



PEAK
GAMING GROUP

Interactive Internet Workshop

Rob Gallo

President

rob@PeakGamingGroup.com

+1.631.682.5107

<http://www.PeakGamingGroup.com>

The operative word of this workshop is “Interactive”. This means your participation is critical.

It is your opportunity to ask questions and get real time answers as to what is happening NOW in the Internet Gaming industry.



The most common question brick and mortar casino operators ask is: “Can we make money for our property ‘right now’ with Internet gaming?”

The Answer: Yes! There are several solutions that can immediately add to your bottom line.

The second most common question is: “Will it cannibalize our existing player base?”

The Answer: No! In fact the opposite is true if it is rolled out and positioned correctly.



Building Blocks for Internet Gaming Success

1. Choose the Right Software - Experience matters
2. Acquire New Customers (Drive Traffic) - Traditional Advertising, Cross Promotions, Affiliate Programs
3. Player Retention - Exclusive Promotions and Engaging Loyalty Programs
4. Higher Player Hold Incentives - Give your key employees a reason to care



Software

Are you looking to build a platform for strictly branding, while patiently waiting for the US to legalize online gaming, or is this something you want to be able to monetize immediately?

Let's look at both options:

I. Play for Fun. If this is your approach, I would suggest a top tier experienced online gaming provider such as: 888.com, bwin-party, Amaya. Some of the traditional gaming suppliers have developed online casino platforms such as: Bally Technologies, IGT, WMS, Aristocrat. Here are some examples of brick and mortar casinos using this approach: iplayseneca.com, islandresortandcasino.com

Keep in mind the “pending legislation” to legalize online gambling has been floating around for more than 3 years. We're sure it will become legal in the US, we just don't know when.

In either case, the correct choice of a software provide is paramount. This will be your partner so make sure it is the right fit. It is akin to choosing a builder for your bricks and mortar property. The offering MUST suit your needs. Meaning, anyone can implement online casino software with your logo on it, but it should be built with your specific goal in mind. They must have a solid CRM and bank-end functionality.



Software (Continued)

2. Generate revenue immediately. There are several options of online “gambling” offerings that are legal: ClubWPT.com, PurePlay.com They use a Subscription based model and charge users a monthly membership fee in order to play tournament style poker.

Luckity.com Is a new release from TwinSpires (a Churchill Downs Company), which uses the current lottery and horse racing laws and regulations to provide entertaining online casino style slot machine games for real money, legally.

luckydog-ent.com Developed a new bit of patented pending technology (in beta) which is 100% legal throughout the United States, and offers entertaining simulations of more than 50 casino style games, whereby persons can win real money from home computer or mobile devices, legally.



Acquire New Customers

In addition to traditional advertising, there is the ability to cross-promote both the online and land-based properties with one another. But one of the most exciting and lowest barrier to entry is having a solid **Affiliate Program**.

Proprietary: [Post Affiliate Pro](#), [directtrack.com](#), [impactradius.com](#) Acquire the software then customize and manage it yourself. (Ultimate control and flexibility)

Turnkey: [incomeaccess.com](#), [AffiliateRevenue.com](#) Off the shelf software generally hosted by a third party. (Low initial cost and faster to market)



Player Retention

Player reward programs are an excellent way to create brand loyalty and higher retention rates. When you use the right system of incentives, and are easily able to measure the progress of each individual player, you have the recipe for a winning loyalty program.

Here are a few examples of sites that specialize in turn-key player reward programs:
comptradingco.com, playersclubrewards.com

Remember this, it is six times more cost effective to retain a customer compared to attracting a new one. This is where you can really increase your bottom line. Perceived value is everything, and it is relative to the individual. With online gaming, your ability to get granular detailed information on every player and their gaming habits will help you and your staff make better promotional decisions.



Higher Per Player Hold Incentives

I have no specific websites to speak of regarding this topic, but I will share a personal story that illustrates how an online gaming environment can empower your key employees to help increase your bottom line.

In analyzing the data of players in one of our online casino properties, we noticed we had a hold of \$26/player/day over a 12 week period for a specific segment of players. I made an internal incentive to three of our preferred player managers saying, "If you can increase the hold/player/day by 10% over the next 12 weeks, you will receive 2% of that as a bonus."

The beauty of online gaming is the depth and breadth of information you will have on every player and their playing habits. Similar to the land-based casino counterpart of calculating time on device and extrapolating the hold per player per machine, except online is infinitely more precise and granular.

The type of track-ability in an online environment makes it fantastic for getting your employees involved and incentivized to increase your business.



Next Steps

There is no single online gaming solution or strategy that fits every casino operators needs. The first step is to determine your organization's specific goals and objectives with regard to online gaming, (i.e. **build and wait** or **start earning immediately... build a system from scratch** or **use a turn key solution... etc.**).

The next step is to develop the proper plan for successful implementation. This is essential in ensuring your success in the online gaming space. It is advisable to hire an Internet gaming expert to help your organization with this critical process.

Think of it like hiring an architect to design your casino whose already done it, and keenly understands the importance of the proper flow of casino floor space. This is the move you make before you think about laying the first brick. Ensure whomever you hire works closely with you in completing a thorough needs analysis and that it is harmonious with your objectives.

Remember, the inevitability of legalized online gaming in the US is a given, but the choice to get involved is entirely yours. So stake your claim early, because those who are taking action first will become the market leaders, and those who don't will be left behind.

