

EMAIL and SMS MARKETING for Nightclubs

How to **get crowds** lining up behind your velvet rope

An empty or half-filled club is not a reputation you want. You have state-of-the-art equipment, great interiors and awesome DJ talent, if people don't know about your club, it's all a waste.

Promoters only get you so far. You need to make sure that their efforts are in addition to your own branding and marketing. You also have to **make sure your VIP clientele is aware of and attending your key events.** This means that sending emails only may not be the best approach for this high-touch audience, but text messaging is.

With DutchpotSMS and Dutchpot Mailcast, you have total control to reach multiple audiences - from out-of-towners to your loyal VIPs.

- **Build your own mobile nightclubbers community.** Replace pen and paper sign-ups at your venue with keywords or designated numbers mobile phone club registration.
- **Keep your patrons informed to weekly and/or special events** in the ways they wish to be reached, by email or text messaging.
- **Minimize the time and effort to contact your VIPs** by sending out a single text message to hundreds or even thousands of prospects within minutes, not hours.
- **Wish your regular patrons a happy birthday with an automatically generated text message** based on their birthdate to help build customer/brand loyalty.

To sign up now or get more information, contact our Sales department at sales@dutchpotinteractive.com. You can also call 1 876-978-8965.



DutchpotSMS and Dutchpot Mailcast has multiple plans to fit any size nightclub, from small venues to internationally known clubs.



DUTCHPOT **MailC@st**



DUTCHPOT **SMS**

