

AAGNEY IYER

ESTHER LIU

APRIL 12TH, 2021

TECHCITY BOWL

"ROLLIN' THROUGH SUMMER"

INTEGRATED MARKETING CAMPAIGN - SERVICE

JUANITA HIGH SCHOOL

10601 NE 132ND STREET

KIRKLAND, WA 98034



CONTENTS

01

Executive Summary

02

Description of the Service

03

Campaign Objectives

04

Campaign Target Market

04

Campaign Activities and Schedule

9

Budget

10

Key Metrics

10

Bibliography



EXECUTIVE SUMMARY

COMPANY PROFILE

TechCity Bowl (TechCity) is a family-owned bowling and arcade arena that has served bowlers near Kirkland, Washington since 1958. TechCity’s spacious facility houses 32 lanes, a dining area and bar, and an arcade. The business strives to provide a safe, fulfilling experience to all players and families, generating \$1.35M in annual revenue. Lately, TechCity has failed to connect with a younger market due to promotional and visual issues.

COMPANY ISSUES

- TechCity’s issues hinder expansion to a largely untapped market: young people
- Unimpressive online presence, social media engagement, and website lead to poor brand awareness
 - Frequent complaints about service flaws lower customer retention rates
 - Same set of year-round services and events fail to build excitement and hype

CAMPAIGN OBJECTIVES

- Expand into untapped Gen Z demographic
- Reinvent company website and social media, and double ad conversion rate from 1.5% to 3%
- Customer advocacy: increase customer satisfaction rate from ~75% to 90%

TARGET DEMOGRAPHICS

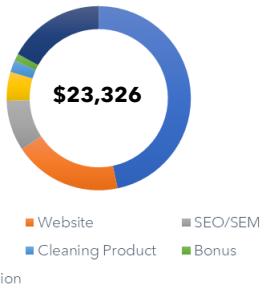
	Demographics	Geographics	Psychographics
Primary	<ul style="list-style-type: none">▪ Gen Z teenagers and college students▪ Ages 12-22	<ul style="list-style-type: none">▪ 20-mile radius of TechCity▪ Suburban	<ul style="list-style-type: none">▪ Social, active, competitive▪ Social media/internet savvy
Secondary	<ul style="list-style-type: none">▪ Ages 35-45▪ Parents of young kids▪ Median income	<ul style="list-style-type: none">▪ 20-mile radius of TechCity▪ Suburban	<ul style="list-style-type: none">▪ Experienced, sociable bowlers▪ Have children w/ upcoming birthdays▪ In search for family activities

CAMPAIGN STRATEGY - ROLLIN’ THROUGH SUMMER Promotional Plan

Type of Promotion	Promotion Description
Advertising/Display: Improve visual identity and customer awareness	Rebrand Social Media: Aesthetics, promotion, competitive engagement, TikTok
	Website Improvements: Front-end redesign, improved SEO, customer analytics
Service Solutions: Address service complaints	ViaClean Partnership & Express Lanes: Address common company complaints
	Employee of the Month: Monetary incentive to curb the issue of poor employees
	Member Rewards Program: Incentivize membership w/ progressive rewards system
Special Events/Features: Increase alley’s activities and excitement	Emerald City Happy Hours: Exciting Seahawks and Sounders match viewings
	Classic Tourney & Family Fridays: Encourage competitive, cross-demographic bowling
	Game Nights: Publicize TechCity’s lesser-known business feature: the arcade & pool area
	Teen Tuesdays & Back-to-School Dances: Directly target teens with social events

BUDGET AND METRICS

The “Rollin’ Through Summer” promotional campaign requires **\$26,326**, making up roughly **1.49%** of TechCity’s yearly revenue. The plan aims to increase visitor rates by 9%, leading to a 22.7% Return-On-Investment. With customer surveys, data analysis of social media impressions/website traffic, and an assessment of customer loyalty, TechCity will be able to track its real-time growth as the campaign progresses.



DESCRIPTION OF THE SERVICE

BRIEF OVERVIEW OF CLIENT

Entering its 64th year in business operations, TechCity bowl remains among **Western Washington's most popular bowling venues** for parties of all sizes. Located in Kirkland, Washington just three minutes off I-405, TechCity hosts a spacious 30,000 square foot facility. In it, parties can bowl on up to **32 Professional Bowlers Association (PBA) standard lanes**, each with one central console and one television scoreboard above. The lanes are LED backlit, allowing for colored light shows and other such nighttime events. Aside from bowling, TechCity sells bowling products, offers in-house fitting and trial, and has an expansive gaming area, bar, and café. This diverse set of business operations has entertained several generations simultaneously for the past several decades.



OVERVIEW

- 30k sq. ft. Facility
- 32 PBA Standard Lanes
- Central Console and Television Scoreboard per Lane
- LED Backlight
- 2 Pool Tables
- 30 Arcade Games
- 30 Draft Beers
- Various Finger Foods
- In-house shop and trial



EXISTING SERVICES AND SPECIAL EVENTS TO BUILD ON

Bowlers at TechCity have three bowling options. The first is standard public **walk-in bowling**, where parties can book a lane for \$12 per person for up to six people per hour-long session. The second is Amateur/Corporate Leagues—TechCity hosts 19 US Bowling Congress (USBC) sanctioned **corporate and casual leagues** ranging from 15-40 weeks in seasonal duration. The third is **bowling parties** for children and adults. TechCity's trademark **Cosmic X-Bowling** is a high-energy bowling environment on weekend nights with reduced lane prices, thrilling light shows, live DJing, and fog machines. In TechCity's **Area-300 Pro Shop**, customers can schedule appointments with in-house experts for guided fitting and drilling. They can also purchase balls, bags, shoes, packages, and accessories directly from TechCity. Aside from bowling, customers of age can enjoy thirty locally brewed on-tap draft beers at the **10-Pin-Tap sports bar**. Finger food, entrees, soft drinks can be purchased at the **TechCity Café**. There are a variety of buffet and appetizer platters for corporate events and deals for child and adult parties that combine platters with 1-to-2-hour unlimited bowling sessions. In the gaming area, there are **two full-sized pool tables** and **thirty token-and-ticket-based arcade machines** with games ranging from pinball to air hockey to Flappy Bird. All these facets will benefit from the Rollin' Through Summer campaign.

PROBLEMS AND THREATS TO ADDRESS

TechCity's greatest threat is their **growing demographical imbalance**. With an average member age of around **43 years**, TechCity currently fails to catch the eye of an untapped generation: **Generation Z**. Unless drastic changes are made to TechCity's online promotion and special events scene, this increasingly overlooked demographic will continue to turn a blind eye to TechCity Bowl and its brilliant amenities. On the hard-to-find **company website**, users are met with sluggish performance and outdated front-end design. On social media, TechCity utilizes **raster graphics** reminiscent of the early 2000s. Promotionally, their online **following and**



engagement are unimpressive. Inconsistent, casual posts are coupled with **non-targeted Facebook Ads**. TechCity's brand-specific issues drive away young people who have a growing distaste for the company's outdated identity. Another threat that TechCity faces is a poor customer retention rate. This can be attributed to both the **lack of seasonal, hype-generating special events** and the **unaddressed complaints** about lane waiting times, cleanliness, and unhelpful staff. If TechCity were to take full advantage of their spacious venue and implement innovative solutions to complaints, they would curb customer dissatisfaction and boredom, ultimately improving brand reputation and customer retention.

CAMPAIGN OBJECTIVES

1. EXPAND INTO UNTAPPED GENERATION Z DEMOGRAPHIC
2. REINVENT WEBSITE AND SOCIAL MEDIA – DOUBLE AD CONVERSION RATE FROM ~1.5%
3. CUSTOMER ADVOCACY – INCREASE CUSTOMER SATISFACTION FROM ~75% TO 90%

The primary goal of the campaign is centered around capitalizing on the behaviors and interests of teenagers and young adults. By building upon TechCity's existing services and simultaneously addressing TechCity's key issues, the Rollin' Through Summer promotional campaign will serve to increase **brand awareness, customer volume**, and **customer satisfaction** in both the primary and secondary demographics. This will be accomplished through a revitalizing visual identity shift tailored primarily towards Gen Z's and secondarily towards middle-aged Gen X's in both a visual and promotional sense. A unified graphic brand image, a scheduled plan of social media posting, and a variety of paid advertisements will boost their ad conversion rate and company awareness. Also, an aesthetic and informational redesign of their website and SEO will boost site traffic, increasing brand exposure. Finally, addressing common service complaints and introducing a thorough, rejuvenating campaign of special events and activities will improve customer satisfaction and brand reputation. All objectives will be measured with Facebook ad insights, customer surveys, and the average member age. A gradual weekly increase should be observed, and ultimately the goals will be met by the campaign's end.

CAMPAIGN TARGET MARKET

The primary demographic of the Rollin' Through Summer promotional plan is a largely underdeveloped market of TechCity's **suburban members of Generation Z**. The target persona for this demographic is social and competitive by nature, active on social media, and driven by promotional events. During the summer, this group will be especially active and eager to entertain themselves with friends. Naturally, since this demographic is most active on Instagram, most advertising will be done through TechCity's two social media channels. To resonate with this demographic, the updated feed will feature eye-catching, concise posts. Most special events in the campaign pertain to teenagers and college-aged customers. The secondary demographic is one that TechCity has already excelled with yet one that still has minor complaints about the business: **middle-aged parents and bowlers in Generation X**. Like teenagers, parents have tremendous potential as customers – as a result of increased promotion, they would consider TechCity as a venue for their children's birthday parties, their family bowling nights, and their own date nights.

CAMPAIGN ACTIVITIES AND SCHEDULE

The "Rollin' Through Summer" campaign spans 45 days in the summer of 2021. Launching the campaign during the liveliest months of the year provides a great opportunity to engage young people with extra free time and a craving to socialize. The campaign will address all the aforementioned brand issues via reinventing social media promotion, implementing service solutions, and hosting a plethora of exciting special events.

"ROLLIN' THROUGH SUMMER" CAMPAIGN SCHEDULE: JULY - AUGUST 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
07/18 Launch new website Update social media profile info Employee Training	07/19 "What's New?" Post: Announce Initiatives	07/20 Fam. Fridays Promo Summer Tourney Promo	07/21 Gameday Happy Hours Promo Buy Week 1 Ads	07/22 Announce Viaclean Partnership Announce Express Lanes	07/23 Customer Repost (Story) Family Friday	07/24 TCB Summer Tourney (Day 1)
07/25 TCB Summer Tourney (Day 2) Teen Tuesday Promo	07/26 Assess Week 1 Ads and Buy Week 2 Ads Announce Tourney Winner	07/27 Teen Tuesday	07/28 Emerald City Happy Hour (Sounders)	07/29	07/30 Customer Repost (Story) Family Friday	07/31 Introduce #Strike Competition
08/1 Two-Week Mark Survey (Email)	08/2 Assess Week 2 Ads and Buy Week 3 Ads	08/3 Teen Tuesday	08/4 "Start Your Own League" Post	08/5 Emerald City Happy Hour (Seahawks)	08/6 Customer Repost (Story) Family Friday	08/7 Announce Week 1 Winner, Introduce #Trickshot
08/8	08/9 Assess Week 3 Ads and Buy Week 4 Ads	08/10 Teen Tuesday	08/11 Mid-Campaign Inspection	08/12	08/13 Customer Repost (Story) Family Friday	08/14 Announce Week 2 Winner, Introduce #Swag
08/15 Emerald City Happy Hour (Seahawks)	08/16 Game Night Promo Assess Week 4 Ads and Buy Week 5 Ads	08/17 Teen Tuesday	08/18 Birthday Party Promo Ad	08/19 Game Night	08/20 Customer Repost (Story) Family Friday	08/21 Emerald City Happy Hour (Sounders) Announce Week 3 Winner, Introduce #Celebrate
08/22 Emerald City Happy Hour (Seahawks)	08/23 College Night Promo Assess Week 5 Ads and Buy Week 6 Ads	08/24 Teen Tuesday	08/25 School Dance Promo	08/26 Emerald City Happy Hour (Sounders)	08/27 Customer Repost (Story) Family Friday	08/28 Announce Week 4 Winner
08/29 Emerald City Happy Hour (Seahawks)	08/30 NSD School Dance Assess Week 6 Ads and Summarize Ad Campaign	08/31 LWSD School Dance End-of-Campaign Survey (Email)	KEY: Social Media Posts (Instagram + Facebook) Media Advertising Service Solution Special Event Other			

A. ADVERTISING AND DISPLAY

The campaign will pinpoint TechCity's advertising issues, including social media and website engagement. Reinventing these will help promote new service features and special events.

Aesthetics: TechCity can no longer afford to feature outdated raster designs on their social media as the bowling industry modernizes online. Incorporating vibrant colors, clean vector designs, and their logo into their graphic design (see mock-ups) will captivate a younger audience and unify their visual identity. Improved graphic design, in tandem with paid advertisements, will boost engagement, conversion rates, and ultimately customer volume.

Engagement: TechCity can push a more friendly, involved business agenda by actively engaging customers on social media. Weekly customer reposts and Instagram competitions can accomplish this. Competitions themes will include #TechCityStrike, #TechCityTrickshot, and #TechCityCelebrate, in which customers post themselves completing bowling challenges to enter in a sweepstakes to win in-store credit. Both reposts and competitions increase the likelihood of return and incentivize posting about TechCity, boosting advertising and public image.

Promotion: Our campaign's primary form of advertisements will involve the Facebook Ads Manager's wealth of options. It allows for extremely customer-specific advertising across both Facebook and Instagram, with many selectable demographics and behaviors. Each ad campaign will span about one week, and the desired demographic will be adjusted based on the special events taking place. The weekly organic potential reach will range between 10k-30k users. Finally, using relevant hashtags and tagging local city blogs, chambers of commerce, and organizations will boost outreach and external promotion.

TikTok: The meteoric rise of the video sharing platform 'TikTok' gives businesses an unparalleled opportunity to garner widespread attention from the younger generation. Our agency will adopt a lighthearted, youthful approach to TechCity's TikTok, featuring videos of popular music and strobe lights, with clever, expressive captions. By strategically establishing a playful brand identity on this platform, the explosive TikTok algorithm is likely to give a large boost to these videos.

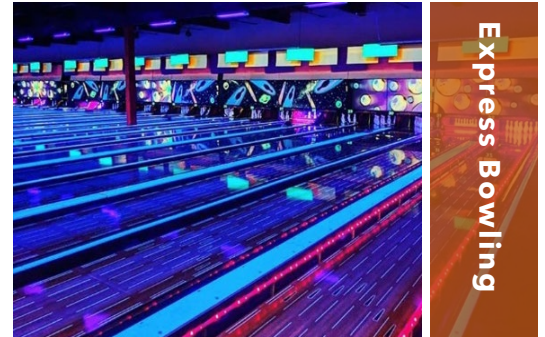
Website: To add a sense of modernity, accessibility, and originality to TechCity's website, our agency will hire an experienced front-end website developer to design a more appealing website. The developer will use free SEO techniques like keywords, key titles, and relevant links to ensure that the website ranks highly. Phrases like "bowling", "birthday party", "corporate events", and more will boost site rankings, letting target demographics find TechCity's website. Finally, Facebook's Pixel tool displays in-depth visitor analytics that help optimize our Facebook ads. With these techniques, 20% increased web traffic will drive up brand awareness.



B. SERVICE SOLUTIONS

A thorough assessment of company reviews on popular websites reveals that long waiting times, uncleanliness, and unhelpful staff are the most frequent complaints, explaining the subpar customer retention. Making publicized improvements will greatly boost their reputation and ratings, making them a more appealing business.

Express Lanes: To combat the issue of unbearably slow wait times, TechCity will designate eight of their 32 lanes as 'Express Lanes'. For a reduced price, bowlers can pay for a 50% shorter (30-minute) bowling session on select lanes. This will move along large crowds of customers, at least halving wait times for groups. The number of allocated Express Lanes can be adjusted based on results.



Sanitization Partnership: Due to the COVID-19 pandemic, customers have adopted a cautious approach when visiting shopping and entertainment centers, especially in liberal areas such as Western Washington. To reassure customers, TechCity will secure a partnership deal with a superior sanitization company based in Philadelphia: ViaClean Technologies, LLC. They offer a hyper effective hand sanitizer and surface disinfectant and frequently partner with businesses nationally. Their products will be regularly bought in surplus at a reduced price thanks to the partnership deal. In return for the discount, TechCity will advertise ViaClean products moving forward. Publicizing efforts to remain hygienic will boost a reputation for public safety.



Progressive Rewards Program: TechCity currently lacks an incentive for membership and customer longevity. To extend the customer lifetime and incentivize membership, a progressive loyalty program will be implemented with a point-based incentive scheme. With each visit, members accumulate a certain number of points which they can redeem for exclusive in-house services.



Employee of the Month Program - A common customer complaint is that employees are often inattentive, unhelpful, or even rude. Such employees are parasitic to the business, driving away customers and decreasing retention and satisfaction rates. A \$300 bonus to the most helpful employee throughout the campaign will encourage all employees to be more engaged and polite. Additionally, periodic inspections and customer surveys (see page 10) will help identify problematic employees who will be investigated and addressed or fired and replaced immediately.

C. SPECIAL EVENTS AND ACTIVITIES

A rejuvenating set of summer-themed events will help TechCity expand into new demographics. Each event will have a promotional post on Instagram and Facebook that will be boosted according to the target market.

TECHCITY BOWL SUMMER CLASSIC TOURNEY

DATE: July 24 th -25 th , 2021	ACCOMPLISHMENTS: - Highly advertised campaign kick-off event	MARKET REACH: - Competitive, Active Youth (12-22 yrs) - Experienced Bowlers (~50-60 yrs)
SITE: TechCity Bowl Kirkland, Washington	- Engaging experience for new customers	
COST: \$1428: promo costs + prize money		
OBJECTIVES: Capitalize on competitiveness of target market. Fuse existing customers (experienced competitive bowlers) with younger target market. Boost excitement around bowling and begin integrating social media into special events via a post featuring the winner.		



To kick off the campaign, the Summer Classic Tourney will be advertised to both young and experienced customers. These two demographics share a competitive spirit and a love for engaging activities, so intermixing them in a classic tournament will fare well. The winner and runners-up will win \$200 and \$50 of store credit respectively and be optionally featured in a social media post.

TEEN TUESDAYS

DATES: Tuesdays During Campaign	ACCOMPLISHMENTS: - Zero in on Gen Z demographic	MARKET REACH: - Sociable, Active Teens Looking for Summer Venue (12-17 yrs)
SITE: TechCity Bowl Kirkland, Washington	- Provide a safe retreat for teens in the community	
COST: \$1792 per Tuesday: promotion		
OBJECTIVES: Capitalize on teens' sociability and free time in the summer. Expand to target demographic by giving them a platform for activity and socialization. Build a positive reputation amongst parents as a safe, trusted business.		



During the summer, cravings for socialization and affordable activities are especially high amongst youth in the Eastside. "Teen Tuesdays" at TechCity is a weekly recurring event that addresses this. On five Tuesdays during the campaign, parties of 4-8 teens can pay a discounted price for an hour-long bowling session and will have numerous dining and gaming packages available to them. Teens will find solace away from home, as parents develop trust in TechCity as a responsible, safe venue.

EMERALD CITY HAPPY HOURS

DATE: Seahawks + Sounders Gamedays	ACCOMPLISHMENTS: - Recurring lively evenings to generate hype	MARKET REACH: - Young, Sociable Sounders and Seahawks Fans (Drinking Age; 21-25)
SITE: TechCity Bowl Kirkland, Washington	- Leverage passion around Seattle sports to unify	
COST: \$1792: promotion costs		
OBJECTIVES: Boost revenue from relatively untapped facet: their 10-Pin Tap Bar. Unite a community of passionate sports fans using food, drink, and sport. Give customers positive memories and associations to boost satisfaction and retention.		



Seeing as the new generation of **Seattle sports fans** have been ranked amongst the most passionate in the nation by Forbes Magazine, there lies a fruitful opportunity to convert this passion into revenue. A new take on the traditional 'bar sports and grill'

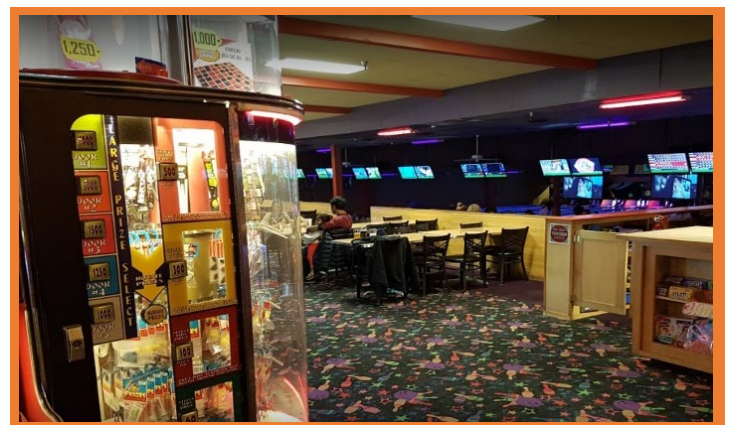
event, Emerald City Happy Hours sheds light on TechCity's impressive **bar and café options** that serve beer and finger food respectively: perfect to enjoy while watching sporting games.

FAMILY FRIDAYS		
DATES: Fridays During Campaign	ACCOMPLISHMENTS: - Generate extra revenue from increased party size - Local attention from nearby communities	MARKET REACH: - Parents of 4-11-year-olds (ages 35-45)
SITE: TechCity Bowl Kirkland, Washington		
COST: \$1792: promotion costs		
OBJECTIVES: Bring in customers of all ages by advertising towards the 'middle' generation (X), who will bring both their children and parents. By providing a safe family experience, TechCity increases the customer lifetime value (CLV) as parents/children are likely to return.		



Family Fridays, a **weekly recurring event** hosted by TechCity, will set the business up well for coming years by increasing the likelihood of return, especially among youth. In order to present themselves as **a family entertainment option**, instead of merely a venue for friends and couples, they must advertise to Generation X and offer high-value bowling and dining options for families to enjoy. By advertising as a family-friendly establishment, parents will see TechCity as a fit birthday/kids' party venue option.

ARCADE + BILLIARDS NIGHT		
DATE: Thursday, August 19 th , 2021	ACCOMPLISHMENTS: - Popularize TechCity's variety of entertainment options - Youth-oriented community event	MARKET REACH: - Tech Savvy, Active Teenage Gamers - Local Billiards Players (Ages 17-25+)
SITE: TechCity Bowl Kirkland, Washington		
COST: \$1428: promo + arcade prizes costs		
OBJECTIVES: Shed light on TechCity's lesser-known entertainment options to demonstrate that the business offers much more than just bowling. Arcade machine prizes incentivize token-buying.		



Although lesser known, TechCity's thirty arcade machines and pool table are great sources of passive revenue. They also pertain to the Rollin' Through Summer campaign's target demographic, as they offer competitive group activities, and in the arcades' case, **classic video gaming options**. A cleverly priced **arcade credit model** will be used to promote deals for the event and ultimately gain TechCity a healthy profit from eager customers.

COLLEGE NIGHT

DATE: Saturday, August 28 th , 2021	ACCOMPLISHMENTS:	MARKET REACH:
SITE: TechCity Bowl Kirkland, Washington	- Tap into undergrad college-aged market	Money-tight, sociable university aged students and young adults (18-24)
COST: \$1428: promotional costs	- Offer student discount, boosting brand image	
OBJECTIVES: Provide an ultra-affordable entertainment option for college students to unwind with friends - university/community college ID for student discount. Facilitate safe/legal drinking.		



Students enrolled in local universities in Western WA like UW, WWU, LW Tech, Cascadia, Bellevue, and more make up a **potentially explosive demographic**. Aside from being competitive, active, and sociable, these customers are especially money-conscious, so it is imperative that TechCity offers a substantial student discount to ensure a large customer turnout. A College Night is also an excellent opportunity to serve drinks at the bar and create a lively atmosphere.

NORTHSHORE AND LAKE WASHINGTON SCHOOL DISTRICT END-OF-SUMMER EVENT

DATE: August 30 th - 31 st , 2021	ACCOMPLISHMENTS:	MARKET REACH:
SITE: TechCity Bowl Kirkland, Washington	- Establish TechCity as a trusted entertainment center for high schoolers	- Middle/High Schoolers
COST: \$1428: promotional costs		- Parents of teenagers
OBJECTIVES: As a final public impression, this event will give the target market one last impression of TechCity with positive memories.		



To end the campaign and make final impressions on the youth and community, TechCity will connect with two local school districts to host an **end-of-summer/back-to-school dance** for middle and high schoolers. In the summer, students haven't seen their peers in weeks, especially in school-dense cities like Redmond and Sammamish. Offering an **active venue for socialization with colored lights and live DJing** is a great way to attract the younger demographic.

BUDGET

Item	Description	Cost per Unit	Total
Facebook + Instagram Ads	Facebook pay-per-click promotion for Instagram/Facebook posts	\$0.28 x 5100 clicks x 4 <u>one-time</u> event posts	\$11,088
		\$0.28 x 3200 clicks x 3 <u>recurring</u> event posts x two cycles	
Website Redesign	Commission a developer to redesign website	\$4,500 x 1 website	\$4,500
SEO/SEM	National Keyword Optimization	\$1150/week x 4 weeks	\$4,600
	20 - 50 keywords		
	Visitor tracking and reporting		
Total Prize Money	In-depth competitor analysis using FB Pixel		
	Prize money for Classic Tourney, arcade machine/prize counter restock, Instagram competition prizes (in-store credit), rewards program	\$250 Tourney Prize \$350 Arcade Stock \$25 x 4 wks. Prizes \$100 x 6 wks. Rewards	\$1,300

ViaClean Product	Special discounted antimicrobial solution/hand sanitizer for use on all main surfaces	\$45 x 3 units sanitizer \$60 x 6 units cleaner	\$495
Employee Bonus	Monetary incentive ultimately awarded to standout employee	\$300 x 1 employee	\$300
Agency Commission		5% of profit	\$4,043
			Total \$26,326

KEY METRICS

The Rollin' Through Summer campaign's success must be frequently and thoroughly assessed in order to make minor marketing adjustments if needed. The three objectives of the campaign - demographical transition, advertising success, and customer retention - will be assessed in a number of ways. To measure the success in shifting their demographic, TechCity can compare the average age of members after the campaign to the previous average (43 years) - an **age reduction of ~10 years** indicates success. Most straightforwardly, ad success and outreach can be measured entirely through Facebook and Google Ad Insights. TechCity's goal of 50k weekly impressions, a 5% click rate, and ultimately a **3% conversion rate** is observable by comparing Ad Manager data with customer visit rates. Finally, customer experience (CX) will be measured through customer surveys. The surveys, distributed sporadically and randomly via email, will have specific questions to reveal the loyalty, net promoter score (NPS), and satisfaction. Our team will visit TechCity two times and conduct performance checks to ensure staff competence and excellence. A 90% positive outcome indicates that TechCity is well-positioned for customer retention. If all goes as expected, they will see a **17.5% revenue increase**.

BIBLIOGRAPHY

- Gollin, Maxwell. "Instagram Analytics Explained: 5 Metrics You Need to Understand." *Falcon.io*, Falcon.io ApS, 15 Jan. 2019, www.falcon.io/insights-hub/topics/social-media-strategy/instagram-analytics-metrics-and-insights/.
- Lee, Kayla. "How to Master Facebook Ad Targeting & Zero-In on Your Audience." *Sprout Social*, Sprout Social Inc., 13 Jan. 2020, sproutsocial.com/insights/facebook-ad-targeting/.
- May, Kristina. "9 Bowling Alleys Where You Can Strike Up Serious Family Fun." *Red Tricycle*, Red Tricycle Inc., 25 Sept. 2020, redtri.com/seattle/kid-friendly-bowling-alleys-in-seattle/slide/1.
- Settimi, Christina. "America's Most Passionate Sports Fans 2020." *Forbes*, Forbes Magazine, 6 May 2020, www.forbes.com/sites/christinasettimi/2020/05/06/americas-most-passionate-sports-fans-2020/?sh=57cde79d2365.
- Wood, Stacy. "Generation Z as Consumers: Trends and Innovation." *North Carolina State University*, 2011.