



Virtual
MARKETING MANAGER



The only virtual marketing program customized for your bowling business.



Your Success is Our Mission

The leading innovator for over 75 years, we at QubicaAMF live and breathe bowling just like you. We also understand how vital marketing is to the long-term success of your business.

Real-world experience

- With over 10,000 bowling installations to our name, QubicaAMF is a bowling partner you can trust
- With over 40 years of practical bowling center operations and marketing experience, our team has developed and implemented a host of results oriented programs, ideas, tactics and designs
- Our team has a long and active career in the bowling industry including operating, managing and marketing in bowling centers and has held roles such as Special Events Marketing Manager, Military Youth Coordinator, Young American Bowling Alliance Association President, Tournament Manager, Fundraising Specialist and General Manager

Your success is our success

Bottom line... we want you to make more money. Through practical experience, we have developed a simple, yet highly effective approach to in-center marketing that helps you implement marketing plans, execute them quicker and as a result, achieve profitable financial results.



The Challenges

We know the challenges you face starting and sustaining an effective marketing program:

- Not enough time to execute good ideas
- Too little marketing experience to repeat successes
- No professional marketing assistance—or no budget for it
- Need help attracting and growing specific, ever-changing customer or market segments

So, what are the alternatives?

You could hire a full time Marketing Director who may be an expert in marketing, and cost anywhere from \$35,000 - \$40,000, plus benefits, but who doesn't know the industry.

You could hire a marketing consultant or agency which may or may not be an expert in the bowling industry, who will provide a marketing plan but leaves it up to you to figure out how to execute and set your center up for future success.

Or you could lower your expectations and be satisfied with the center as is—after all you're already working 12- 18 hours days and even though business isn't increasing, it isn't declining enough to justify any increase in expenses.

However, none of these alternatives give you the consultation, expertise and execution of a seasoned marketing mentor focused on helping you achieve your specific business goals.



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Stellar Marketing Execution Drives Profitable Results

Working with our Virtual Marketing Manager is like having the expertise of a consultant and the direction of a mentor—all in one, and at a fraction of the cost of most other solutions.

- Our Virtual Marketing Manager works with you to develop and implement a plan tailored to your business. We don't do it for you. But we will give you the skills to repeat success again and again.
- Our Virtual Marketing Manager utilizes a simple, effective process—with a proven industry track record, that helps you execute quicker and see results faster.
- Our Virtual Marketing Manager lets you tap into a rich library of plans, templates, marketing materials, best practices and more to get you moving right away.

With just a nominal monthly fee and no long-term commitments, our Virtual Marketing Manager gives you more expertise, mentoring and assistance than you can get anywhere else—for a fraction of the price.



A Tailored Marketing Plan

No two bowling businesses are alike. That's why our Virtual Marketing Manager offers a tailored approach focusing on your unique business needs, identifying the areas that will drive the most profitable results—fast.

- **Business Review**

After a brief call to discuss your business, products and goals, we will give you an in-depth phone analysis, including a plan of action with customized solutions to address challenges, needs and expectations.

- **Playbook-Style Plans**

We provide two well-defined and customized business plans—a strategic and tactical plan—that detail each area to address, and each task you need to complete in a systematic approach. No guesswork!

“Our Virtual Marketing Manager helped me with marketing strategies (for our mini-bowling system), but she also helped me look at the center as a whole.”

Cristine Cramer, Assistant Operations Manager
Strikes & Spares Entertainment Center, IN

VMM Program Offerings

Boost Corporate Party and Group Event Business

Including, but not limited to:
Building Corporate Parties that Wow!
How to Attract More Corporate and Group Events
Outside of the Box Programming
Outside Selling
Team Building Fun

Growing Birthday Party Business

Including, but not limited to:
Building Birthday Party Packages that Sell
Making Birthday Parties Memorable and Repeatable
Creating Parties that Appeal to Adults
Tracking to Grow

Building a Field Trip and Daycare Program

Including, but not limited to:
Programs that Attract this Segment
Creating Repeat Customers

Utilizing Digital Marketing to Make More Money

Including, but not limited to:
Getting the Most from Free Sources
Use Digital Campaigns to Grow Business
Website Evaluation and Optimization

Drive More Revenue to Open Play

Including, but not limited to:
Alliances/Partnerships that Make Money
Themed Nights
Developing a Fundraiser Program that Grows Business
Be the Go-To Community Event Location

Driving More Kids and Families

Including, but not limited to:
Marketing Techniques that Attract Kids and Families
Family Packages that Sell

Attracting Hard to Reach Customer Segments

Including, but not limited to:
Targeting Teens and Young Adults
Appealing to Competitive Bowlers in a New Way
New League Concepts

Marketing Planning that Makes Money

Including, but not limited to:
Database Management that Sells
Targeted Approach to Selling
Marketing Plans that are easy to Execute

Polishing and Motivating Staff to Help You Sell More

Including, but not limited to:
Staff Development & Engagement
Delivering Service that Sells
Follow Up and Follow Through

*While comprehensive, this list is certainly not exhaustive. The items listed above are just a small sampling of the types of programs we can help evaluate, build and develop that deliver results. The Virtual Marketing Manager works uniquely with each center to design a marketing plan that is customized and tailored to the center's needs and goals.



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Consultative Coaching to Execution

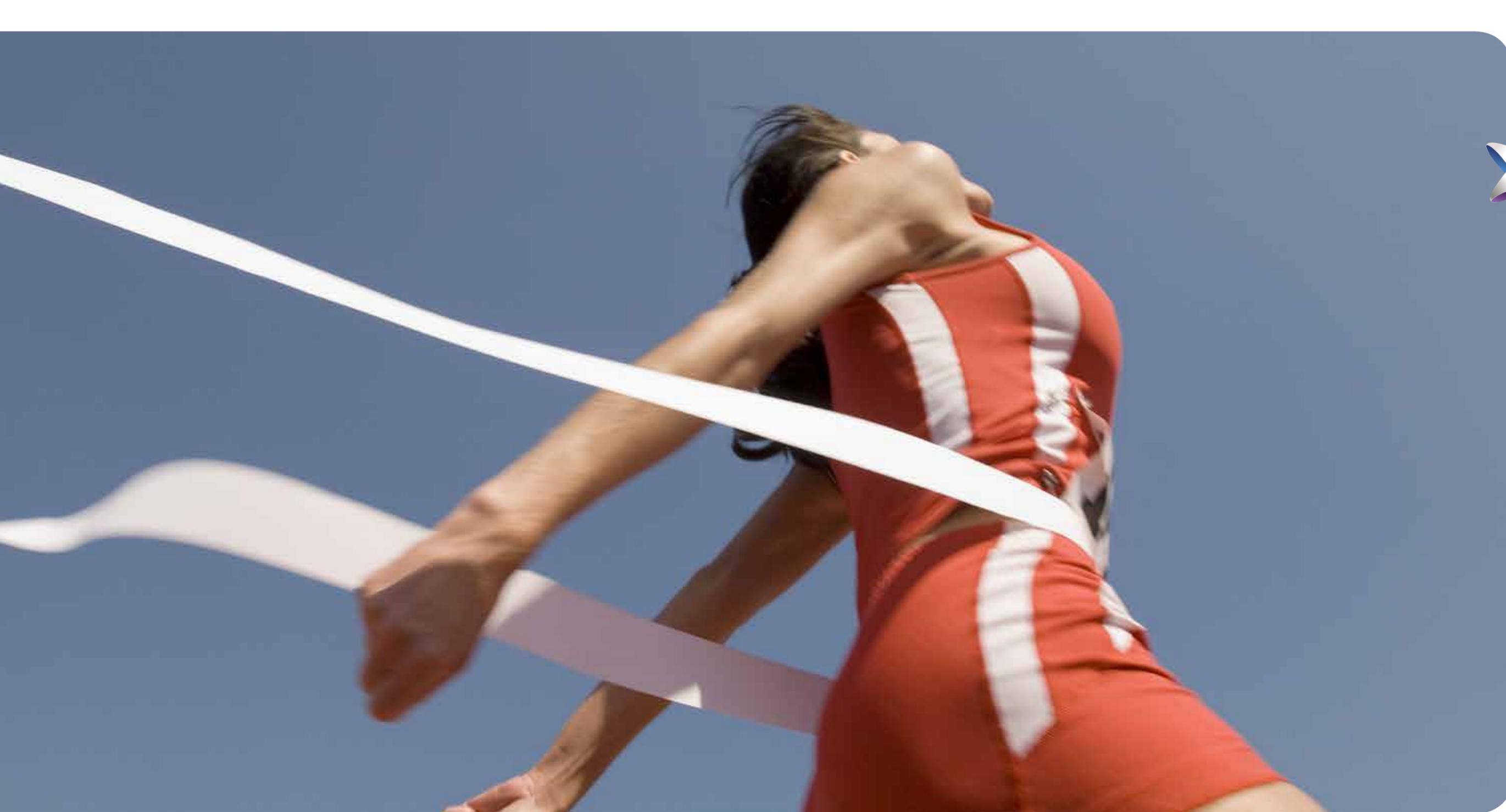
With plans completed, the fun begins. Our Virtual Marketing Manager will work with you to help you execute both your strategic and tactical plans—until you succeed!

- **Team Mentoring**
We will guide you and your team along the way to keep you on course to implement and accomplish both the short- and long-term plans.
- **Direct Collaboration and Help**
We will tell you how to get to the next level, and stay there, by setting immediate objectives and hosting regular progress reviews.
- **Assistance On-Demand**
You are always welcome to call or e-mail us anytime with any question, or direct us to work on anything outside the plan if needed.

Once part of QubicaAMF's Virtual Marketing Manager program, you will have full access to our experience, expertise and resources—a true roadmap for success.

“We were provided with a very high level of attention, genuine interest, and product knowledge. As a result of this program, we have grown sales of Highway 66 from May 2013 to December 2013 by 264%—or from \$852/month to \$2,251 per month!!”

Paulo C. Teixeira, Owner
Strikes & Spares Entertainment Center, IN



Realize Your Vision —STARTING NOW

Wouldn't you like to grow your business and reap the benefits of having an experienced bowling marketer on your team—without expanding your payroll? How about freeing yourself from added burdens and stress? Now you can—with the Virtual Marketing Manager from QubicaAMF.

The QubicaAMF Virtual Marketing Manager program provides a customized solution based on the individual needs of the center and will assist you in accomplishing the mutual goal of growing your business and making more money.

And, it's affordable—and risk free. With a nominal monthly fee and no long term commitments, you can't get this much expertise, mentoring or help for anywhere near the price.

For a **FREE Marketing Assessment** contact your sales representative or e-mail our Virtual Marketing Manager at VMM@qubicaamf.com today!

Hurry. Space is limited!

QUBICA AMF

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