

## MGM Grand Gets Serious about Mobile Marketing

### Client

MGM Grand is one of the first true “destination hotels” in Las Vegas. Featuring night spots like “KA” by Cirque Du Soleil, MGM Grand’s Crazy Horse Paris and more than 5,000 hotel rooms, MGM Grand is also known for its fine dining, world class entertainment and its AAA four-diamond award hospitality.



### Challenge

Tourist interest in Las Vegas is bigger than ever. Families and career women are just as much a part of the customer base as high rollers and “boys’ night out” partiers. It’s not a secret and investment in entertainment and hospitality continues to pour into Las Vegas at an astonishing rate.

MGM Grand knows it has to continually innovate in order to remain the top destination in town. Gaining new customers is a priority as tourist demographic changes, as well as continually developing their relationships with people who already love MGM Grand properties.

But as a very sophisticated marketing organization MGM Grand is constantly looking for new ways to boost the number of visitors and use of its hotel and entertainment facilities.

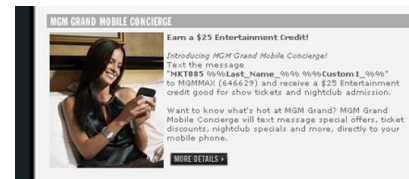
### Solutions

mobileStorm gives MGM Grand the ability to send SMS marketing messages with important and useful information about customers’ hotel stays and entertainment venues. The resort’s promotional campaigns systematically collect data about current and potential new patrons. More importantly, digital messaging keeps guests and visitors informed about services and entertainment available right on the property.

One program starts with a pre-arrival email sent to guests ten days before a scheduled stay. The messages confirm guests’ reservations – but go further to offer a \$25 entertainment credit to customers who sign up for the Mobile Concierge service.

The Mobile Concierge service notifies customers during their stay -- via SMS -- about special offers and discounts. Customers can elect to receive a wide range of offers, or only what interests them; a spa visit or nightlife scene, for instance. MGM Grand can even send precision promotions to finely targeted customers – making their digital messaging campaigns more deeply valuable.

During one recent campaign, MGM Grand promoted its nightclubs with billboard trucks driven up and down the Vegas Strip. Sending their information via text message to a special short code got the prospect on a VIP list. With this program MGM Grand could track who came to their events, what clubs they attended, and how many guests they brought. And the database value continues to grow: MGM Grand uses ongoing marketing programs to keep these customers coming back.



### Results

"We are better able to serve customers thanks to targeted messaging," said MGM Assistant Vice President of Advertising Michael Perhaes. "For example, with the Mobile Concierge service, we inform hotel guests only about those amenities in which they are interested, without bothering them with messages that were not relevant. We deployed similar tactics for those prospects who opted in to our outbound text messages. And we were able to save contact and demographic information on these customers and prospects—which should help us more accurately target future messaging."