



Note for the slideshare viewer:

Metropolitan Theatres requested the ideation and development of strategies specific to launching a loyalty program and for digital & social media audience development. This deck is was used as visual support to the presentation given to corporate executives. My presentation provided a comprehensive view of these initiatives and included a review of marketing resources to streamline implementation. Promotional strategies regarding their 95th (2018) and 100th (2023) corporate anniversaries were also included.



The Next Generation: Loyalty Program



Loyalty Program Objectives

Gain Competitive Advantage

Guest POV

Authentic to Brand Promise

Enhance Guest Experience



Loyalty Program Strategic Goals

Reward and Incent

Shift Spending Behavior

Sustain and Grow Audience



Loyalty Program Strategy

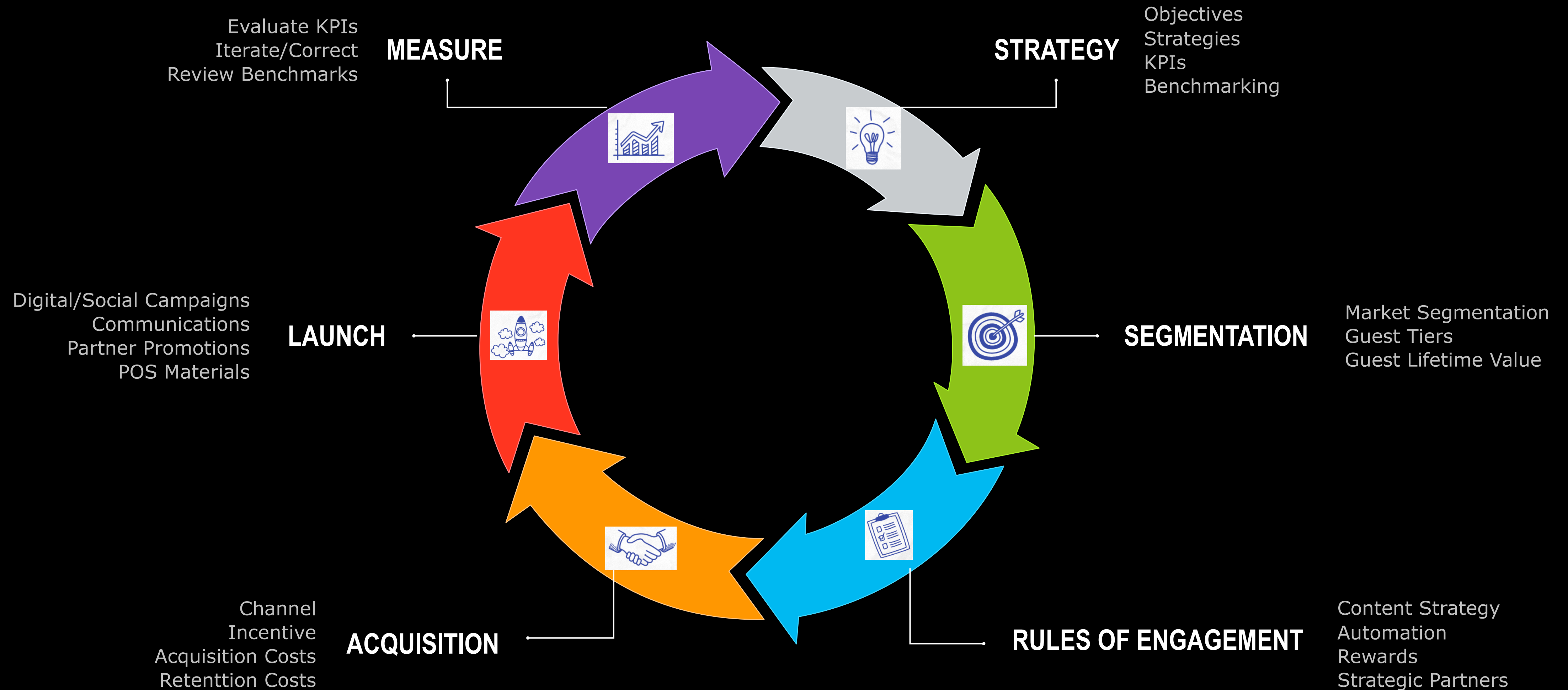
Drive Engagement

Reward Behavior

Address Guest Segments

Open Entertainment Ecosystem

Loyalty Program Development





Initiate Digital Strategy

Digital Marketing Audit

Digital Primary Objectives

Channel Prioritization

Resource Identification

Short/Long Term Planning

Digital Marketing Channels



Social Media Marketing

Be Selective, Be Powerful





Initiate Marketing Resources

Robust CRM

MAS SaaS

Digital/Social Media Marketing

Strategic Partnerships

Geo-Fencing Data Insights



Initiate Corporate Anniversary Strategy





Thank You

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Integrated Marketing | Event & Sponsorship | Business Development |
Strategic Partnerships | Digital & Social Marketing

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