

In the mobile space, there are two words on everyone's lips: marketing and gambling. Both are big news, but just how can the two concepts interlink

EDUCATE TO LIBERATE

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IT IS A LOGICAL progression for a land-based casino to go interactive; from bricks and mortar, to online and mobile. Interactive platforms offer a natural extension to the business, attracting new customers and new revenues. A number of establishments have already followed this path, but for some the process is not so clear. As a young industry, there is still some scepticism surrounding the mobile-gambling concept – with some consumers still thinking mobile gambling is not possible. For many land-based establishments, the main difficulty is getting their mobile message out there. They simply don't know how to translate existing customers' patronage onto a mobile casino. Not anymore.

For enterprises that are new to this area, launching a mobile casino or introducing mobile-gambling services can be daunting. The answer is to find an entry-level solution that is quick and easy to deploy, with minimal risk and plenty of opportunity for growth should it be well-received. This enables them to dip their toe in the water, without too great a commitment.

In exactly the same way, these enterprises must be sensitive in the way they promote a new mobile-gambling service. A subtle and gentle marketing approach will enable them to translate real-world success onto the mobile platform. For enterprises that are new to the sector, Spin3 advocates offering consumers a bite-sized introduction to mobile gambling. Giving players a fun and no-risk mobile game educates them by allowing them to get used to the idea of playing games on their mobiles. From this starting point, operators can accompany their players as they progress from playing-for-fun to playing-for-real – using messages, pop-ups and attractive bonuses to guide the way.

Consumers are hugely loyal in the mobile-gambling space, often gambling with a very small number of trusted operators. Building trust with players is absolutely paramount. By building a relationship from the very beginning, a gentle promotional approach can be enormously successful in the longer term.

Our SpinLite product is primarily a marketing tool, which serves a strategic purpose; acting as a penetrator into the market, and then allowing the conversion

into play-for-real mobile gambling. SpinLite works by allowing the consumer to, initially, download a game directly to their mobile, just like they would a wallpaper, ringtone or any other mobile content. There is also the option to share the game with friends, allowing the game and the brand to spread virally. Not only does this form a gentle, play-for-fun introduction to the world of mobile gaming, it cuts out complicated deployment procedures and usability difficulties.

Successful marketing

One of the success factors of marketing is consistency. This is especially true with mobile gambling. The accurate replication of colours and logos from the real or online worlds allows customers to know who they are dealing with. In this way, a new mobile casino venture must retain the look and feel of the parent enterprise. This can be done by the introduction of logos and customisation of colours and backgrounds to ensure consistent branding and messaging.

The way mobile gambling is promoted differs from more mainstream mobile-marketing ideas. Spin3 recommends giving the consumer a first taste and allowing them to control how fast they upgrade to playing-for-real. It's a less obvious approach, which secures valuable consumer buy-in from the get-go. Casinos should remember that mobile gambling is just becoming an accepted activity and the marketing of mobile casinos needs to be subtle.

A new approach is a great way to market a new product. Land-based casinos need to capitalise on their existing customers, while also attracting new customers to the mobile platform. Mobile casinos need to be marketed sensitively regardless of the target market. Adopting the right approach is key.

By breaking consumers in gently with education through a stand-alone game, operators can manoeuvre around and eventually break down the barrier some people have to gambling on their mobile. The introduction of products such as SpinLite onto the market offers a low-cost, low-risk and highly effective marketing channel for land-based enterprises.