Strategic

Marketing

Plan

Recommendations

Prepared for:

XXXX

XXXX Strategic Marketing Plan Recommendations

Objective

- Increase traffic at each entertainment attraction location.
- Have a momentous presence online.
- Make XXXX a household name.
- Establish a solid marketing foundation to enable growth.
- Have fun doing so!

Primary Target Audience

- Parents
    - With children between the ages of 6-14 Looking to do something fun with their kids Looking to have fun as well
    - Planning a birthday party
    - Planning a vacation and looking for things to do

Additional Target Audiences

- Children
    - Age 6-14
    - Influence their parents
    - Some interaction on social media ○ Enjoy doing what their friends have done and sharing what they do!
- Teenagers
    - Active on Twitter, Snapchat and Instagram
    - Influence and are influenced by the latest trends
    - Lots of disposable income - spend their own money and their parents
    - Enjoy sharing!
- Young Adults (i.e. College students)
    - Looking to do something different with their night
    - Enjoy games

- o Enjoy competitiveness
  - o Enjoy doing things with their friends and talking about it!
- Couples
  - o Doing a date night o Looking for something fun to do
  - o Enjoy being kids!
- Businesses
  - o Want to give their employees incentives
  - o Want to do a teambuilding exercise
  - o Want to show the fun side of work/life!
- Locals
  - o During off season, locals are more interested in attending the entertainment centers
  - o Availability for locals to play the games they want when there are less tourists are around

High Level Recommendations

1. Enhance social media presence with a collective message (FB, Twitter, Instagram)
2. Email Marketing (monthly and special occasion newsletters)
3. Coupons and attracting new customers (campaigns)
4. Customer Experience (Trip Advisor, Google+, SMS Messaging)
5. Company Unity
6. Referral Engine
7. Seamless XXXX website
8. Data Collection and CRM
9. Bi-weekly Analytics

The purpose of this document is to recommend specific marketing activities to improve visibility of XXXX to the market and increase traffic to all locations, in the short term and long term.

Recommendations

1. Enhance Social Media Presence with a Collective Message

Currently, each social media account is handled by the entertainment centers through a designated IPad. Each center snaps pictures of customers winning big prizes and posts them to their affiliated social media accounts.

According to the analytics shown below, there is a low engagement rate with followers. XXXX experience has low engagement as well. Let's change that!

Current Analytics:

<u>**Facebook**</u>

The audience on Facebook are mainly people in their 20's and young parents.

<u>XXXX</u>:

92 likes, 54% women, 46% men, post engagement: 0-3

<u>XXXX</u>:

3, 170 likes, 66% women, 33% men, post engagement: 253

<u>XXXX</u>:

1,089 likes, 40% women, 60% men, post engagement: 72

<u>XXXX</u>:

1,825 likes, 58% women, 41% men, post engagement: 201

<u>XXXX:</u>

277 likes, 65% women, 35% men, post engagement: 0

<u>XXXX:</u>

1,756 likes, 69% women, 31% men, post engagement: 54

<u>XXXX:</u>

Insights not available

Twitter

The audience on Twitter are young adults and parents.

XXXX: 21 followers, 7 following

Instagram

The audience on Instagram is teenagers, young adults and parents.

XXXX: 880 posts, 265 followers, 12 following

XXXX: 314 posts, 138 followers, 11 following

XXXX: 511 posts, 140 followers, 7 following

XXXX: 182 posts, 40 followers, 11 following

Google+

XXXX: 61,198 views, 0 followers, 4.6 rating, 21 google reviews

XXXX: 142,133 views, 4 followers, 3.8 rating, 5 google reviews

XXXX: 15,370 views, 0 followers, 2.5 ratings, 2 google reviews

XXXX: 111,534 views, 8 followers, 5 ratings, 1 google reviews

XXXX: 12,500 views, 1 followers, 0 rating and reviews

For the Google plus pages, our efforts will focus on gaining more reviews and ratings. The review and ratings are the first thing people see when they do a Google search.

Trip Advisor

XXXX
Total Reviews 337
Ranking #5 of 37 Fun & Games in XXXX

XXXX
Total Reviews 26
Ranking #7 of 17 Fun & Games in XXXX

XXXX
Total Reviews 45
Ranking #21 of 210 Fun & Games in XXXX

XXXX
Total Reviews 529
Ranking #11 of 75 things to do in XXXX

XXXX
Total Reviews 426
Ranking#6 of 75 things to do in XXXX

XXXX
Total Reviews 514
Ranking #7 of 75 things to do in XXXX

XXXX
Total Reviews 137
Ranking #7 of 14 Fun & Games in XXXX

XXXX
Total Reviews 36
Ranking #3 of 5 Fun & Games in XXXX

XXXX
Total Reviews 41
Ranking #2 of 4 Fun & Games in XXXX

All rankings on Trip Advisor are between 4 to 5 stars, very positive!

Social Media Suggestions

a) Create an overall social media calendar with a consistent message for all locations while continuously posting location based pictures and news. The calendars will include state specific school days (March break/spring break, back to school, PA days), holidays and events. This will also be included in the newsletter schedule.

The calendar will be developed and ready at each mid-point of the month and will be sent to a representative at XXXX to look over and approve.

The overall message should focus on the customer's experience and be family friendly content.

b) The messages examples will include:

- Customer engagement questions (this can be used for future contests/prizes)
- New gaming systems in the centers
- #tbt/#throwback: posting any pictures or quotes from the past
- Featured game of the week
- Advertising the game cards and draws
- Any events happening at the centers
- Hashtags for each posting to ramp up engagement
- Special offers for key times i.e. Back to School, School is Out, Thanksgiving, Christmas, Spring Break etc.
- Celebration of database growth i.e. we have XXX belonging to XXXX
- Staff Picks- staff talks about their favorite game or activity

c) Create a XXXX specific Twitter account that promotes all locations.

d) Staff Involvement:

- When each location is taking pictures of the winners, the employee can ask the customer for their social media handle so they can be tagged in the picture. This should enhance sharing via social media.
- Training and support for local staff to post anything that is newsworthy and in line with XXXX values and gain incentives with the location that post most often.

e) Updates to each social media account profile and cover picture would be beneficial.

Facebook Specific

a) Facebook ads can reach XXXX desired market and audience. With the keyword analysis in the SEO plan, we can target parents and young adults on Facebook.

- Updates to existing XXXX page to include all location details, offers, pictures, and overall FUN stuff.
- One ad will run during the holiday season for those that are off during that time and an additional one in the New Year.
- Ads will be targeted to current people that like the page and people who have not liked the page. This will generate more likes. A budget must be set and review of ads must be approved by XXXX. i.e. suggest $500 monthly start

b) To drive customers to the Facebook pages

- Posts on other social media platforms to like the Facebook page must be encouraged.
- Flyers in each location to like us on Facebook and engage in social media should be introduced.
- Stickers on machines at each location to like us on Facebook and to use the Facebook Wi-Fi to check-in and engage in social media should be implemented.

c) With the combined effort of the ads, local pictures, the overall messaging across social media, hand-outs of flyers and stickers will drive increases of likes and engagement will be seen on the pages.

Managing All Social Media Accounts

To manage all the social media accounts <u>Sprout</u> is recommended. (Starting at $99 a month)

Sprout is a social media management tool that will schedule, analyze, post and research keywords for all social media platforms.

2. Email Marketing (monthly and special occasion newsletters)

Currently, newsletters are not being sent on a regular basis or for special occasions (customer's birthdays, anniversary, etc.)

Email Marketing Suggestions

a) Create monthly newsletters that contain general information about XXXX and their amusement centers, specials, promotions and even some games or challenges.

- Each newsletter may vary per location to include school breaks and holidays that pertains to that location.
- Each newsletter will contain all social media links, website link and referral engine link including mention their experience on Trip Advisor.
- Each newsletter will be visually fun and interactive, offering something fun to do.
- Each newsletter should include a quote or comment on something from staff i.e. favorite game, the most exciting customer win.

b) Standardized emails to existing clients

- Upon purchasing a card, an email will be sent with a Welcome Letter, including mention of all locations, and all links from newsletter.
- An email for their birthday.
- An email for their anniversary of when they joined FACE.
- Another option is to have a point tracking email. Whenever a customer hits a certain number of points an email is generated to congratulate them on their success. *

3. **Coupons and Attracting New Customers (campaigns)**

Currently, there are a few coupons being made and sent out to companies, hotels and online trip websites. As well, there have not been significant marketing efforts done to attract new customers. Let's change that!

Campaign Suggestions

a) Create a coupon for first time visitors i.e. if they book online or sign up to the newsletter.
b) Partner with hotels in the area to carry coupons and information about the amusement centers.
c) Collaborate with local organizations/companies to create a campaign.
d) Create a corporate deal or membership.
e) Engage in parent groups on- line including Facebook, LinkedIn.
f) Offer XXXX Club discounts i.e. more points for going to more locations. We want the kids bugging their parents that they want to go to all XXXX locations and entice them to do so.
g) Create targeted marketing campaigns to generate a buzz:
   o Example
      ▪ Which XXXX location will you be going to this summer?
      ▪ Need a break? We've got you! ▪ Check us out for the holiday!
h) Offer Limited Time Offers (play on scarcity) i.e. first 100 downloads of XXX receives a bonus.
i) Offer flyer with coupon for next visit and mention all locations upon exit.

4. Customer Experience (Trip Advisor, Google+, SMS Messaging)

There is an exciting environment whereby visitors want to talk and share their experiences so let's remind them to do so:

a) On site interaction to encourage visitors to visit Trip Advisor/Google+ and talk about their experience. Include staff: rubber wrist bands, buttons and/or t-shirts asking for a review.

b) On location handouts to visitors, available at all activities, asking them to write a review on Trip Advisor and/or Google+ about their experience.

c) On location, for prize winners, encourage them to write a review as well. Possibly right on-site before they depart.

d) On locations, advertising about Trip Advisor i.e. window stickers.

e) Ongoing review of activity and leveraging on other social media platforms to create more buzz and awareness of the various locations.

f) Emails to ask past customers to rate the entertainment centers on Trip Advisor and Google+.

g) Communicate with visitors who have pictures posted and encourage/incent them to share the posts.

h) Provide review cards to customers at the end of each visit (upon exit) to encourage them to write a review on Trip Advisor or Google+ or just talk about it on any social media channel.

i) Upon exit offer incentive to reload card(s) now.

j) On-site training of team on main touch-points of supporting marketing efforts.

k) In house competitions on conversion /marketing activities. i.e. locations that has the most likes each month or obtains the most email addresses gets a pizza party.

l) Develop a loyalty program on $ spent i.e. various levels based on spend, color coded cards etc. and train staff to upsell additional spend to reach certain levels. *Mentioned in email campaigns in section 2*.

m) Incent loyal clients to visit multiple locations.

n) Incent visitors to post pictures on Snapchat or Instagram with certain hashtag to promote XXXX and its locations and provide a loadable incentive. Can be part of a booth set-up on location will lots of buzz and fun.

o) Implement a SMS Messaging system to text customers after they have left the centers to thank them for their visit and remind them to write a review. This will use geo-location whenever a customer is near the center. As well as texting promotions, reminders to visit and special occasions.

5. Messaging and Company Unity

- Any information going out to the public must have links to the XXXX homepage and all social media links.
- To maintain staff engagement, include them in all marketing efforts i.e. a monthly quote, something fun, favorite game and favorite XXXX locations in the newsletter, on social media and on websites.
- Employees love their jobs and customers can feel it and are shown it.

6. Referral Engine

It is imperative that everyone can easily refer others to XXXX locations. This not only increases brand awareness, it will drive loyalty and referrals which are the best means for business.

Suggestions

On every interaction referrals are mentioned:

a) Each email and newsletter will have a "Send to a Friend" option.
b) Each company email signature should have a tagline i.e. Referrals Welcome! Or Referrals are Fun!
c) The websites should have an icon to Share with a Friend by simply clicking on the icon and an option to send website link or promotion link etc. to someone else.
d) Social media should include links to Refer a Friend as well.
e) Deploy a marketing campaign specific to Refer a Friend and if they sign up, referrer gets points or bonus.
f) On location staff training on referrals including wrist bands, buttons and t-shirts promoting.
g) Ensure activities support an easy way to be referable.

7. Seamless XXXX Website

Currently, XXXX host seven websites and five out of the seven sites are entertainment centers locations. Many of the sites functionalities are not working or have broken links. The large amount of websites can create confusion and does not show a unified brand. Also with the thought of ongoing growth and new locations being added to the brand, it is imperative to synchronize web presence.

<u>Website Suggestions</u>

a) Create an official landing page for XXXX with links to the various locations. Customers will always be directed to the landing page and be able to pick which location they want to visit which will direct them to the specific location website. All information about FACE, will be available on the landing page.

b) When the customer chooses their desired location, the URL will change from faceamusement.com to XXXX.com/XXXX. The current URLs for the entertainment attractions will remain and can be used to be redirected the new URL.

c) Each entertainment attractions website should have the same template as the landing page. This will create a brand unity.

d) If possible: Give the opportunity to customers to reload their cards online and check balances and incent them to do so through promotions.

Examples to consider with multiple locations:

<u>https://www.sixflags.com</u> <u>https://www.greatwolf.com</u>

<u>https://disneyworld.disney.go.com/</u>

- o A scroll down where more information is displayed with a video and a list of all fun locations.
- o When a destination is chosen, a matching template from the landing page is used and the location is displayed at the top.
- o Consistency, simplicity and fun!

e) Website Structure & Design

The design and structure of the websites may be seen as cluttered to the eye, are not consistent and have a few broken links on some sites. The website experience should be fun and visually appealing.

    i.   Short term: Fix the broken links on the sites. Below is a list of each broken link on the attraction websites:
- XXXX: Facebook button not connected/Twitter button: account not found.
- XXXX: Twitter button account not found
- XXXX: Twitter account not found.
- XXXX: No link directed to Arcade City, Orlando, FL. ii. Stop automatic plays of videos, allow users to select to watch videos.

    iii.   Long Term: Redesign websites to have a consistent look and reinforce the overall brand XXXX.
    iv.   Create Google analytics code for all websites.

f) Search Engine Optimization

An SEO plan should be developed:

- To place XXXX and each location in the higher ranking positions on Google searches.
- Offer a keyword analysis that will help in creating Facebook and Google Ads for someone searching for fun things to do in various location areas.

Current Analytics

All analytics are from the <u>XXXX</u>

a) Demographics

From Nov 1st-Nov 18th

- Gender: 51.8% female, 48.2% male
  - 1st rank: people between the age from 25-34 were the highest rate of going onto the site (37.95%)
  - 2nd rank: people from 35-44 (27.11%)
  - 3rd rank: people from 18-24 (14.46%)
  - 4th rank: people from 45-54 (12.65%)

- Visitors' interests were: movies and TV lovers, travel/hotel accommodations, news & weather.

b) XXXX Overall Analytics

- In the last 30 days there were 3,481 page views
- Average page view time 2:21
- 96.5% of people immediately leave the location page as soon as they enter the site
- 83.95% bounce rate

c) Individual XXXX Page Results - Analytics from Oct 1st-Oct 31st

XXXX

- 1,605 page views
- 1,253 unique page views
- 3:17 minutes an average time
- 84.40% Bounce Rate

XXXX

- 823 page views
- 670 unique page views
- 3:07 minutes an average time
- 82.71% Bounce Rate

XXXX

- 554 page views
- 502 unique page views
- 4:29 minutes an average time
- 89.86% Bounce Rate

XXXX

- 326 page views
- 284 unique page views
- 3:07 minutes an average time
- 82.61% Bounce Rate

Note: Individual location websites do not have their own individual Google Analytics.

8. Data Collection and CRM

Customer's information is gathered at each location in a database however it is not updated into their Mailchimp. When the database is not updated, customer's information becomes stagnant and lost.

Suggestions

After a customer has registered, their information should be implemented in to a CRM at the end of each day in each location to be leveraged for marketing activities.

a) Immediate welcome email sent.
b) Export all customers' emails, name and birthday to Mailchimp weekly.
c) Celebrate and share data on client growth via social media.
d) Tracking of customer points and where they are spending can be leveraged for marketing campaigns to returning customers and entice new customers.

9. Analytics

Suggestion

Each month an analytic overview should be implemented to review the analytics of each website, social media platforms and the growth of customers.

Month over month comparison will allow for tweaking of marketing campaigns and social media efforts.

Next Steps:

Once we have agreement on what recommendations to pursue and their priority, we will then develop a detailed implementation plan outlining all the steps that need to happen to implement the short term items.