



Strategic Marketing and Pricing for Your Haunt

2024 Transworld Halloween & Attractions Show



 **TicketSignup**



Today's Agenda

- Welcome!
- Actionable Pricing
- Increasing Per-Ticket Revenue
- Marketing (and Remarketing) Your Event



We Are Event Technology Experts

Our Mission

To make it **free and easy** for events to generate more revenue, grow their events, and engage their attendees.

We create **free and easy-to-use** event software that you can fully control.



28,000
Events

The infographic features a large white circle with a dotted purple border, surrounded by several overlapping circles in shades of purple, orange, and pink.



9 Million+
Tickets Sold in 2023

The infographic features a large white circle with a dotted purple border, surrounded by several overlapping circles in shades of purple, orange, and pink.



Actionable **Pricing**



Pricing Matters

Pricing isn't just about the amount of money. You want to use your pricing to:

- **Force people to buy earlier**
 - *Lock in attendance*
- **Shift attendance patterns**
 - *Bring in more attendees on "off" nights*
- **Ensure day-of purchasers cover all costs**
 - *Stop eating fees from on-site sales*

So let's look at what we know about pricing...

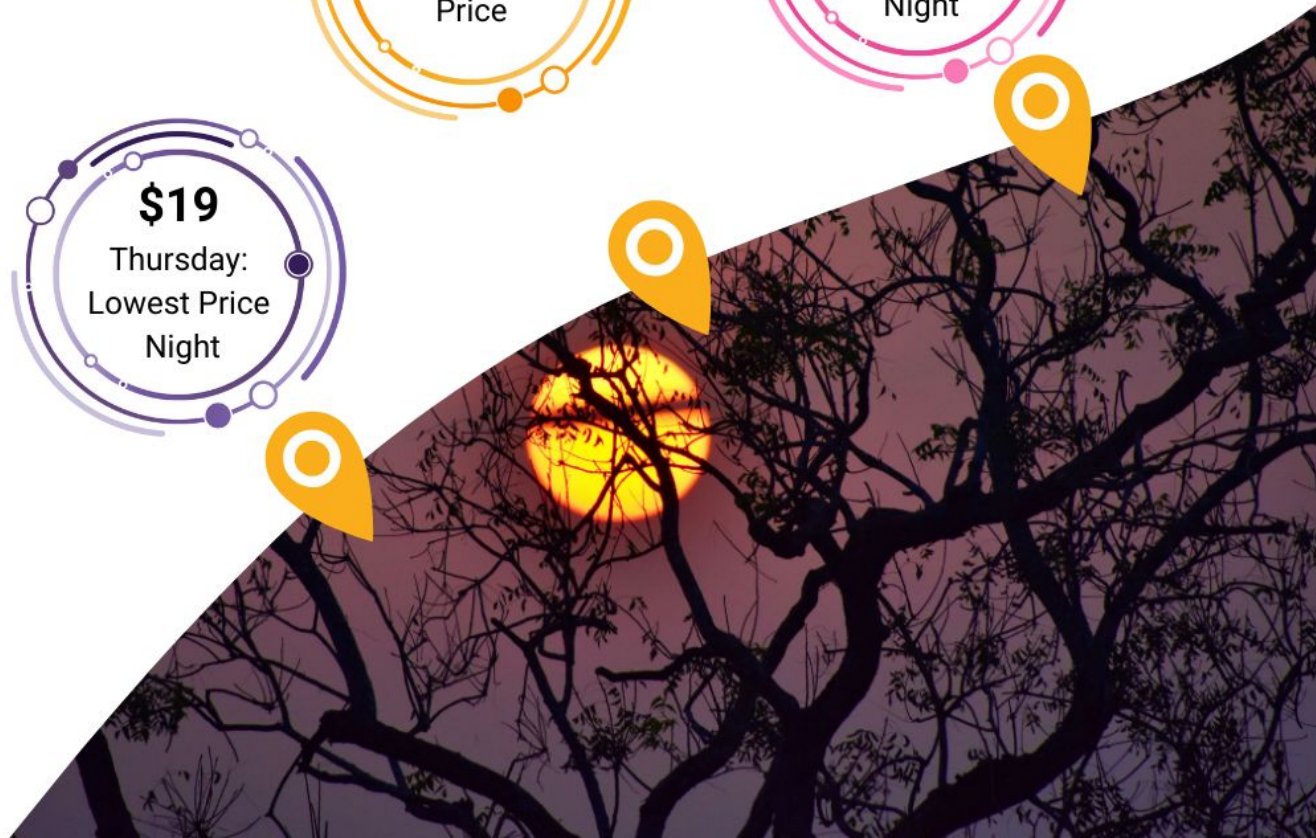
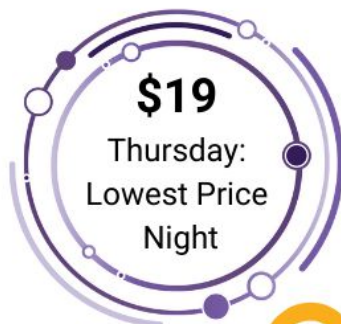


●●● Actionable Pricing

2023 Haunt Pricing

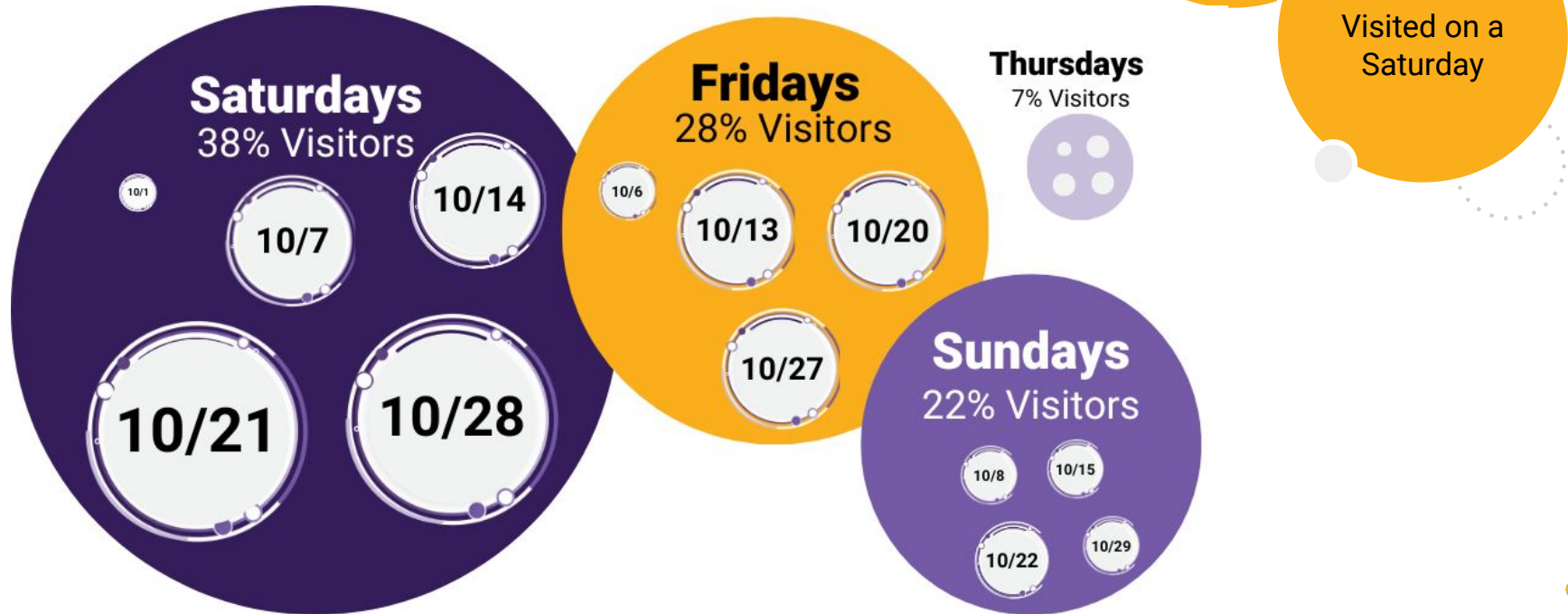
Overall Highest Prices: **Friday the 13th & Halloween**

Most Haunts price dynamically based on the night/time slot, but few Haunts change prices throughout selling cycle.



Most Popular Haunt Nights

Some nights are preferred by Haunt Visitors

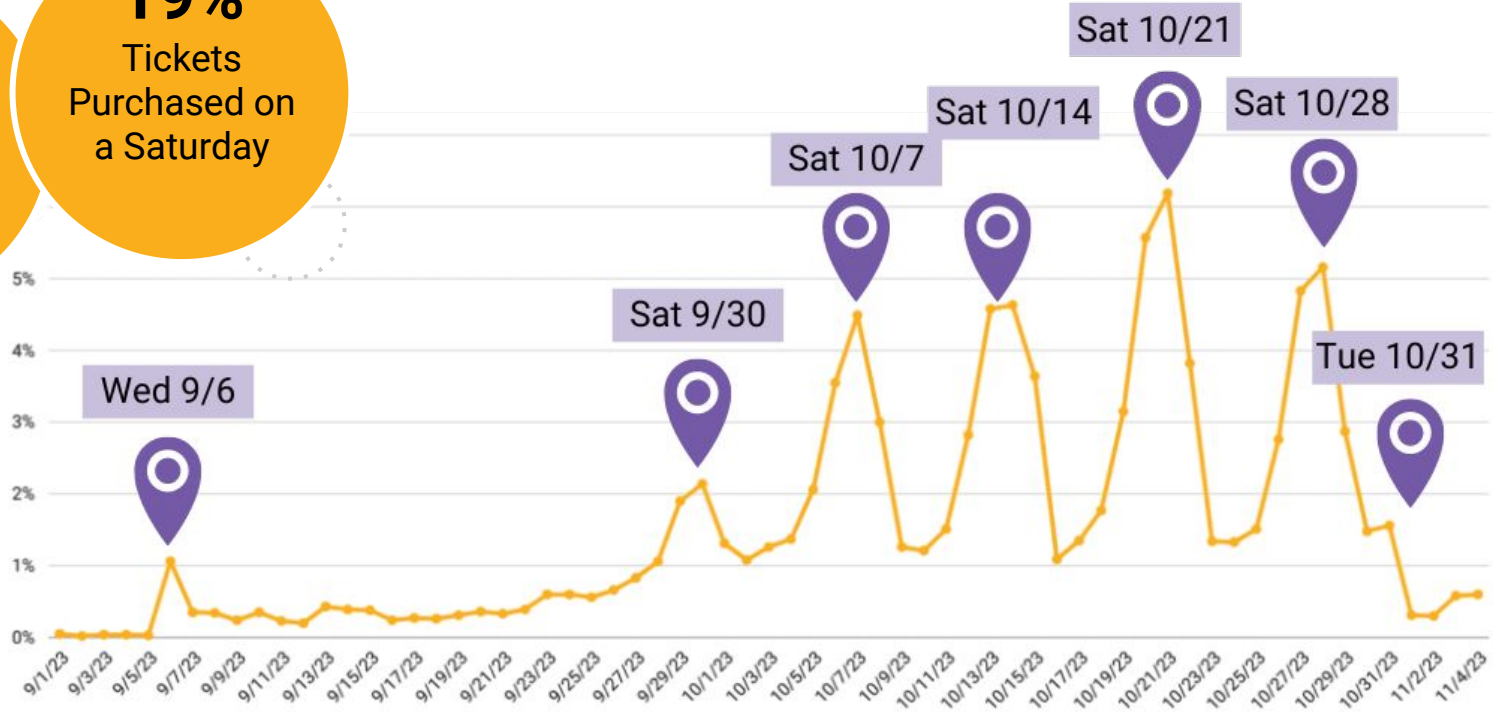


When Day Do People Buy Tickets?

Haunt visitors procrastinate buying their tickets, with big spikes on Saturdays (also the most attended day)

15% Tickets Purchased in Sept.

19% Tickets Purchased on a Saturday



What Time Do People Buy Tickets?

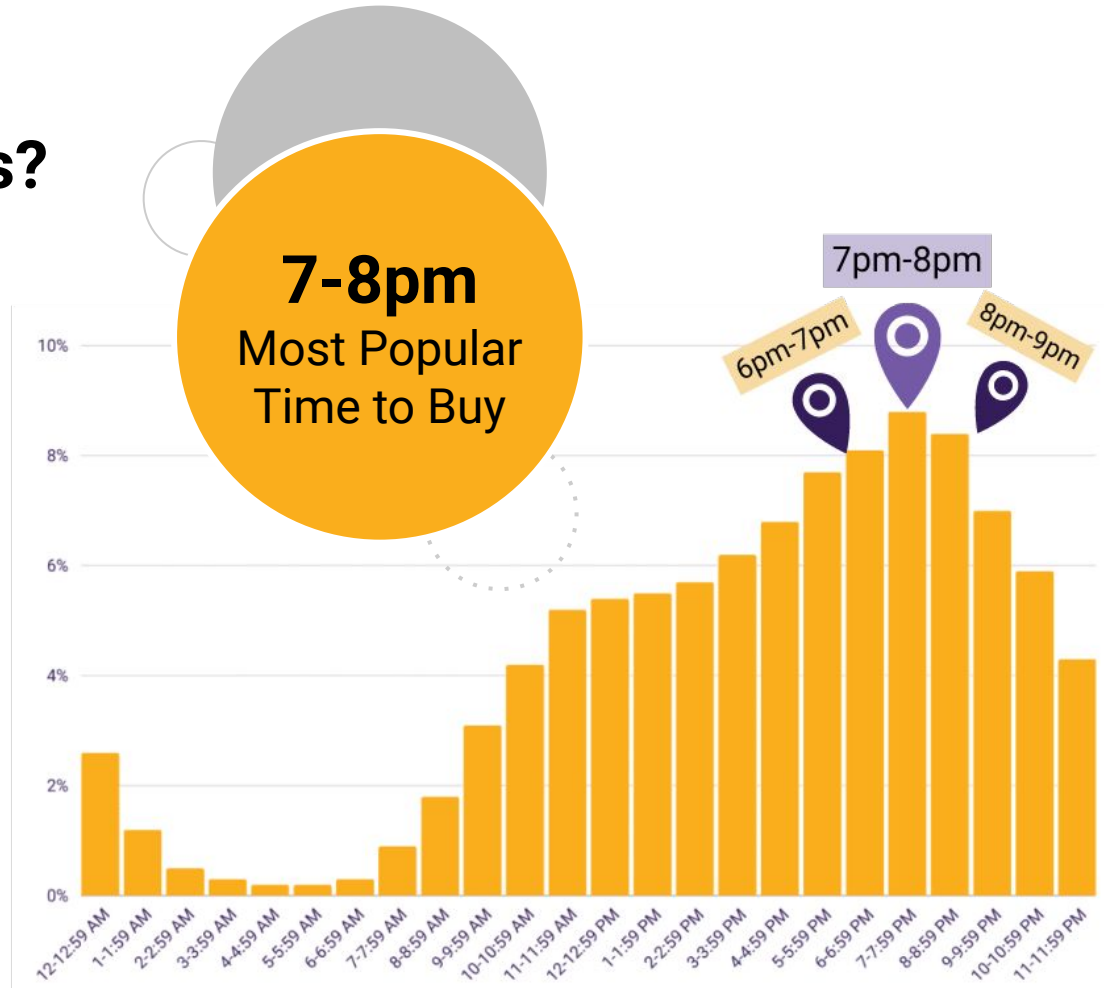
Date and Time Data Tells us:

- People are buying online tickets *close* to when they plan to attend - potential as they're on the way to the Haunt

But....

- We want people to buy their tickets *earlier* so there is less chance they will get distracted by another shiny Saturday night event

We want to be strategic with our pricing structure.



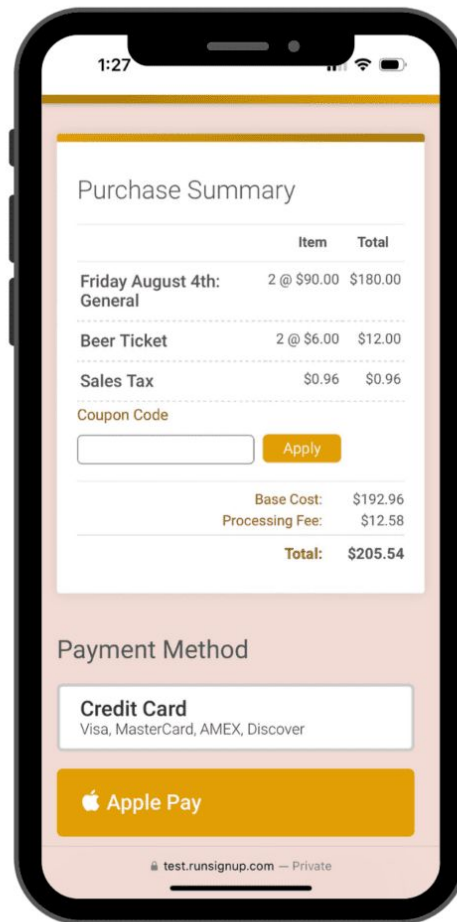
How People Buy Tickets

People want tickets to be easy to buy (from anywhere)

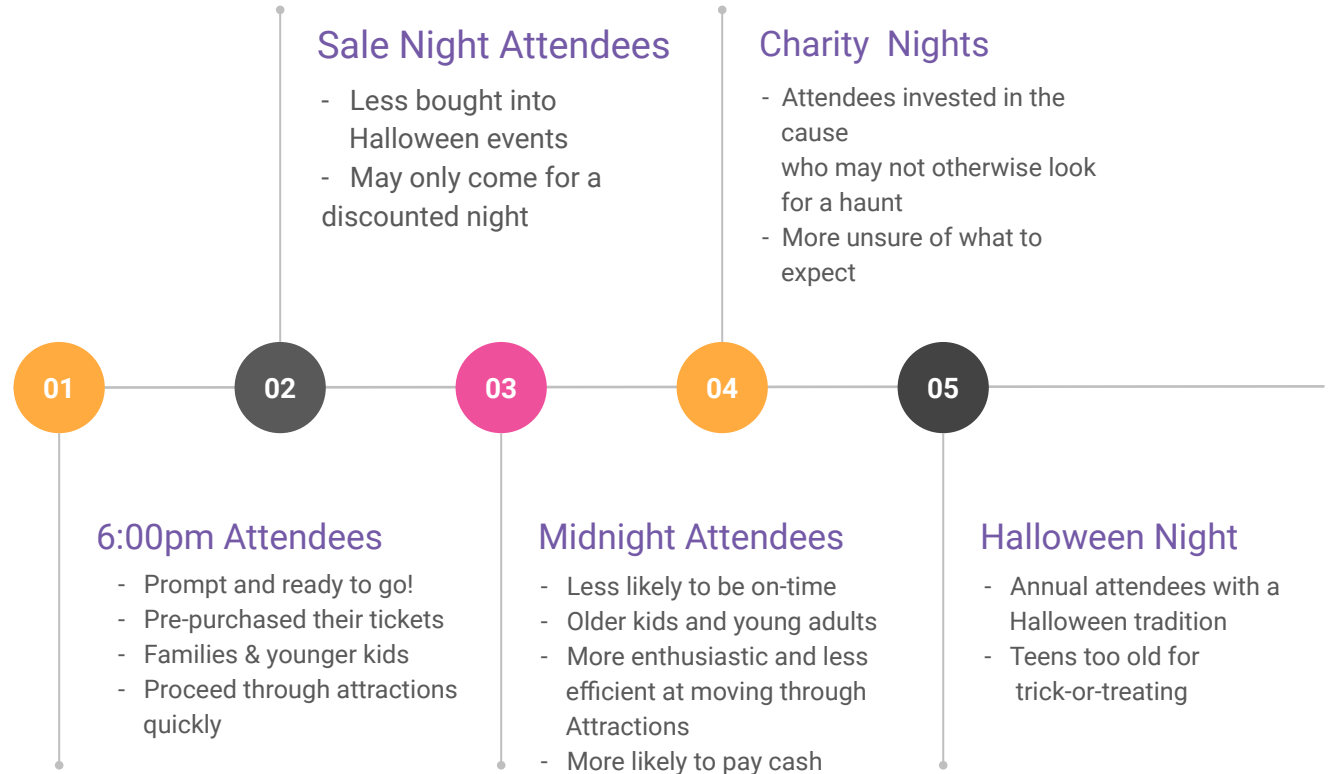
78%
Website
Traffic From
Mobile

25%
Used Apple
Pay

84%
Mobile
Traffic is
Apple



Strategic Pricing



Different types of customers are drawn to different days and time slots. Your breakdown may be different, but your biggest growth opportunity is during low-demand nights and times, with attendees who are traditionally less likely to attend at all.

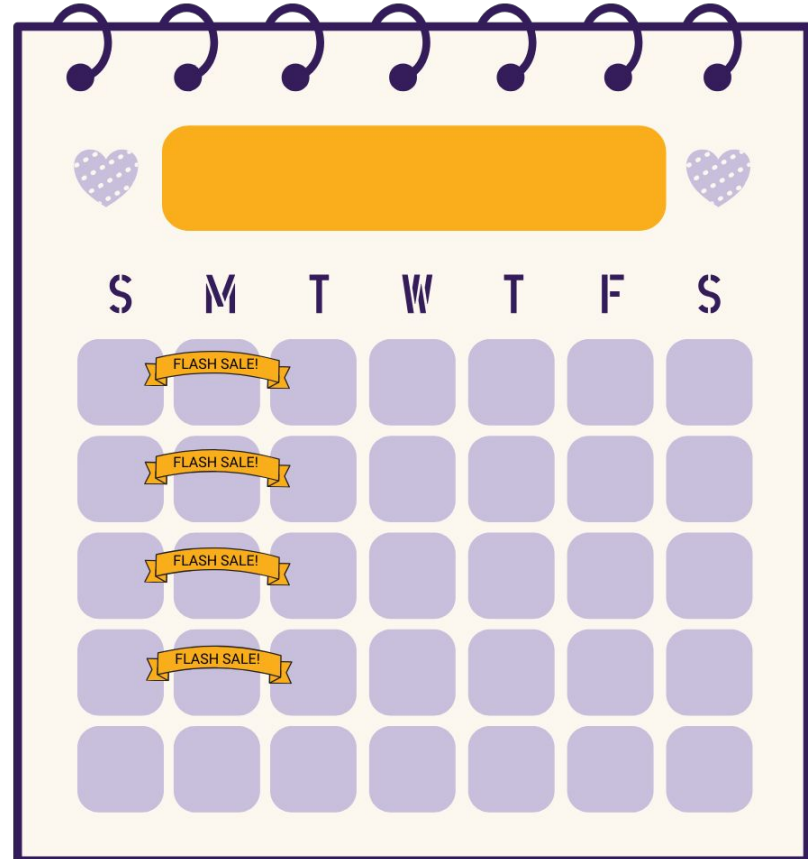
Price Increases

- Most haunters buy tickets late
- **Price** deadlines can drive action
- Promote earlier purchases to drive later decisions about staffing and traffic



Flash Sales

- Encourage buying *earlier* with time-limited promotions
- Mondays are *slow* buying days
- Getting people to buy on a Monday means they're locked in to attending
- Early purchases means more time to invite friends!



Night-Based Promotional Pricing

- Early Season Thursday or Sunday lower pricing
- Highlight the difference between the “normal” pricing and your discount nights

Early Season Special!

Thursday, October 12

Thursday Oct 12, 2023 6:00pm - 10:00pm EDT

Be the first through the forest and save!

8 PM
\$25

- 0 +

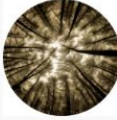
9 PM
\$25

- 0 +

10 PM
\$25

- 0 +

Reduced Price!



Thursday, October 12

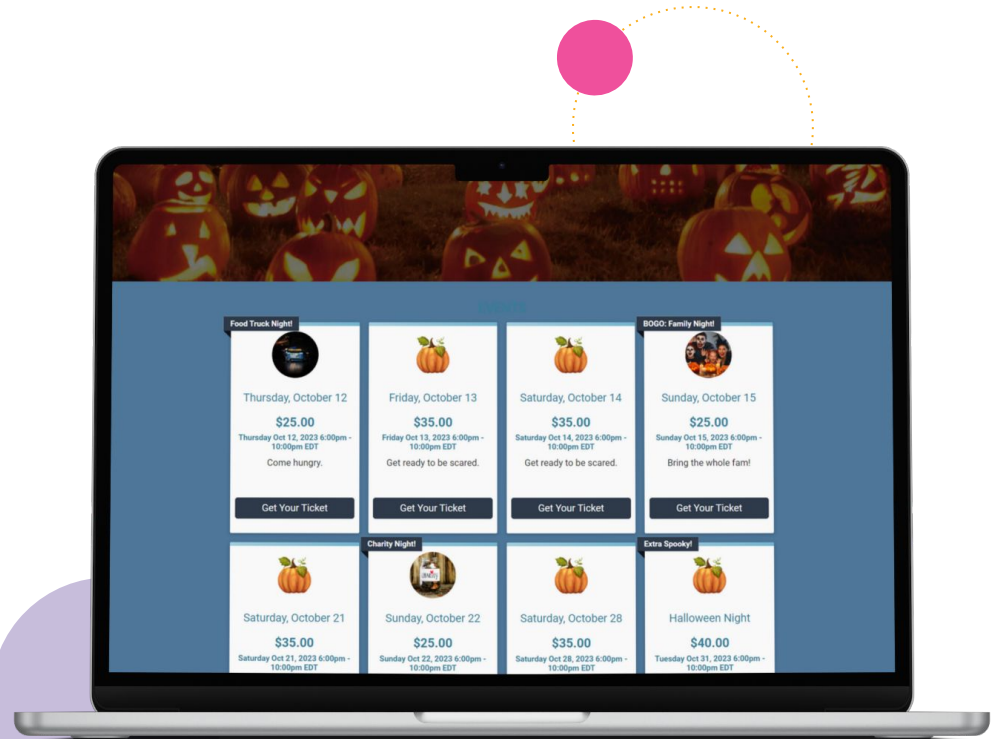
\$25.00

Early Halloween Savings.

Ready To Be Scared?

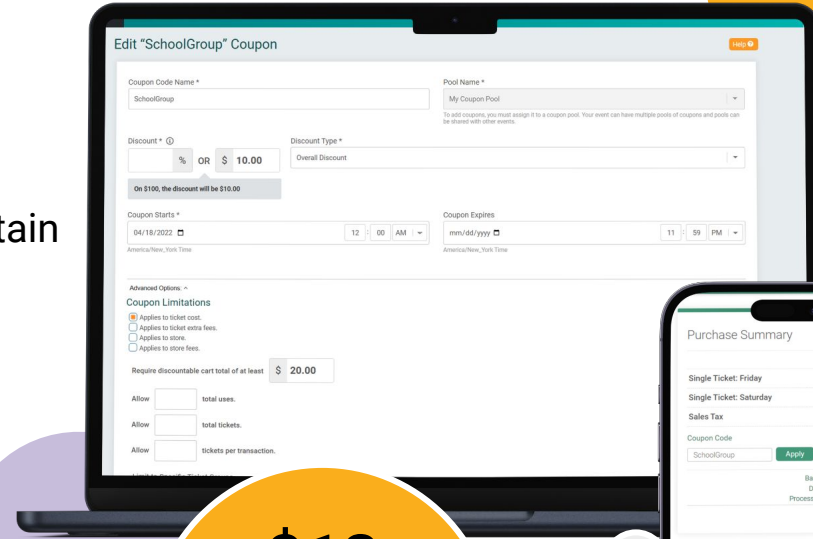
Promotional Nights

- Use Promotional Nights on slower nights
- Ideas for Promotional Nights
 - Food Truck Night
 - Haunt 4 Ever (unlimited night)
 - Buy One Get One
 - EMS First Responder
 - Fundraiser Night

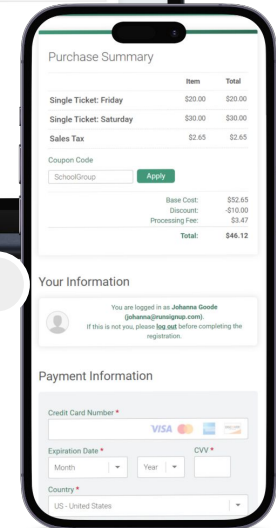


Limited Coupons

- Limit coupons by time or quantity
- Have coupons that work only for certain slower nights
- Think small: coupons don't have to undervalue your event to promote action
- Promote earlier purchases to drive later decisions about staffing and traffic
- Share coupons across events
- Embed Coupons in URL



\$12
Average
Coupon
Discount



Drive On-Site Sales Online

- You can't avoid procrastination (unless you sell out)
- Use QR Codes on-site to encourage purchasing on phones to pass ticket fees onto visitors
 - No more on-site credit card processing fees
- Offer lower price or faster lines to mobile purchasers



The Cost of On-Site Credit Card Sales

Number of Tickets Sold	Buyers Paid	You Lost
1 Ticket	\$25	\$1.25
1,000 Tickets	\$25,000	\$825
5,000 Tickets	\$125,000	\$4,125
20,000 Tickets	\$500,000	\$16,500

**Based on standard Square Pricing; 3 tickets per transaction.*





Increasing **Per-Ticket Revenue**

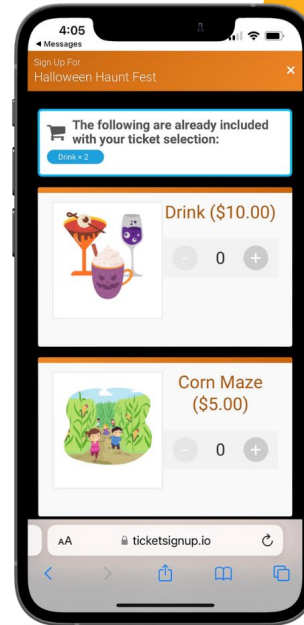


Add-On Store Purchases

Even if you can't sell more tickets, you *can* make more off of each ticket. Add-ons that increase your revenue include:

- Merch (shirts, hats, glowsticks, etc)
- Side Attractions
- Additional run-throughs
- Behind the scenes tours

It's easier to get a buyer to buy a little more than to find a whole new buyer.



33%
Haunts Sold
Add-Ons

22%
Ticket
Purchases
Added Store
Item

\$4.50
Added
Per-Ticket
Revenue from
Add-ons

VIP Bundles

- Skip the line!!!
- Offer premium swag for premium buyers
- Upsell attendees with additional opportunities for attractions
- Track each portion of the bundle separately

Checkout Cart

	Item	Total
	September 30th: PRIME: 7:00 PM- 8:00 PM	2 @ \$20.00 \$40.00
	GrimThorne Manor	2 @ \$0.00 \$0.00
	The Silver Scream	2 @ \$0.00 \$0.00
	The Complex	2 @ \$0.00 \$0.00

Coupon Code

Apply

Base Cost: \$40.00
Processing Fee: \$2.95

Total: \$42.95

Upgrade to VIP (\$15.00)

Maximize your time at the park with our Speed Demon Pass! Each Guest with valid Haunt Admission can purchase a Speed Demon Pass add-on to skip the regular queue lines at the Haunted Attractions.

The Speed Demon Pass is only for ScareGroundsPDX Haunted Attractions and does not allow you to skip the lines at the Oaks Park Amusement Rides. Speed Demon Pass is Non-Refundable. Limited quantities available each night.

September 30th PRIME: 7:00 PM- 8:00 PM — Ticket #1

0 +

September 30th PRIME: 7:00 PM- 8:00 PM — Ticket #2

0 +

September 30th Oaks Park Ride Bracelet 48" and UP (\$34.95 ~~\$39.95~~)

Ride bracelet tickets must be redeemed for a ride bracelet at the ScareGrounds PDX Ticket Booth on the date listed on the ticket.

Ride bracelet is for 48" and above height only. Ride bracelets for smaller children are only available from the Oaks Park Ticket Booth and not available through ScareGrounds PDX. No refunds will be given for purchased wristbands for individuals who do not meet the height requirement. Oaks Park Ride Guide - <https://www.oakspark.com/ride-guide>

September 30th PRIME: 7:00 PM- 8:00 PM — Ticket #1

0 +

September 30th PRIME: 7:00 PM- 8:00 PM — Ticket #2

0 +

September 30th Oaks Park Midway Game Bundle (\$40.00 ~~\$50.00~~)

10 games for \$40 (retail \$50). Includes "winners-every-time" games. Not valid for the Shooting Gallery, Roller Bowling, or Arcade Games.

Game Bundles must be redeemed at ScareGrounds PDX ticket booth. Game Bundles are NON-Refundable.

Oaks Park Midway Closes 1 hour before ScareGrounds PDX Haunted Attractions.

September 30th PRIME: 7:00 PM- 8:00 PM — Ticket #1

0 +

September 30th PRIME: 7:00 PM- 8:00 PM — Ticket #2

0 +

Back



Marketing (and Remarketing) **Your Event**

 TicketSignup

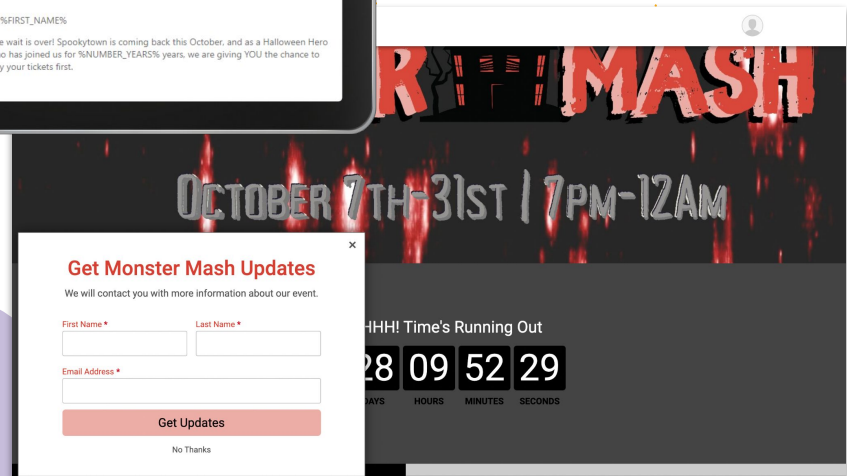
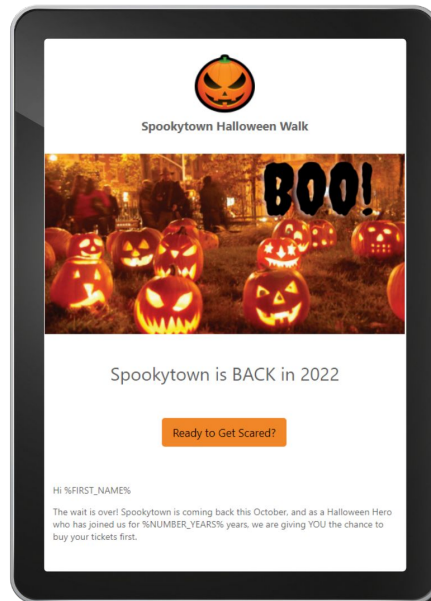


Build Your Email Lists

Email is the easiest and cheapest (or free) way to reach potential attendees. Capture as many emails from enthusiasts as possible.

Ways to Start Building Your List

- Sell tickets online
- Include an email capture form on your website
- Ask for emails when signing waiver forms on-site (preferably digitally)



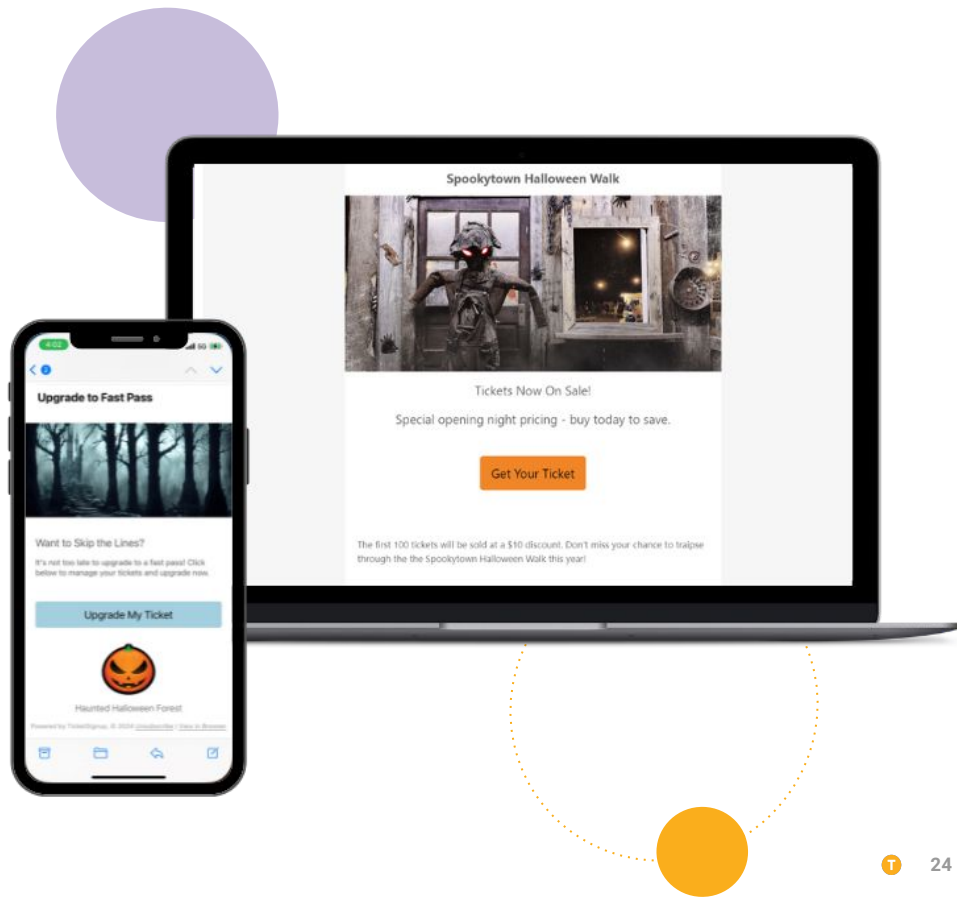
Email Strategy

Send Marketing Emails

- Ticket launch
- Price increases & promotions
- Sell-out coming
- **Always focus on the FUN to create FOMO**

Target Your Emails

- **Previous attendees who haven't re-purchased:** reminders that they had *fun*
- **New contacts:** Educate and excite about your event.
- **Already purchased:** Encourage them to invite their friends! Upsell their experience!



Word of Mouth Marketing Referrals

Word of mouth is a low overhead way to reach new Halloween enthusiasts.

- High (enough) refund, high reward
- Grow your funnel year-over-year



Marketing vs Remarketing

Re-target people who have shown interest in your event.

Marketing

- Endless possibilities...and endless waste
- Expensive to target by interests

Remarketing

- Known interest in Haunts
- Local (enough)
- Inexpensive (or free) to reach
- Likely to bring friends

Google Ads, Facebook Ads, and Instagram all have remarketing options.



Repeat Haunters

It's cheaper and easier to get
last year's Haunt Enthusiasts
to return than to find new
people to replace them!

30%
of 2022 Ticket Purchasers
Re-Purchased in 2023

How Do You Improve That?

Reward Loyal Hunters

Provide incentives for previous attendees to come back.

- **Good:** Offer a discount (or early access) to previous visitors
- **Better:** Offer a premium experience to previous visitors
 - I.E. 1 repeat runthrough - any upgrade that isn't being used to capacity
- **Best:** Offer an incentive for previous visitors to *bring friends* to this year's event



Encourage Repeat Haunters To Bring Friends

Incentivize inviting your friends.

Bulk Discounts

- Encourage larger groups
- Reward families or friends who join together

Combo Tickets

- Discount specific sets of tickets (like families)

Group Tickets

- Sell a group of tickets together

The screenshot displays a ticketing system interface for an event titled "Halloween Night".

Purchase Settings:

- Purchase Opens:** 01/26/2022 at 12:00 AM.
- Purchase Ends:** 10/31/2025 at 11:59 PM.
- Discount Tiers:**
 - When there are 1 to 4 total tickets in a purchaser's cart, "7 PM" cost is \$ 35.00 per ticket.
 - When there are 5 to 10 total tickets in a purchaser's cart, "7 PM" cost is \$ 30.00 per ticket.
 - When there are 11 to [] total tickets in a purchaser's cart, "7 PM" cost is \$ 25.00 per ticket.

Tickets Section:

- When you purchase 2 Adult tickets, you'll be able to purchase up to 2 Free Kid Tickets tickets.
- Adult:** \$20 (Quantity: 0)
- Kid:** \$5 (Quantity: 0)
- Free Kid Tickets:** \$0 (Quantity: 0)

Promotional Offer:

- Come Together and Save!**
- A Full Coven: Tickets for 6 Witches**
- Monday Oct 30, 2023 12:00am - 11:59pm EDT**
- Entry for 6 witches for the price of just 4.
- *Broomsticks optional.
- 7:00pm: \$120 (Quantity: 0)
- 8:00pm: \$120 (Quantity: 0)
- 9:00pm: \$120 (Quantity: 0)

Create an Experience People Want to Repeat

Providing flexibility to change tickets
limits refund & chargeback exposure.

Chi Town Craft Beer Fest

Fri October 21 - Sun October 23, 2022
Fulton Market
Chicago, IL 60607 US

Resend Confirmation E-mail

E-mail Address *

Resend E-mail

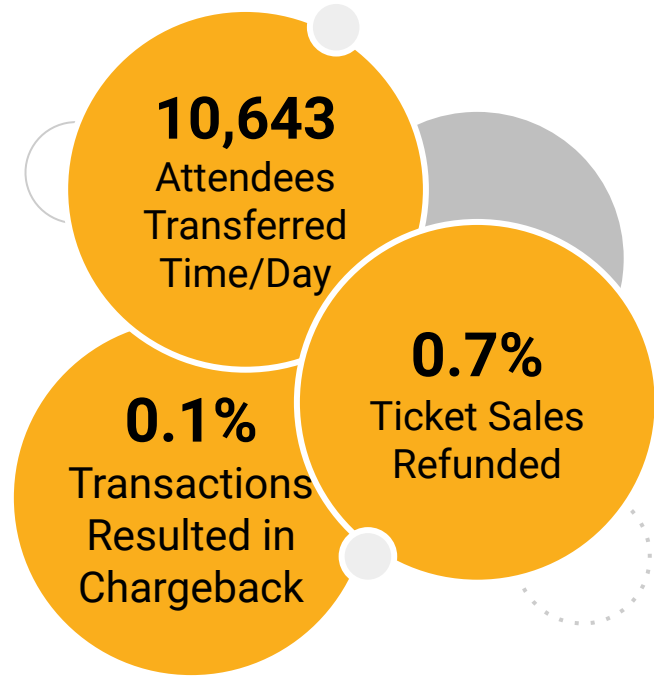
Transfer Tickets

TICKET ID	TICKET GROUP	TICKET	INFORMATION	NEW TICKET
#137030	Thursday, October 21	Thursday 6pm-9pm	— Do Not Transfer —	
#137031	Thursday, October 21	Thursday 6pm-9pm	— Do Not Transfer —	

Transfer Tickets

Need to switch your tickets to a different date or time? You can click the button below to transfer your tickets to the date and time that works for you!

Manage Tickets





About **TicketSignup**



T TicketSignup

Purpose-Built for Events like Haunts

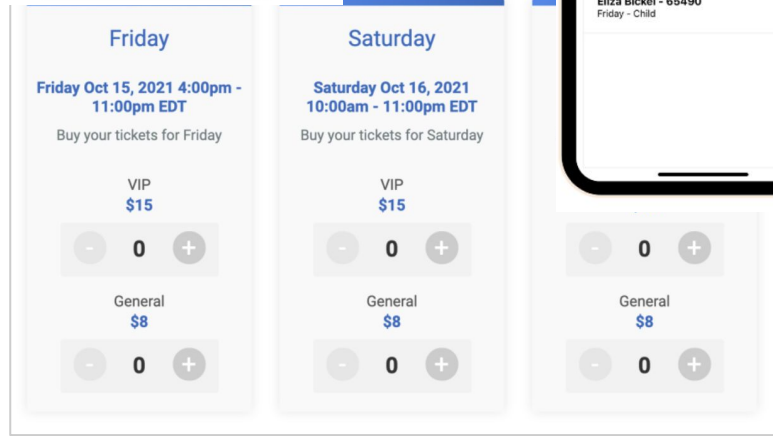
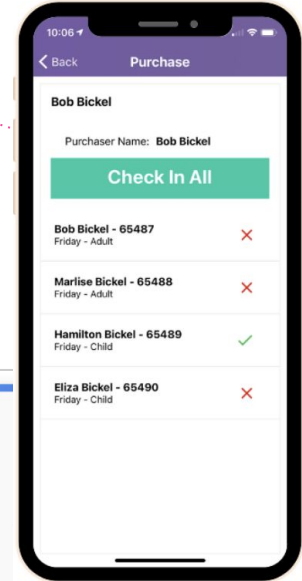
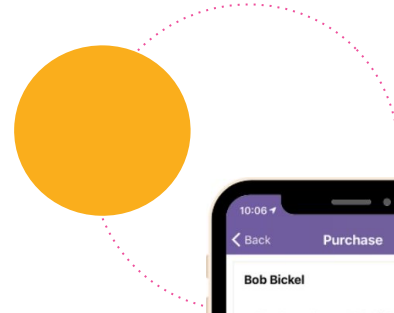
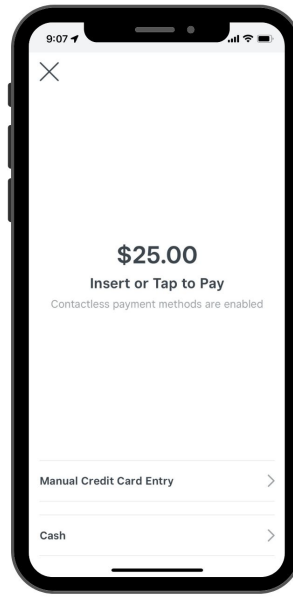
- Event Ticketing
- Free Email
- Free Website
- Free Event Day App & Square integration
- Multiday timed ticketing
- Fast checkout
- Ticket management capabilities (*no login*)
- Custom information collection
- Built-In Store
- Attraction Management
- Marketing Tools



All Your Data In One Place

- Online registrations
- Mobile registrations as they come in
- On-Site registrations via square integration

All ticket purchases sync to maintain ticket cap and allow for immediate check-in



What We Charge

To keep our platform free (and keep us in business), we charge a processing fee to the purchasers on each monetary transaction.

Ticket Processing Fees

Pass to your supporters or give them the option to cover

Cart Total	Standard Pricing	Volume Pricing (5,000 + Ticket/Year)
\$0	FREE	FREE
\$0.01 - \$249.99	6% + \$1 per cart	4.8% + \$.80 per cart
\$250 - \$999.99	5% + \$1 per cart	3.8%+\$0.80 per cart
\$1,000+	4% + \$1 per cart	3.2%+\$0.80 per cart

Inclusive of both credit card and platform fees!

Free events are always free.

6%+\$1
Per Transaction
(Not per Ticket)

Make More From Processing Fees

Standard Pricing
6%+\$1
Per Transaction
(Not per Ticket)

- Attendees are accustomed to processing fees – but a small addition to your processing fee can make a big difference to your margin

How Additional Processing Fees Impact Your Bottom Line Example: 5,000 Tickets Sold for \$25/each

Additional Processing Fee	Processing Fee Per Ticket*	Additional Revenue
4%	\$3.50	\$5,000
\$1 + 1%	\$3.75	\$6,250
\$1 + 2%	\$4	\$7,500
\$2	\$4.50	\$10,000

**Based on one-ticket per-purchase - processing fee will change if multiple tickets are bought in a transaction.*

...

Thank You For Joining Us Today

*For more information, visit us online at:
ticketsignup.io*

