



*Virtual*  
**MARKETING MANAGER**



The only virtual marketing program customized for your bowling business.





## 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.



Virtual  
MARKETING MANAGER

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.



## 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.



## 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

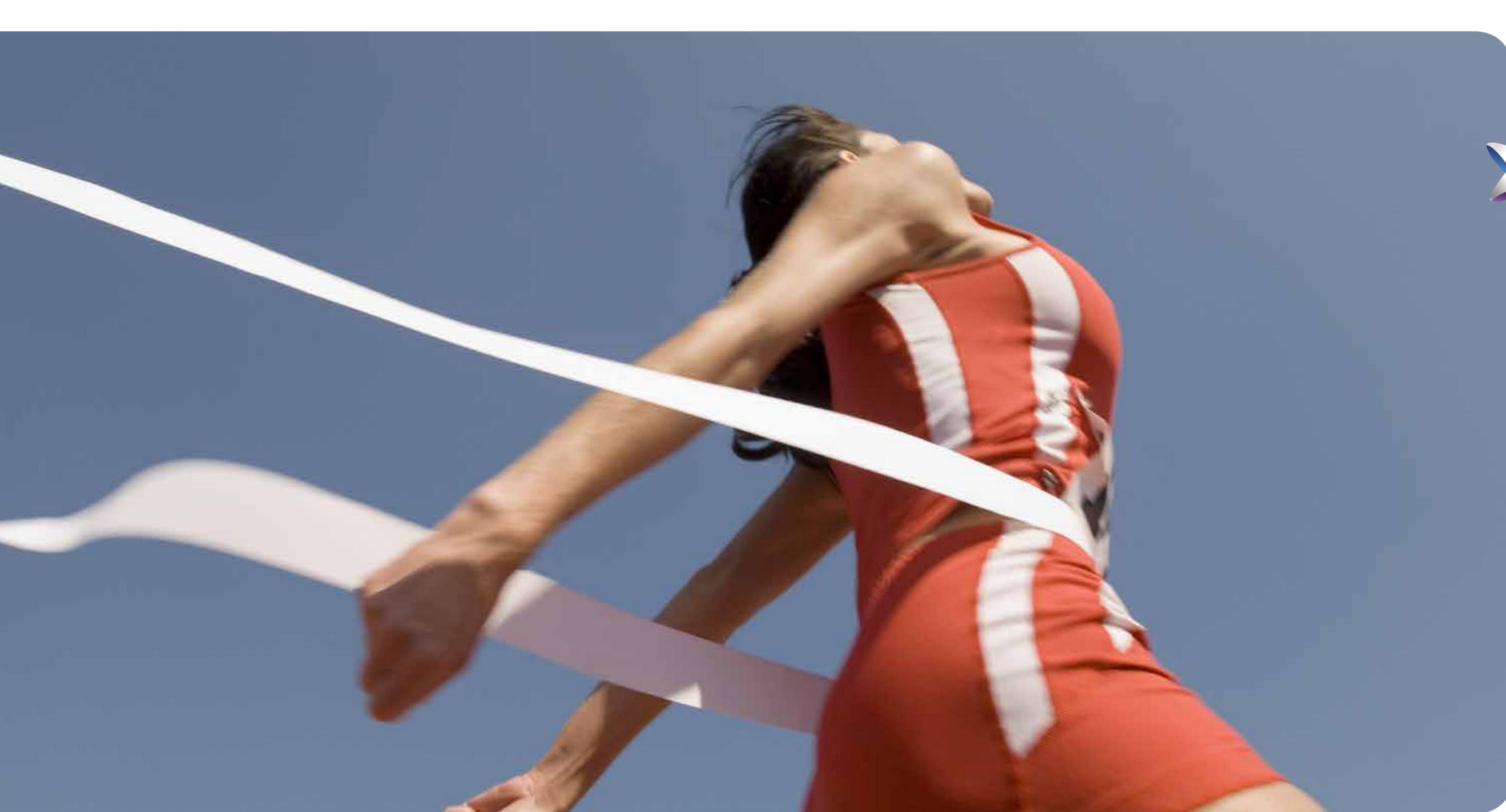
We provide two well-defined and customized business plans—a strategic and tactical plan—that detail each area to address, and each task you need to complete in a systematic approach. No guesswork!

*“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







## 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](mailto:VMM@qubicaamf.com) today!

**Hurry. Space is limited!**

# QUBICA AMF

## WORLDWIDE HEADQUARTERS

8100 AMF Drive - Mechanicsville, VA 23111 - USA - Tel. +1 (804) 569-1000 - Fax: +1 (804) 559-8650 - Toll free 1-866-460-QAMF (7263)

## EUROPEAN HEADQUARTERS

Via della Croce Coperta, 15 - 40128 Bologna - Italy - Tel.+39 (051) 4192-611 - Fax +39 (051) 4192-602

[www.qubicaamf.com](http://www.qubicaamf.com) - [info@qubicaamf.com](mailto:info@qubicaamf.com)



**Virtual  
MARKETING MANAGER** Stellar Marketing Execution Drives Profitable Results