

Miami Heat impresses newest corporate group client with Spinzo.

Challenge

Like most other professional sports teams, the Miami Heat are constantly looking for unique and innovative ways to engage corporate group clients. In a crowded space of employee perks and discounted events, the Heat need to stay ahead of the curve with fresh and highly tailored promotions. This is extremely challenging, and corporate group promotions often go unnoticed as standard “cookie-cutter” discounts with limited appeal and tie-in to the group’s philosophy and branding. To attract attention, the Heat can provide larger upfront discounts, but this has a long term erosion effect on their brand. Engaging groups is a constant struggle of optimizing price, inventory, and demand.

Solution

To make a splash with their newest corporate group client, the Miami Heat decided to offer them a unique and engaging promotion powered by Spinzo, a social ticket sales platform that fills seats with a key pricing incentive: the MORE who buy, the LESS everyone pays. This concept mobilizes a group to get engaged and spread the word to get a lower overall price. It also eliminates the stigma of an immediate discount, while providing groups their own branded promotion page.

Results

The group loved the promotion. Employees shared around the office and are excited about future promotions.

“Twice as Effective”

Links are often not effective at generating interest. Spinzo reversed that trend.

Spinzo “Price Meter” increases interest

“Very Convenient”

Miami Heat Rep was able to track metrics and buyer information anytime.

Spinzo “real-time console” gives control

Final Day: Doubled Sales

100% lift in purchases the final day due to rapid sharing from an automated Email

Spinzo “Pulse Email” tool drives sharing

The group absolutely loved the promotion. They loved that their branding was present; they found it very easy to use and self-explanatory. Combined with ease of use on my end, this Spinzo-powered promotion was twice as effective as traditional promotions. — Briana Harris, Group Sales Account Manager for Miami Heat