



TALKBOX PACKAGES

A teal-tinted photograph showing a person's hands typing on a laptop keyboard. In the background, another person's hands are visible, possibly pointing at a screen. The image is partially obscured by a white diagonal shape at the top and bottom.

**ADVANCED DIGITAL
MARKETING TOOLS
MADE EASY**



TALKBOX IS A SOPHISTICATED DIGITAL MARKETING PLATFORM THAT IS SIMPLE TO USE FOR POWERFUL RESULTS.

Join over 2000 other businesses using TalkBox to market to their customers.

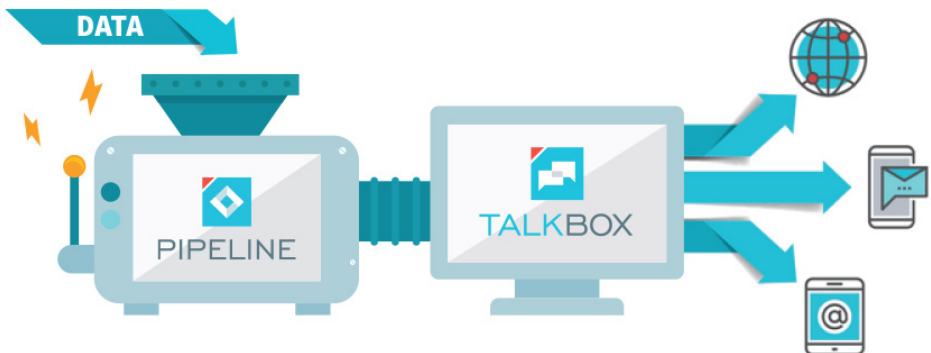
- › **Contacts** – add, upload and manage your contacts easily
- › **Campaigns** – build beautiful campaigns simply
- › **Templates** – use one of our many pre-designed templates perfect for key events such as Christmas, Birthdays and Mothers Day
- › **Editor** – drag and drop editing tools that are easy to wield without design skills
- › **Channels** – send your communications via email, SMS, Social and Web
- › **Vouchers** – issue and redeem secure, once only use vouchers
- › **Feedback** – using Net Promoter Score, we help you get feedback to better understand customer satisfaction
- › **Reporting** – track your campaign success
- › **Growth** – Places forms on your website and social pages to grow your database
- › **Competitions** – Run competitions to increase your database and drive visits from existing members

TALKBOX WITH PIPELINE

The addition of Impact Data's Pipeline tool allows you to connect your Point of Sale and Membership data directly into TalkBox.

- › Pipeline allows for the movement of data between your systems and TalkBox to allow for better customer segmentation in communications
- › For example fields, such as last transaction date can be used to segment customers for campaigns
- › Member segments added to a record to allow you to communicate to your best customers more effectively

This combination saves you time and money as member details are automatically synched and it offers you more data to segment your customers to deliver more personalised and relevant communications.




CLUBS PACKAGE

Automated marketing using the data you already have.

Our expert team have done the hard work and identified the key elements of success to drive your venue and have put them together in our Clubs Package.

- › We take your member, gaming and point of sale data
- › Set up automated marketing campaigns including –
Early Member promotions to get customers in earlier,
Late and Lost Member promotions to recapture customers
- › Reward customers on their birthday and identify milestone birthdays and send campaigns to win function bookings
- › Proven to drive more visits and more spend in your venue
- › Vouchers are integrated directly with your SwiftPos point of sale system
- › Email templates are set up for your venue ready to go to promote all of your other activities, events and promotions



**OUR EXPERT TEAM HAVE DONE THE HARD
WORK AND IDENTIFIED THE KEY ELEMENTS OF
SUCCESS TO DRIVE YOUR VENUE AND HAVE PUT
THEM TOGETHER IN OUR CLUBS PACKAGE**



WHY DOES YOUR VENUE NEED A CLUBS PACKAGE?

Clubs Package will deliver:

- › **MONEY** More visits from your customers
- › **TIME** Free you up to run your venue and campaigns

And it will pay for itself!

**LEVEL 1, 31 FLINDERS LANE,
MELBOURNE, VIC 3000, AUSTRALIA**
E: SALES@IMPACTDATA.COM.AU
P: +61 3 9827 7790