ONLINE BOOKING TOOLKIT

BOOK MORE PARTIES AND GROW YOUR BUSINESS

partycenter software

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WE'RE SO GLAD YOU'RE HERE!
LET'S GROW TOGETHER.

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INTRODUCTION

In our <u>2020 Online Party Booking Study</u>, we discovered that over **72%** of **parties** are **booked via mobile.**

The proof is in the pudding. Every facility should meet its customers where they are by providing an <u>online booking option.</u>

At <u>Party Center Software</u>, we believe that your online booking process should impress your customers. Step by step, add-on and up-sell, your guest should be able to access the information they need quickly and book a party seamlessly.

If you think about it, **online booking** is an **opportunity** to **enhance** your **guest experience**.

It's a way to show your customers that you care about every step of the process. It also functions as a way for you to connect with new customers and increase brand awareness.

That's why in this resource, you'll find three key tools that'll help you **drive traffic** to your **online booking page.**

From tips on optimizing your website to our quick guide on how to create ads on Facebook, our goal is to equip you with everything you need to **effectively market** to customers and **keep them coming back!**

Please be sure to subscribe to our blog for more great content, follow us on social, and join the PCS Community Group on Facebook.

Let's grow together.

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1 OPTIMIZING YOUR WEBSITE

How long has it been since you last updated your website?

First impressions are everything, especially when it comes to your business.

Studies have shown that over **70-80%** of people will research a company on the web **before** making a purchase decision, usually by **visiting their website.**

That's why it's so critical to make sure your website is up-to-date, functional, visually appealing, and includes multiple calls to action.

To get started on optimizing your website, refer to our Online Party Booking Tips sheet on the next page. Feel free to save and share it with your peers and on social media!

Online Party Booking Tips

Here are a few ways to boost party bookings through your website:

Add **calls-to-action** throughout your website like "Book Now" or "Contact Us."

Sprinkle your website with **"hero shots"** to help the visitor envision what it would be like to host a party at your facility.

Create a **sense of urgency** by adding phrases like, "While parties are still available" or "Parties are booking quickly, so act now!"

Add **quotes** from a happy customers or any positive **media coverage** of your facility to showcase your success.

Install **Google Analytics** and Google Tag Manager. This way, you can track conversions on your party booking page!

Here are a few **bonus tips** that'll help you drive more traffic to your online booking page.

1. UPDATE YOUR PARTY PACKAGES & PRICING

Run a report on the parties you hosted at your family entertainment center during the past month, quarter, or year.

Ask yourself the following questions as you analyze the results:

1. Is your **party revenue** **meeting the goal** you set out to achieve?
2. What kind of **feedback** do you have from your customers? Do they feel you provide valuable party packages for the price you charge? If you're not sure, run a customer feedback survey. **Your customers are your best source of information.**
3. What aspects of your party packages **haven't been very popular?** Could they be removed? Can you add something new?

2. START A BLOG

Building content on your own website is a **business asset.**

It will improve your site ranking and as a result, increase your chances of getting **more website visitors** from organic search. According to Hubspot, the average company that blogs has **55% more website visitors** than those who don't.

More visitors equal **more customers.**

Social media platforms change. As a business owner, you can't only rely on building an audience in one place, especially since it's much more difficult to acquire detailed information about your customers on social media platforms versus your own website.

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BUILDING A MARKETING PLAN

FOR YOUR FEC OR EVENT VENUE

http://bit.ly/PCS-marketing-101

MARKETING GUIDE

Check out our resource, Building a Marketing Plan for Your FEC or Event Venue, for more tips on how to start blogging.

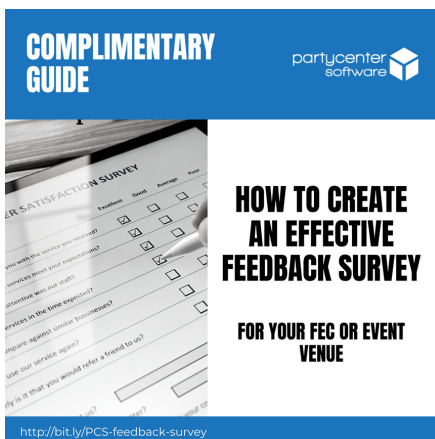## 3. SURVEY YOUR CUSTOMERS

Ever so often, you should evaluate the impact of your website on your revenue. To do this, consider the following:

- Survey **customers who booked online** on what they thought of the experience. What did they love about the process? How do they think you should improve?
- **Run reports** in your facility management software to view your **total party revenue** from whenever you implemented changes to your website or online booking module.
    - Log into your **Google Analytics** and check your goals as well. How much of a value-add were your changes? How can you improve?

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HOW TO CREATE AN EFFECTIVE FEEDBACK SURVEY

FOR YOUR FEC OR EVENT VENUE

http://bit.ly/PCS-feedback-survey

CUSTOMER FEEDBACK GUIDE

Check out our resource, How to Create an Effective Feedback Survey, for more tips on how to survey your customers.

2

HOW TO CREATE FACEBOOK ADS

Running ads and **boosting posts** on Facebook is another great way to **drive more traffic** to your online booking page.

It's no secret that Facebook continues to hold its title as the King of Social Media. With almost **3 billion** monthly active users, Facebook reaches **59%** of **all social media users.**

So for FECs and event venues, it's a great place to reach both older and younger generations of guests.

In the following guide, you'll learn how to set up an ad campaign on Facebook from start to finish.

You can apply this approach to sell party packages, run promotions, and even push people to buy from your online store!

FACEBOOK GUIDE

Check out our resource, How to Use Facebook to Grow Your FEC Party & Event Revenue, for more tips on Facebook for Business.
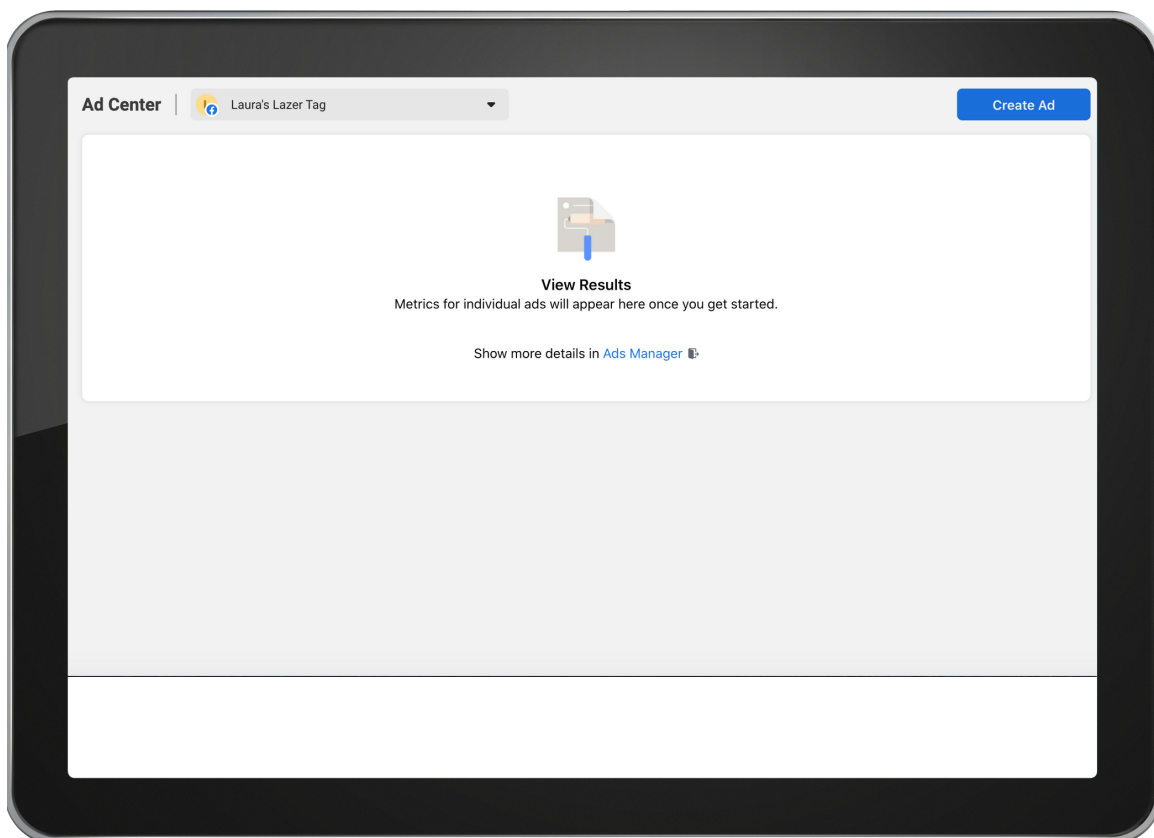
HOW TO CREATE FACEBOOK ADS:

STEP 1 GETTING STARTED

Navigate to your <u>Facebook Business Suite</u>, look at your left-hand sidebar and scroll down to Ads.

If you click on this tab and then click "Create Ad", you can quickly boost an already well-performing post to get more traction, set up an ad, or set up an automated ad campaign based on Facebook's recommendations.
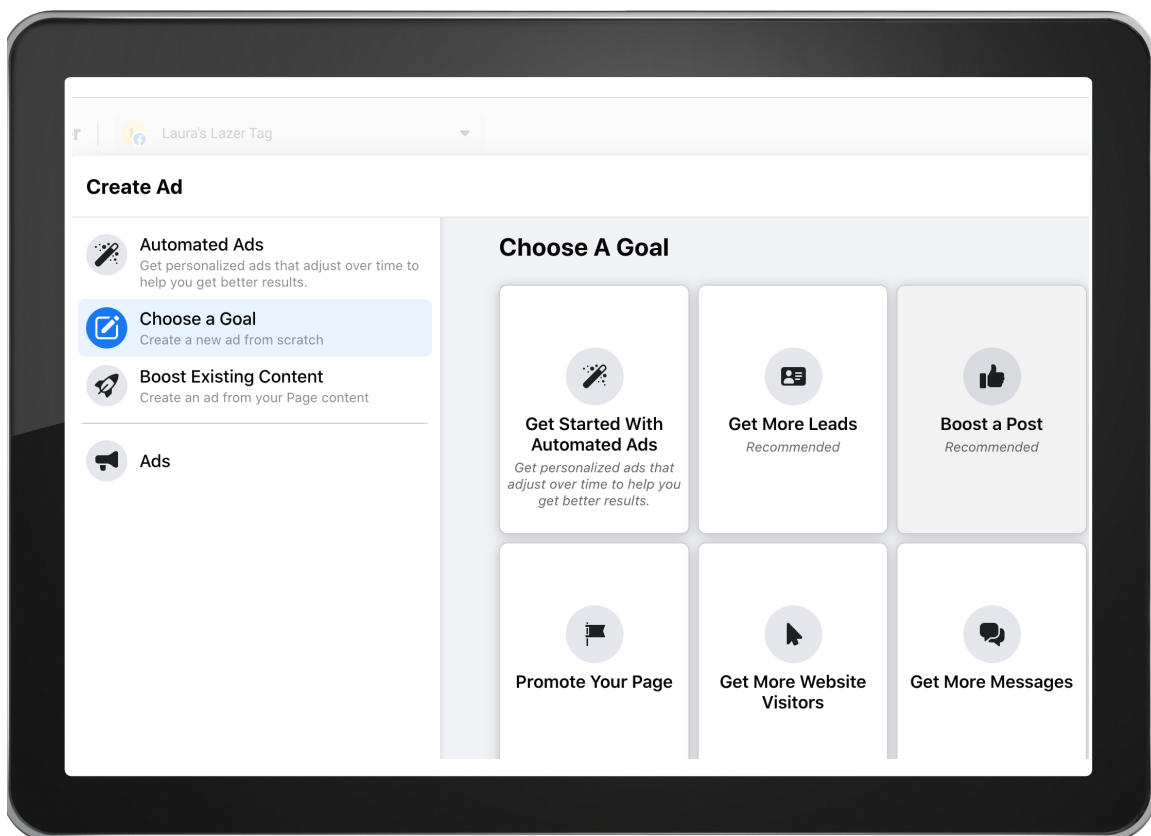
HOW TO CREATE FACEBOOK ADS:

STEP 2 SET A GOAL

To set up your ad, you must first choose the right objective or goal you'd like to hit. Ask yourself what you want the **outcome** to be. More likes? More website visits? The key here is to **choose one, clear outcome.**
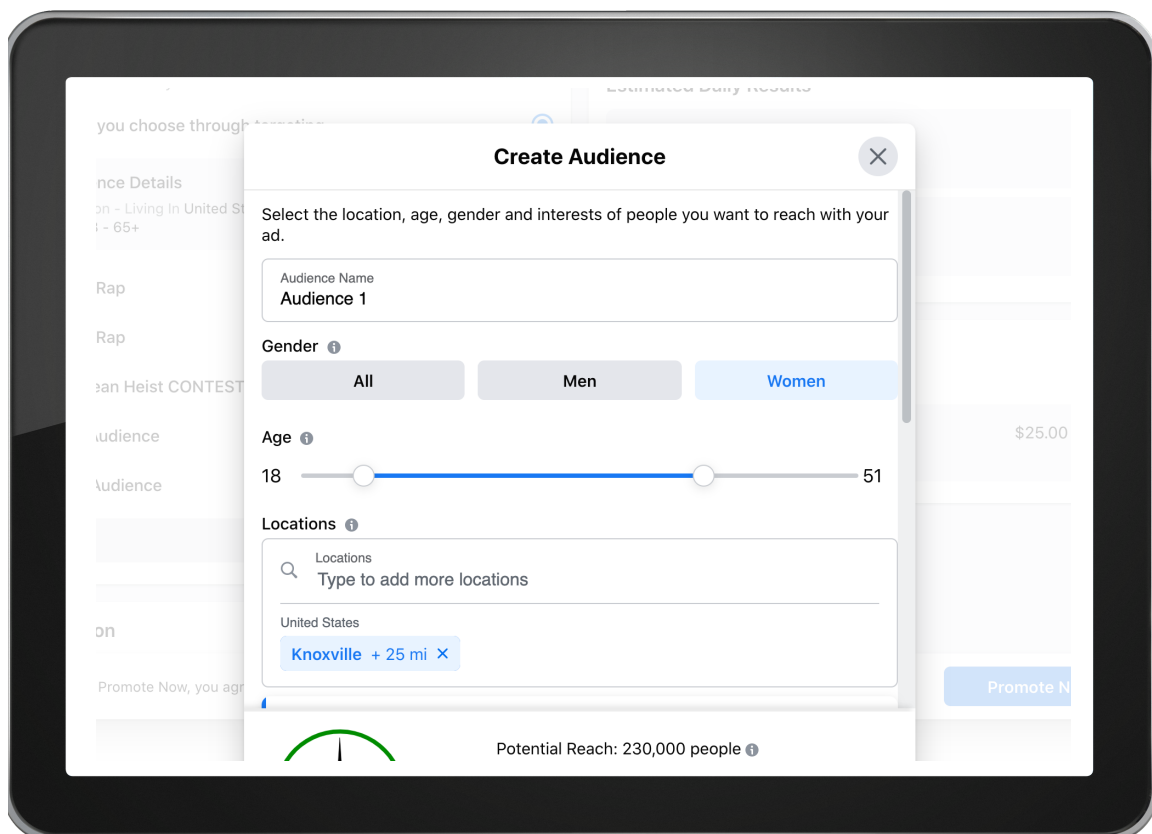
For this example, we chose "Boost Post."

Next, you're going to want to set your target demographic.

Facebook has a few suggestions ready & available for you, such as people who like your page or people who are in your local area. You can choose either as a starting point and edit them to make any changes, but in our example, we will "Create a New Audience."

In order to reach your ideal audience, be sure to **get as specific as possible.** In this example, we decided to target women between the ages of 18-51, within a specific location (25-mile radius around Knoxville, TN).

You can also click "Detailed Targeting" to add more information about your target, such as interests, behaviors, and more. You can then Save the Audience or click on Ad Manager to add more specific details.
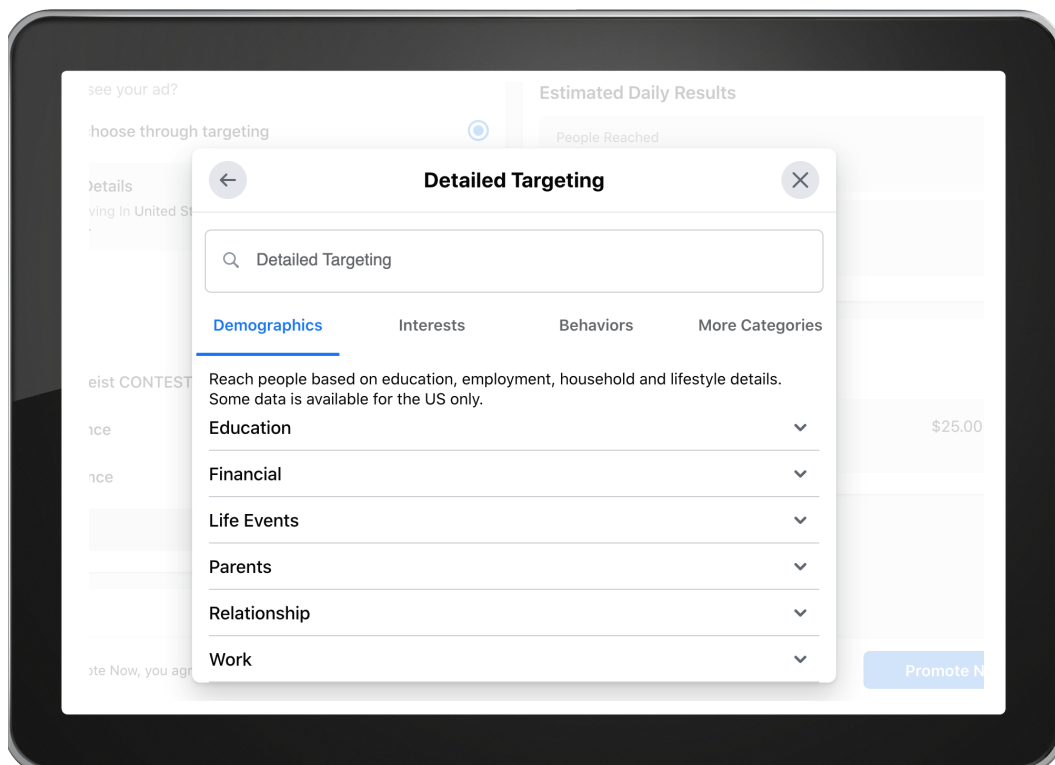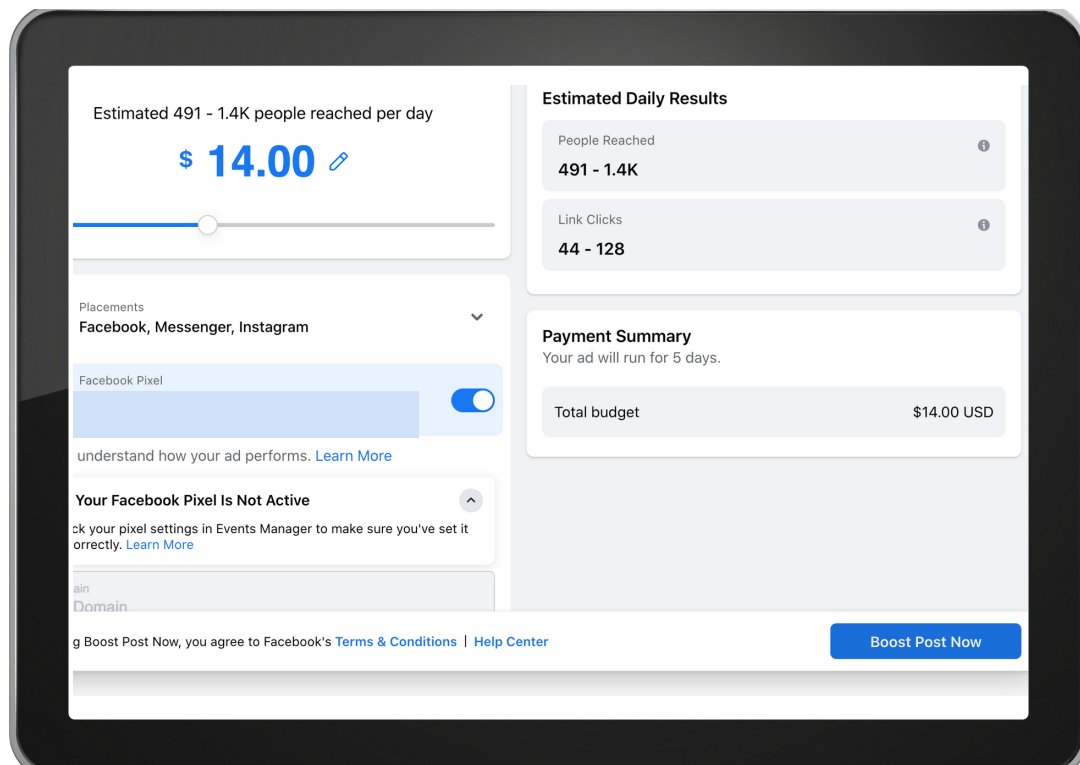
HOW TO CREATE FACEBOOK ADS:
STEP 4 CHOOSE DURATION AND BUDGET

Next, you'll want to decide on the ad's duration. You can also add placements, such as if you'd like it to run on Instagram, Facebook, and Messenger or on just one platform.

You'll also want to enter your budget and the period of time you'd like your ad to run. There's no right answer here, just choose the amount you're comfortable with that's in line with your budget.

Before you launch your ad, we recommend you first <u>install Facebook Pixel.</u>

In short, the pixel is a piece of code you can add to the backend of your website. It **tracks website traffic** and **visitor behavior** on your website which will help you create **better-performing ads on Facebook.**

There are different types of event codes you can add to your website. For example, you can track the number of times a visitor has viewed your website content or if they've added anything to cart.

<u>Party Center Software</u> customers also add their pixel to their **online booking page** to track all activity there.

If you're a Party Center Software customer and would like to install Facebook Pixel to your online booking page, please contact your Customer Success Manager.

HOW TO CREATE FACEBOOK ADS:

STEP 6 SUBMIT YOUR AD

Once you submit your ad, it'll go to "auction" and get pushed to the right demographic. You can then track the ad's performance or edit the campaign to make any adjustments in Ads Manager.

Facebook generated **27.2 billion** in **ad revenue** in **Q4 of 2020**, which is **21% more** than in **2019.** As the platform continues to grow, its ad revenue is also expected to increase. So, it's never too late to get started!
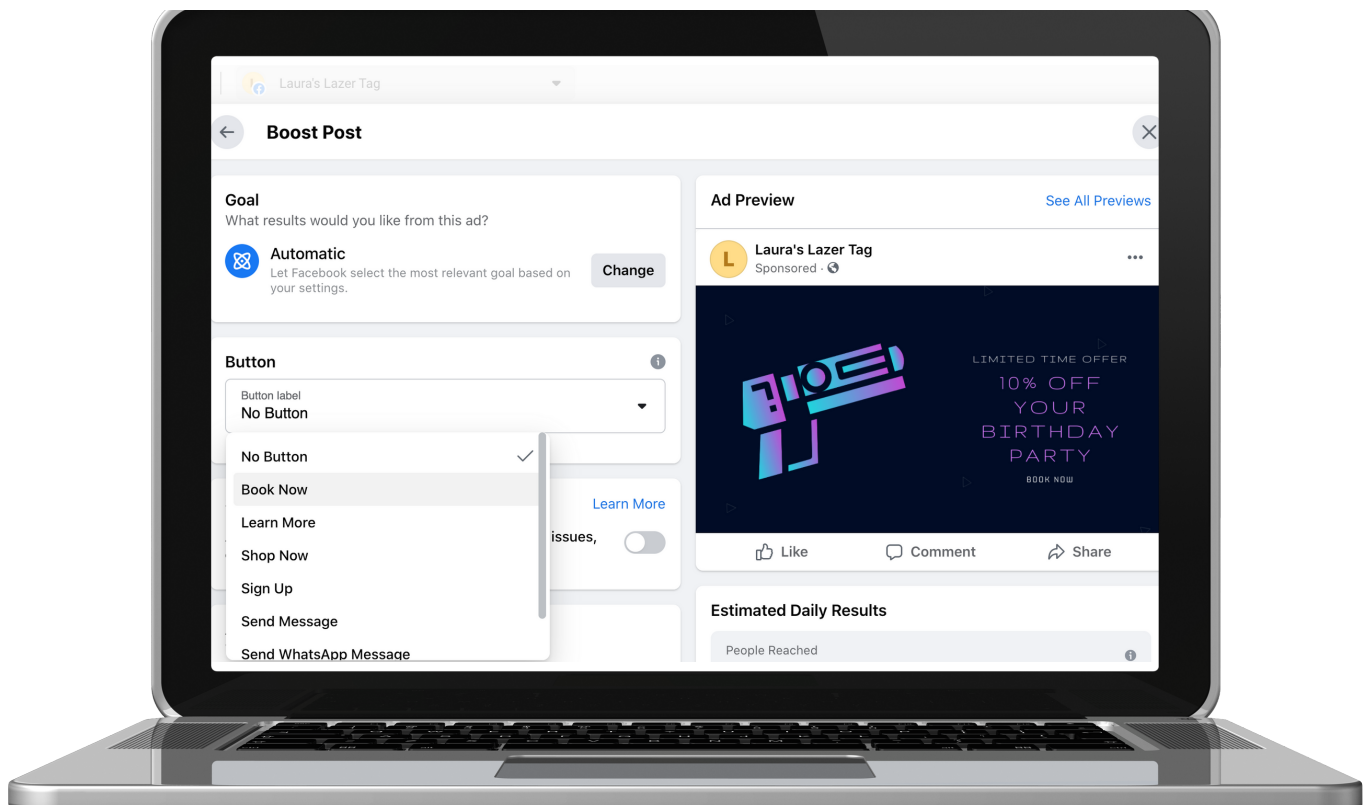
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EFFECTIVE REMARKETING VIA EMAIL

While mass email blasts may not be as effective as they used to be, **sending personalized emails** with information your customers are looking for is **extremely effective.**

If you already use a facility management software and provide online booking to customers, simply start by pulling a report on whoever has an **upcoming birthday.**

Then, import their emails into a platform like <u>Constant Contact</u> or <u>Mailchimp</u>, and design a targeted email to encourage this group to book their (or their dependent's) birthday party using your online booking link!

Here's a template you can use:

Hi [Insert Name],

Your birthday is coming up and we have a SUPER special gift for you.

If you book your party with us, you'll get 20% off whatever package you choose! No, you're not dreaming - it's true! And…we'll throw in a free pizza too :)

Ready to book? Click the button below!

The button above was designed using <u>Canva</u>, an easy-to-use, free design tool.

If you're targeting dependent's birthdays, **here's another email template you can use:**

Hi [Insert Name],

We know your child's birthday is coming up soon and you're probably trying to figure out what to do.

Well, we're here for you, Super Mom! Let us help you plan and execute the BEST birthday party EVER!

Oh - and here's an awesome deal just for YOU! If you book now, you can take 20% off whatever package you like best.

<u>Click here to access our package options</u> and book TODAY!

USING CANVA

We highly recommend using <u>Canva</u> for all promotional designs. In fact, the eBook you're reading right now was designed using Canva!

Canva offers a variety of incredible templates and design options you can use for social posts, emails, flyers, and so much more. You can even print directly from Canva, too!

Canva has a Mailchimp integration, but if you use another email service, you can add any and all links into your Canva template, export as a PDF, and import the design into your email service platform.

Canva offers a free version, but you can also upgrade to Pro for only $9.99/month and access more features and templates. <u>To try Canva Pro free for 30 days, click here.</u>

There's a variety of emails you can send to specific customers or leads, from promotions to newsletters to public event invitations. Turn to the next page for another example you can use that was designed using Canva.

With Canva's ready-to-use templates, you can put something together **within minutes!**

GET YOUR TICKETS!

WELCOME SUMMER PARTY

20% off 2-day passes

JUNE 20-21, 2021

LAURA'S LAZER TAG

Visit www.reallygreatsite.com for more info.

CONCLUSION

Our goal is to provide FEC and event venue owners, operators, and staff with the tools they need to **grow revenue.** In this resource, we offered three tools that can help you drive online party bookings.

From our website tips to a few email templates, we hope the ideas in this eBook will help you drive more traffic to your website and book more parties.

Take what you've learned here and apply it. It might seem overwhelming, but if you use the tools in this eBook, you will certainly grow your online bookings and your business.

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FREE RESOURCES

FOR THE FAMILY ENTERTAINMENT CENTER INDUSTRY

At Party Center Software, we're dedicated to helping our industry overcome adversity and emergency situations. We've prepared a few guides to help you plan ahead with your business.

2020 ONLINE BOOKING STUDY

As a FEC owner or operator, you're probably wondering how 2020 impacted our industry data and if there's any chance of a meaningful recovery. Check out this eBook for the data, new opportunities for growth, and tips on how to maximize revenue in 2021.

MARKETING GUIDE

Effectively marketing your FEC or event venue doesn't have to feel like rocket science. This guide will help you create a marketing plan that is actionable, intentional, and data-backed.

PLAYBOOK GUIDE

A playbook is a collection of best practices, processes, and procedures. In short, anything and everything related to how you run your business. This guide will walk you through all of the steps to build your unique company playbook.

ON-DEMAND WEBINARS

Want to learn more? Click the images below to watch these on-demand webinars:

COMPLIMENTARY WEBINAR

USING DATA TO DISCOVER
BUSINESS OPPORTUNITIES

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COMPLIMENTARY WEBINAR

IS FACEBOOK REALLY DEAD?
SOCIAL MEDIA MARKETING IN 2021

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For the Love of Family Fun

Want to see what Party Center Software can do for you? Discover how our platform can help you book more parties and streamline your business.

By requesting a demo, you'll get:

- A personalized tour of the software and how it can meet your specific needs.
- Pricing options based on your needs.
- A Q&A with one of our Customer Success Consultants.

REQUEST DEMO