



How Casino Drove New Business with Social Advocacy Marketing

Customer experience stories create differentiation in a competitive market

TARGETING 55+

With Valley View Casino & Hotel's target demographic at 55+, social media marketing seemed too challenging to make an impact. But with 15 competing casinos within a 50-mile radius, Valley View needed a new strategy to create a clear differentiation and drive customers to their casino over others.



WHAT'S YOUR STORY?

By crowd sourcing customer testimonials on social media, the team believed they could gather the best stories to set their casino apart from the competition. Through a custom Shoutlet contest, the Valley View team created an engaging way for their guests to share a story about their Valley View experience. Keeping their demographic in mind, the team ensured the contest was easy to enter.

Valley View Casino & Hotel
December 3, 2014 · 🌐

Congrats to Carol, the winner of a 46" HD TV in our Share Your Story Contest. Look at that smile, ear to ear! Read her story here:
<http://shout.it/MXIZ>
[#ShareYourStoryVVCH](#)

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85 customer testimonial stories



46,000+ reach



customer and brand insight

In just one month, the team gathered 85 customer stories. With these stories of why customers love Valley View Casino & Hotel, the team feels they have marketing material to influence new customers for the rest of the year. An unexpected result: learning how each of their customers connect with their brand, and how short visits at the casino make life's trials and tribulations easier.

With the social media promotion, Valley View was able to build a 1-1 relationship with each of these customers, increasing their lifetime customer value, enabling recommendations to friends, and ensuring future repeat business. In a competitive market, a guest's endorsement could be the difference between a good month and a great month.

HOW SHOUTLET HELPED

The Valley View team used Shoutlet's Social Canvas and Contests™ to create, publish, and manage their social media contest. During the contest period, they also used Social CRM™ to moderate community engagement. By gathering all the customer data from the contest in Shoutlet Profiles, the team is able to build and maintain the 1-1 relationships with their advocates for future business and future marketing opportunities.

“
Shoutlet empowered us to gather meaningful stories and data from our customer advocates. These stories align with our business objectives of new customer acquisition through testimonial marketing, allowing us to differentiate our hotel & resort in the competitive market.”

AJ Keefe, Marketing Manager
Valley View Casino and Hotel



ABOUT SHOUTLET, INC.

Shoutlet is an enterprise-class, cloud-based social marketing platform that empowers brands to build meaningful customer relationships that drive real value. Through data acquisition, customer insights, and enterprise integration, Shoutlet helps more than 600 brands in 60 countries build the relationships that actually build business. Headquartered in Madison, WI, Shoutlet has additional offices in Atlanta and London. Current customers include 3M, Best Buy, Fox Sports, Hot Topic, 24 Hour Fitness, Canon, and Norwegian Cruise Line.