

# TeamNotes in a league of its own

**PREMIERSHIP football team Bolton Wanderers have netted the perfect solution to increasing season ticket sales.**

The famous club has seen its sales of season tickets at the Reebok Stadium rocket by over 10 per cent – thanks to state-of-the-art software from Strand Technology.

Marketing bosses at Wanderers chose to use Strand's pioneering software system, called TeamNotes, because they wanted to improve links with their fans.

Once the system was in place, the club was able to bring together its separate business areas - such as retail, lottery and ticket sales - to directly market its services to fans.

"TeamNotes has helped us tremendously," said Mike Needham, Marketing Manager at Bolton Wanderers.

"We have been able to build up a profile of our supporters and use the information to run a number of successful marketing campaigns.

"With every season and every competition we

*By News Correspondant Nicola Dufty*

learn more about our fans - it's an ongoing process of refining the database and using it for the overall success of the club," he added.

As well as increasing season ticket sales, Wanderers used TeamNotes to help launch their home kit in April 2005.

## Effectively

Season ticket holders, from the TeamNotes database, were invited to a special pre-launch evening where they were given an exclusive opportunity to buy the home kit first.

There were a range of other offers for different supporter groups - making the overall home kit marketing campaign the club's most successful to date.

The marketing team are also using TeamNotes to help cut printing costs.

"This year we will be able to save on the print and distribution costs of approximately 3,000 of our catalogues because TeamNotes is allowing us to target more effectively," explained Mike.

"Even though we are printing less copies, we expect the response rate to remain high because our database is so up-to-date," he added.

For more information about TeamNotes please contact Strand Technology on 0845 66 079 67.

**Strand is a leading I.T. software provider based in Warrington.**

**For more details visit [www.strandtechnology.co.uk](http://www.strandtechnology.co.uk)**



**Great team work: Together with top class players like Jay Jay Okocha, TeamNotes can help boost ticket sales for Bolton Wanderers.**