

Phil Ivey Appearance at Aviator Casino

1. ATTENTION (Top of Funnel)

Goal: Create hype and broad awareness

Core Strategy:

Position Phil Ivey as an experience, not just an appearance

Tactics:

- Cinematic teaser videos (dark, high-stakes vibe)
- “A legend is coming” mystery posts before name reveal
- Announcement drop with strong visual branding
- Paid social targeting:
 - Poker interests
 - Sports betting
 - High-income demographics

Content Examples:

- “The GOAT is stepping onto our floor.”
- “You’ve watched him win millions. Now watch him live.”

Channels:

- Instagram Reels / TikTok
- Facebook Events
- YouTube Shorts
- On-property digital screens

2. INTENT (Mid Funnel)

Goal: Get people planning their visit

Core Strategy:

Shift from hype -> access + exclusivity

Tactics:

- Event details (date, time, format)
- “Play at Phil Ivey’s table” or “Meet and greet opportunity”
- Countdown content (7 days, 3 days, 24 hours)
- Email + SMS blasts to database
- Landing page with RSVP or pre-registration

Offer Mechanics:

- Early arrival perks (free play, drink comps)
- VIP seating / reserved tables
- Loyalty tier bonuses

Content Examples:

- “Your seat at the table is waiting.”
- “Limited access. Be there early.”

3. CONVERSION (Bottom Funnel)

Goal: Drive attendance and on-site action

Core Strategy:

Create urgency + proximity targeting

Tactics:

- Same-day posts: “Tonight. Phil Ivey. Live.”
- Geo-targeted ads (10–20 mile radius)
- Push notifications via casino app
- Staff amplification (dealers, hosts posting)
- Influencer check-ins

On-Site Activation:

- Branded photo ops with Phil Ivey theme
- Live social coverage (Stories, Reels)
- QR codes for:
 - Loyalty signup
 - Event tracking

CTA Examples:

- “Tonight only. Don’t miss your shot.”
- “Walk in. Sit down. Play.”

4. RETENTION (Post-Event)

Goal: Turn attendees into repeat players

Core Strategy:

Extend the experience beyond the event

Tactics:

- Highlight reel recap (fast turnaround within 24 hrs)
- UGC reposts (players, winners, crowd shots)
- “You were part of this” messaging

- **Next event teaser or recurring poker nights**
- **Loyalty push:**
 - **“Earn points faster this month”**
 - **“Exclusive invites for attendees”**

Content Examples:

- **“Last night was legendary.”**
- **“If you missed it... don't miss what's next.”**

RETARGETING LAYER

Segments:

- **Video viewers (50%+ watch time)**
- **Event page visitors**
- **Previous casino visitors (CRM)**
- **Lookalike audiences of VIP players**

Strategy:

- **Show them stronger offers**
- **Push urgency as event gets closer**
- **After event -> shift to retention offers**

CONTENT ECOSYSTEM

- **40% Video (high production + real-time clips)**
- **25% Static promo (event branding, offers)**
- **20% UGC (social proof)**
- **15% Stories (countdowns, live updates)**

KPIs TO TRACK

Awareness:

- **Reach**
- **Video views**
- **Engagement rate**

Intent:

- **RSVP / landing page visits**
- **Email/SMS click-through**

Conversion:

- **Foot traffic**
- **Table participation**
- **Gaming revenue**

Retention:

- **Loyalty sign-ups**
- **Return visits within 30 days**