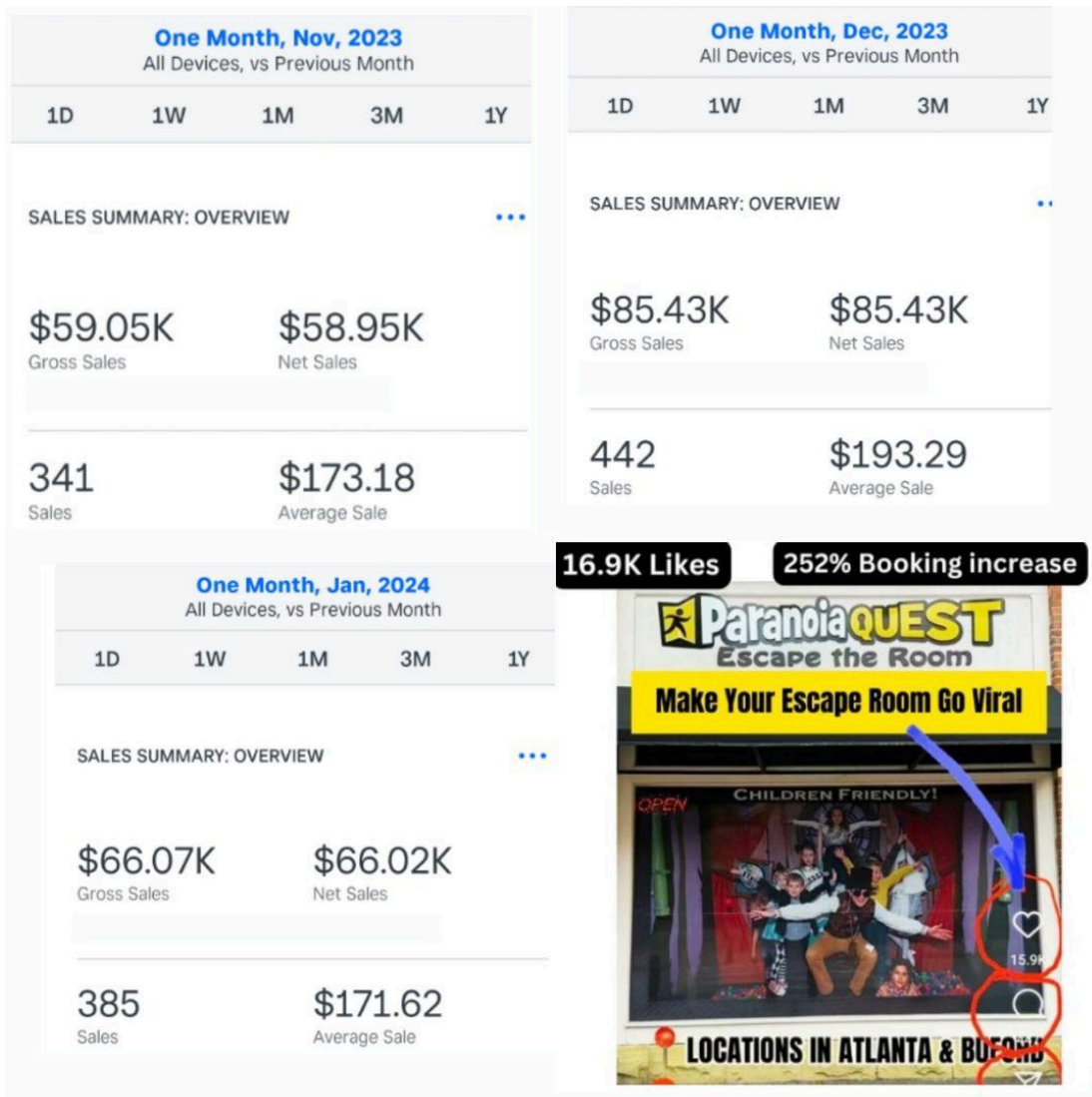


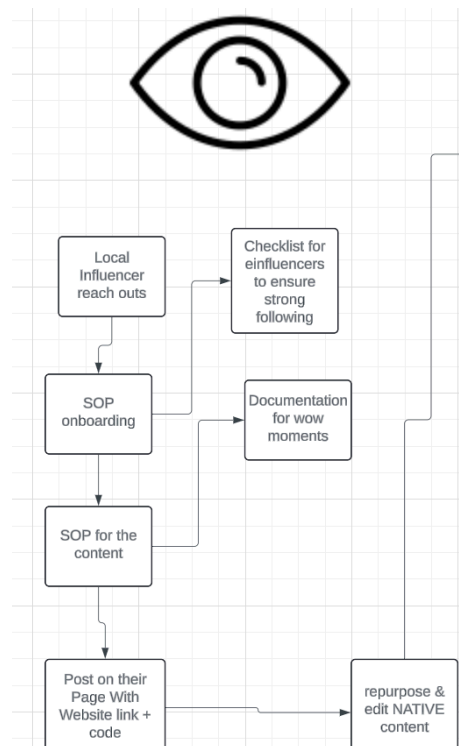
How We Increase Escape Room Revenue By 22.3% in 90 Days Leveraging Influencers

Presentation by Austin Gwaltney & Dmitry Mohov, Founders of Escape Room Launchpad, Blue Apple Marketing, and Paranoia Quest Escape Rooms



Link to our new location: Here's a really cool influencer post! 1.4 Million views and 34K bump in bookings :)

<https://www.instagram.com/p/DACUsmYSNKo/>



To start off, we like to think of the Escape Room Launchpad as a co-operative system. Everything works together to create a highly successful stream of new bookings and brand authority.

Who are we? My name is Austin Gwaltney and my partner is Dmitry Mohov. We own 15 businesses across 5 different states. Two being escape rooms, 8 being other entertainment venues, one call center, and one gym. We are opening a new escape room with our system in the next month with an opening date in August 2024. We want to show you how we are continuously opening entertainment concepts and packing out the bookings with our unique strategies so you can increase bookings by 22-47% in short order.

Even if you are doing the regular strategies every other escape room seems to be doing, you can boost your revenue by implementing a system using influencers and the fuel for almost any entertainment venue you can think of! In our case, escape rooms. Battle tested and proven on our own businesses and our client's businesses.

TOP 3 Focuses:

1. Priority of "LOCAL" only influencers to drive more bookings. You have great rooms, but no one knows about them...YET!
2. How to refine the process, even if you have had an influencer visit before so that you get the most bookings...
3. How to supercharge your current marketing with "Native" Ads increasing the performance of marketing on all channels...

"Native" feel to advertising

The cornerstone of this system is our unique ability to leverage influencers in all aspects to bring about a "Native" feel to advertising.

When we talk about "Native advertising", think about when you are watching something on facebook or TV and you don't realize it is an ad. The piece of content is more attention grabbing, you don't have preconceived notions that they are selling something, and it is easier to consume. The sales pitch guardrails don't pop up immediately, and that is the entire point.

Influencers tend to get very cheap impressions, which is the cost per 1,000 people to see a certain content piece. Typically an ad costs between \$10-30 CPM, but with influencers it can be 5-10% of the costs or even \$0 if they are doing it just for their own following.

CPM (cost per 1,000 impressions)
\$10.40
\$11.42
\$10.75
\$12.68
\$11.32
\$12.11
\$10.23

Native Content First Step:

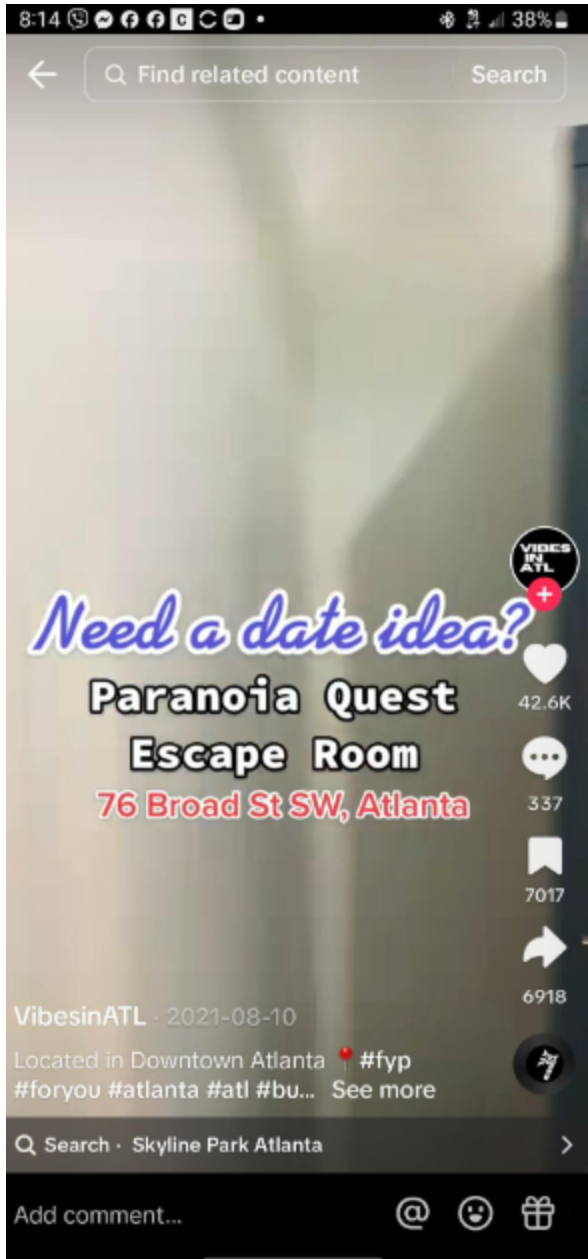
Our starting process involves using a team of skilled reach out specialists, they follow KPIs to find the most engaged influencer accounts and profiles. Not just likes because more often than not they have “bot likes”. We navigate through the fake accounts and “bot likes” to find the influencers with a real and

engaged audience. More engagement means more people that will book from their audience. Secondly, they MUST be local influencers, we aren't using influencers from other states or countries like an ecommerce influencer strategy.

- a. We have a dedicated team to reach out with proven scripts to get them to collaborate. We frame the collaboration as a way to grow their channel and audience. Which is true! It's a win win.
- b. Often times our posts are some of the most liked content on their page due to the unique experience
- c. This motivates other influencers seeing the content to want to work with you as well
- d. Creating a cascade effect

After we have connected with the influencer, we will negotiate rates for content creation. We book them in for a visit giving them a focus on what "experiences" in their visit they need to capture. Special effects, jump scares, things that "look eye catching" is the whole point of this content. Now it's important to add, we aren't trying to give away secrets of the rooms, only grabbing 3 second clips here or there to keep the mystery in the experience.

Thirdly, they post the edited and voiced over content to their audience and bookings start to flow in.



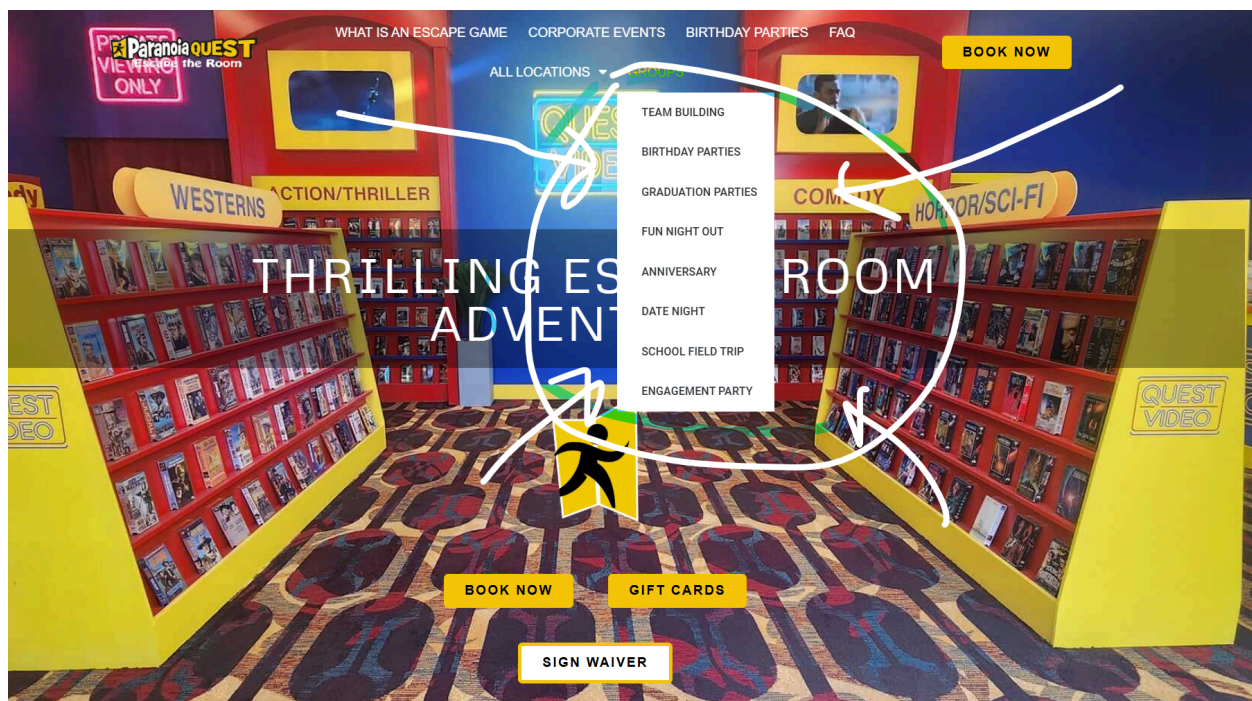
Second Step: Repurposing in Native Ads

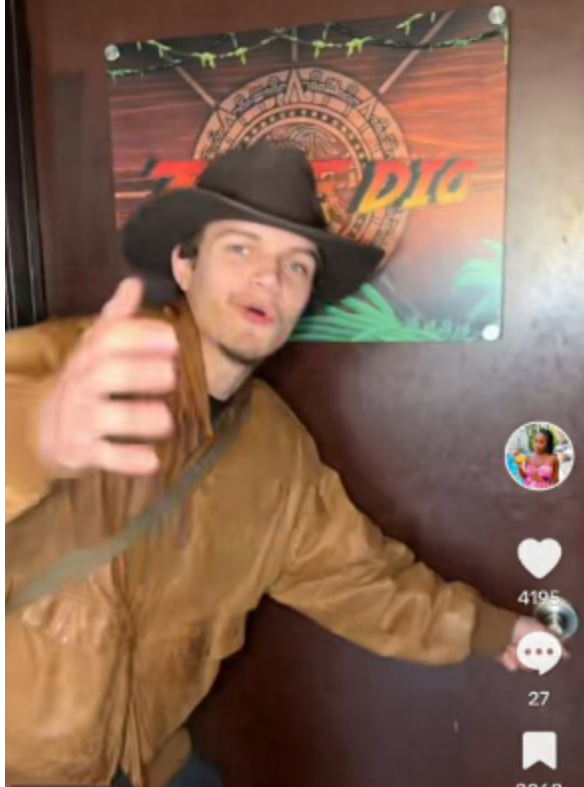
Ok, it's great that they made this content. Now we pass the content to our video editor. We use the current clips from influencers & many variations used by our editor team and use it for ads on facebook and tiktok. We take winning styles of videos and use what is winning in other locations to retarget those video views with more direct ads. We rinse and repeat using the winning influencer content and splicing it to get more conversions and bookings. We will get the next batch of influencers and splice more clips

together as well to create highlight reels and cool attention grabbing content. Repurposing to target birthdays, graduations, family night out, date nights, and a host of other events.

- Team Building Activities for School
- Wedding Proposal
- Bachelor Parties
- Bachelorette Parties
- Romance and Date Night
- Birthday Parties for Adults
- Birthday Parties for Teens
- Graduation Party Ideas
- Girls' Night Out
- Corporate Event and Team Building

Our content is getting video views and engagement, we start retargeting. What is retargeting? You know when you look up a pair of pants on amazon and those pants following you across the internet for the next 30 days. Well, we want to follow them with our awesome Escape Experience.





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Atlanta

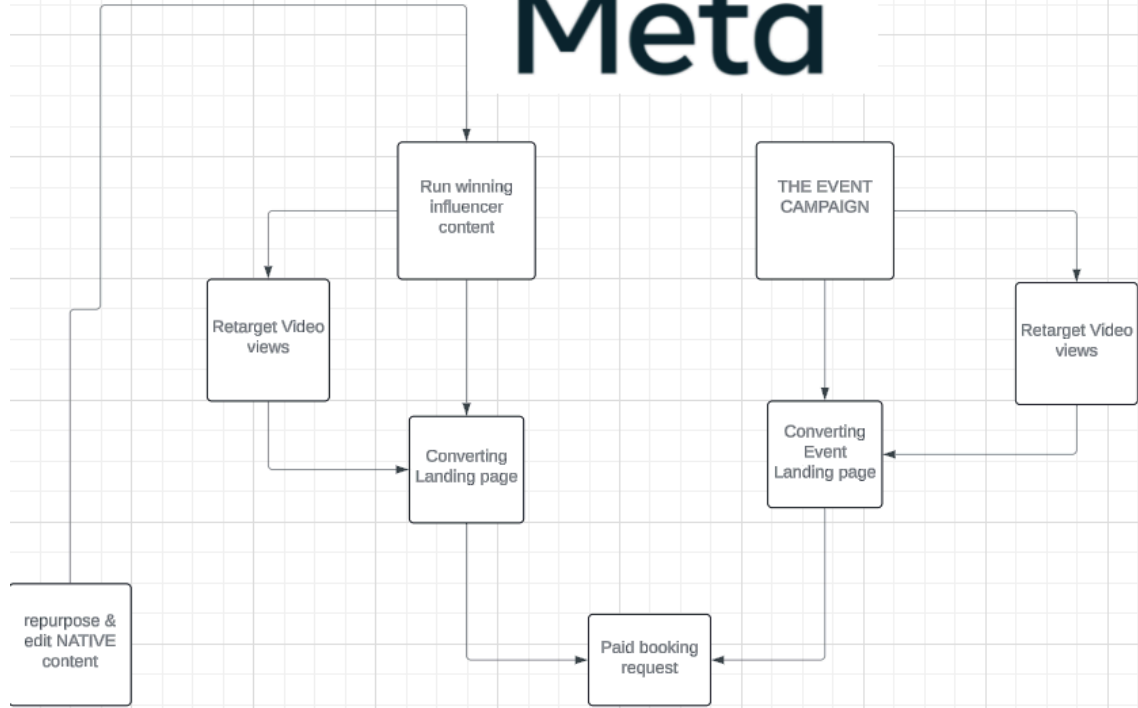
TAV | Food + Travel Influen... · 09-26

spooky season is here friends! here's something fun & interactiv... See more

Birth, Wind & Fire Septe

Add comment...





Note; native content blends in better than regular ads

BONUS #2: Google Ads:

Setting up google ads (Pay Per Click) in a way to hop on competitor traffic, branded keywords, and broad entertainment searches have been most successful with our recent campaigns.

This strategy allows us to reach people currently familiar with escape rooms and bring more people into our universe who might have not tried the experience before.

Creating a quality, converting landing page is paramount to making google ads successful. A specific page with reduced clicking options, but primarily focus on bookings is the best strategy to increase bookings.

