

# Tips for Getting More Money From your Slot Machine

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*Slot Atlas*



# Attract More Customers with Signature Signage

Marketing your video game location is key to grabbing potential guests' attention and enhance your revenue stream from your slot machines. Having easy to read and unique signs will encourage new customers to stop and play.

- Neon
- Window stickers
- Large and small banners that can be hung inside or outside
- Flag Banners



# Strategic Slot Machine Reminders

As customers are in your establishment, offer subtle reminders that you have slot machines available to play

- Gaming chairs with logo
- Coasters
- Posters placed around your business that display winning potential



# Tips to having happy customers

Striking a balance between creating an entertaining experience while making a profit is key to making both you and your customers happy.

- Create a great experience  
Make sure you have the latest slot titles and then advertise your state-of-the-art games!
- Be flexible  
The business world is constantly changing. Slot machines are popular among those 50 and older but aren't very popular with millennials. Skilled-based slot machines are the newest ways companies are trying to attract the younger clients. These machines offer a bonus round that provides players with a level of control over their success.
- Listen to Customer Suggestions  
A smart manager will listen to employee and customer suggestions and make changes. Business will benefit from feedback.



# Smart Slot Business Tips

- Know your numbers  
A manager should know how much revenue each game is making, where the top performing slots are located, and the number of comps players will receive. Put niche machines in the back since they will draw customers no matter where they are located.
- Persevere during the dry times  
During a recession people won't be playing as much. Casino and slot machine owners found this out first-hand during the COVID-19 recession. The owners that diversified their revenue stream were able to avoid going out of business. Remain positive and motivate employees during the tough times.
- Be Smart About Product Placement  
Slot machine placement plays a huge role in how much revenue is brought in. Usually, entrances and the outside slots bring in the most money. Knowing the numbers combined with product placement is a powerful combination.



# List Your Business with Slot Atlas

A great way to let customers know you have exciting slot machines for them to play is by listing your business on SlotAtlas.com. Your revenue will increase if more customers know you have slot machines. Because not only will they come for the slots, but they will also purchase your products while they are there playing.

- SlotAtlas is quick and convenient
- Locations increase traffic and sales by raising awareness
- Customers can rate and review slot locations





# Slot Atlas

With over **1.08 million** slot  
machine locations in the world  
don't you want to **find some new ones?**