT: In-Destination	INDIRECT: 3rd-Party Vendors
Websites	Gate Entrance	OTAs
Call Centers	Ticket Booths	Hotels/Concierge
Web Chat/SMS	Digital Kiosk	Info Centers
Groups/Corporate		Cruise Ships
		Tour Operators



Direct Channels: Pre-Arrival

Websites and Call Centers

Pros	Cons
<ul style="list-style-type: none">● Build the brand● Collect more data● More profit potential● Scalable	<ul style="list-style-type: none">● Management● More Long-Term, Fewer Quick Wins



Direct Channels: In-Destination

Gates, Ticket Booths and Digital Kiosks

Pros	Cons
<ul style="list-style-type: none">● In-Person Connections● High Foot Traffic● Captive Audience	<ul style="list-style-type: none">● Overhead● Fixed Location● Not Easily Scalable● More Locations = More Fixed Costs



Indirect Channels: Third-Party Vendors

OTAs, Concierge, Info Centers, Cruises, Tour Operators

Pros	Cons
<ul style="list-style-type: none">● Incremental Revenue● Scalable● No Fixed Costs● Good for Businesses with < \$5M	<ul style="list-style-type: none">● High Commission● Compete with Direct Channels● Sell Competitors● Collect Your Guests' Data



RezTech Overview

Set up these three things for success in your RezTech:

1. Tag Each Affiliate or Touchpoint with a Channel Name
2. Create Category Roll-Up Reports Based on Channel
3. Automate the Reporting in a Dashboard



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ventrata



GATEMASTER
TECHNOLOGY



RocketRez



accesso



CATALATE



ROLLER

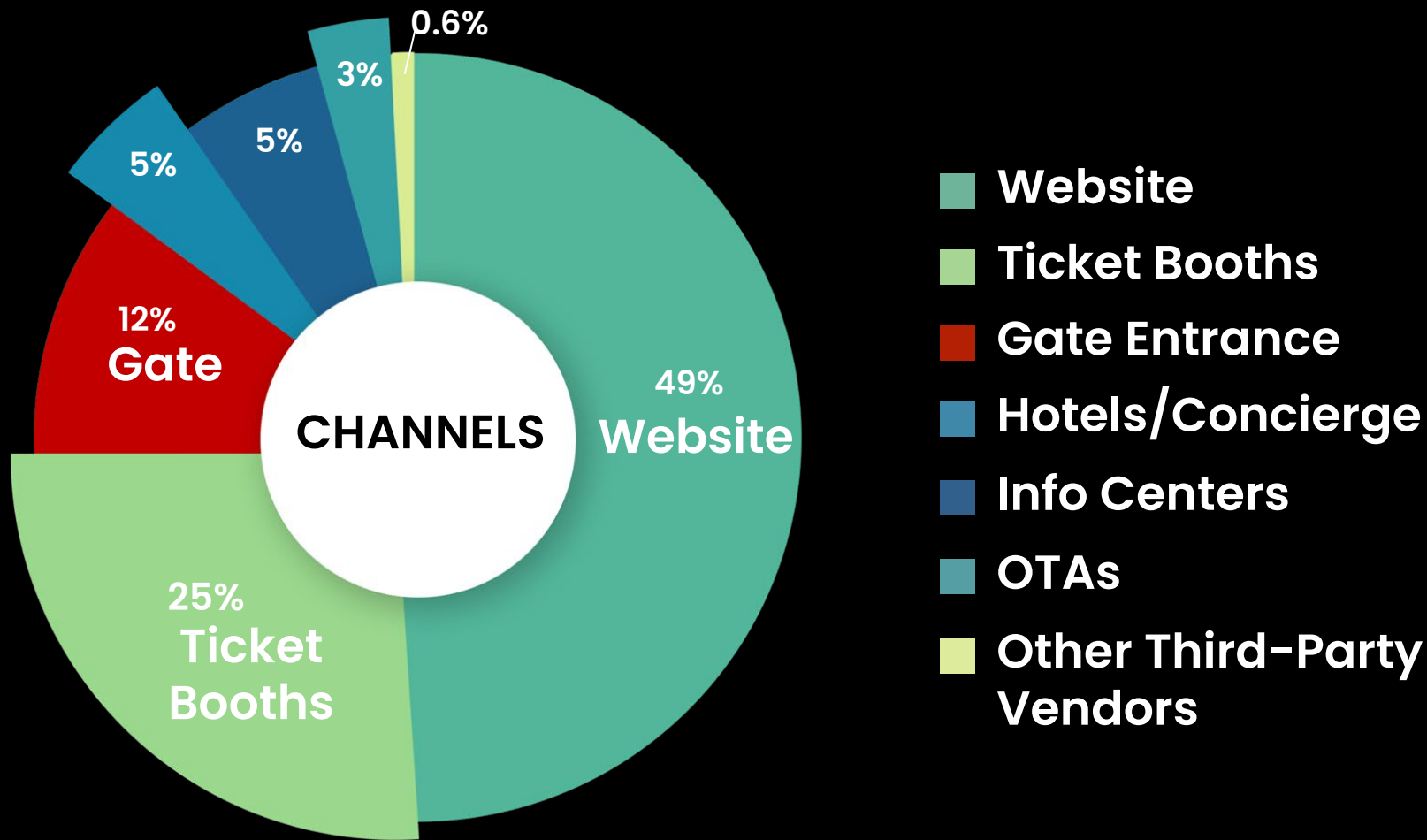


Clicktripz



Reporting and Dashboards

Tracking Channel Performance





Channel Performance Report

	CHANNEL DETAILS	2023	2022	% CHANGE
A	Gross Revenue	\$1,326,000	\$1,101,000	+20%
B	Digital Website Revenue	\$458,000	\$290,000	+58%
C	Digital Offline Revenue	\$197,000	\$80,000	+146%
D	Other Direct Channel Revenue	\$438,000	\$468,000	-6%
E	Indirect Vendor Revenue	\$233,000	\$263,000	-11%
F	Total Digital Media Cost	\$29,000	\$15,000	+90%
G	Indirect Vendor Commission	\$67,000	\$77,000	-13%
H	% Digital Revenue/Media	4.4%	4.1%	+7%
I	% Gross Revenue/Media	2.2%	1.4%	+57%
J	% Indirect Revenue/Commission	28.7%	29.2%	-2%



Cost/Acquisition Report

	CHANNEL DETAILS	2023	2022	% CHANGE
A	Digital Revenue	\$655,000	\$370,000	+77%
B	Tickets Sold From Digital	11,000	7,300	+50%
C	Total Costs	\$39,000	\$23,000	+70%
D	Website Management	\$2,500	\$2,000	+25%
E	Agency Services	\$7,500	\$6,000	+25%
F	Media Cost	\$29,000	\$15,000	+90%
G	Revenue/Ticket	\$60	\$50	+20%
H	Cost/Ticket	\$3.55	\$3.15	+13%



Net Revenue Per Ticket

Third-Party Vendor =

\$43

Avg. net ticket
revenue

Direct =

\$56

Avg. net ticket
revenue

+30% More Net



Acquisition Costs by Category

	Channel	Media Spend	Overhead	Commission
A	Website	40% of Media Spend	Mgmt/Content/Software	RezTech Fees
B	Ticket Booth/Gate	40% of Media Spend	Rent/Salary/Maintenance	Variable Commission
C	Call Center	20% of Media Spend	Rent/Salary/Maintenance	Variable Commission
D	Hotel/Vendor	-	Salary/Mgmt Time	20%-40%
E	Concierge	-	Salary/Mgmt Time	20%-40%
F	OTA	-	Salary/Mgmt Time	20%-40%
G	Cruise Ship	-	Salary/Mgmt Time	20%-40%
H	Tour Group	-	Salary/Mgmt Time	20%-40%
I	Kiosk	-	Software/Mgmt Time	RezTech Fees



Conclusion and Next Steps

1. Build and monitor your channel dashboard
2. Unlock trends and opportunities for more profit
3. Understand that investing in marketing and advertising can improve sales across channels





Q&A



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