



ARIZONA  
SMALL  
BUSINESS  
BOOT CAMP &  
COLLECTIVE

*Trainual*

RESPOND → PLAN → RETURN STRONGER

# Boosting Sales to Return Stronger

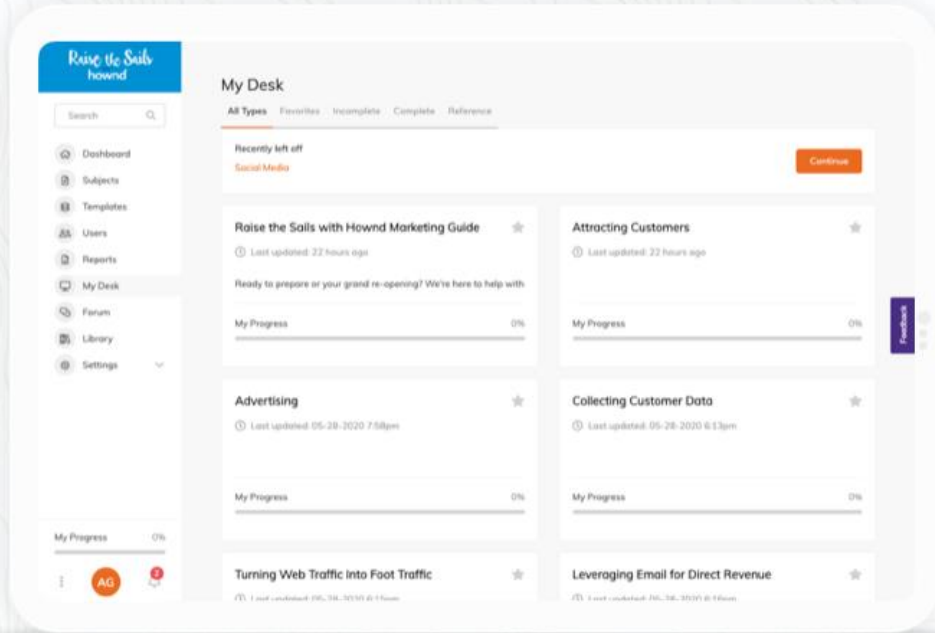
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PRESENTED BY

Brandon Willey & Chris Ronzio



# Collaboration around Education!



Hownd's Expertise,  
Trainual's Platform.

Let's get into it...

# What to do now?



## **Stay Strong, “Brave the Storm”**

Find solutions for generating revenue now

## **Stay Connected**

Continue to engage your audience

## **Get Prepared**

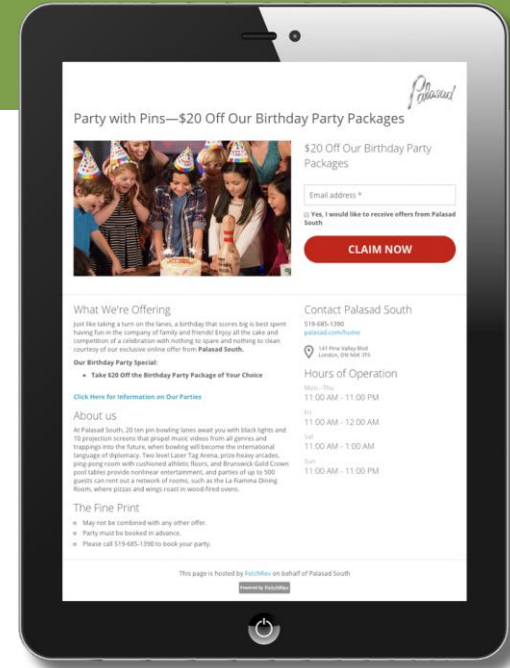
Make sure you are ready to re-open

# Audit Your Web Presence

- Review/Update Business Listings & Profiles
- Confirm Open Hours are Accurate Online
- Work on your SEM (and SEO)
- Review Website and Calls-to-Action (CTAs)
- Give your customer a way to share their information

# Collect Data

- What Data to Collect?
  - Email - Birthday - Anniversary
- How to Collect?
  - Website Popups
  - Purchases/Coupons
  - WiFi
- Incentivise Data Collection
  - Promotions / Birthday Club
- Use that Data to Remarket



Each Email = \$1-\$2 Annually  
Each Birthday = \$5 Annually



# Keep Advertising...if you can

## Stay Ready to Activate Audiences

- Acquiring customers costs 5x more than retaining customers
- Touch your community by providing value and authenticity



The image shows a screenshot of a Facebook post from the Lanham Skate Center. The post is sponsored and features a promotional image of a woman roller skating. The text in the post encourages users to maintain their roller skates during quarantine and to come skate with friends when the quarantine ends. The post has 5 likes.

**Lanham Skate Center**  
Sponsored · 🌐

Looking for something to do at home? Give your skates some much needed love so they'll be ready to go when we open back up.



LANHAM SKATE

WHEN THE QUARANTINE ENDS  
**COME SKATE**  
WITH YOUR FRIENDS!

LANHAMSKATECENTER.COM  
**How to Maintain Roller Skates: Keep yours in tip-top shape by doing this every week**

👍 5

# Types of Advertising

## Cold Ads

- Get attention
- Show proof
- Capture interest

## Retargeting Ads

- Stay top of mind
- Reinforce benefit
- Make offers

## Brand Ads

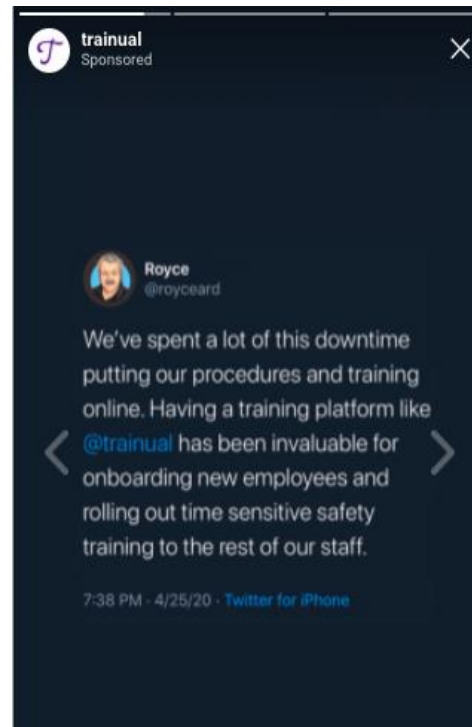
- More exposure
- Look bigger than you are!
- Leverage for sales



# The Best Creative

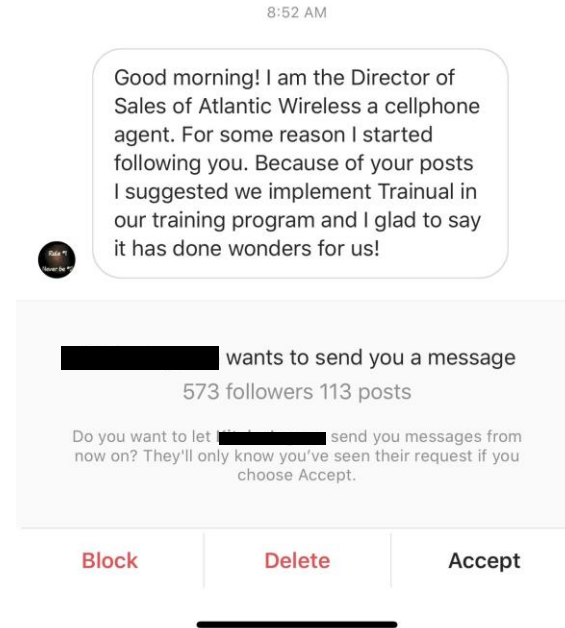
## Keep it Organic!

- Mobile phone video
- Screenshot tweets
- Screenshot emails
- Be in the conversation in your customer's head



# If I Had Zero Ad Budget

- Ask customers for testimonials and referrals!
- Create useful content multiple times per day
- Partner with other businesses and co-promote



# Social Media Engagement

- Be a Community Helper & Leader
- Share Content That Is
  - Resourceful & Local
  - Human
  - Entertaining

# Adjust Your Pricing & Packaging

- Now is the time to experiment with pricing!
- Bundling
- Unlimited Offering
- Upsells
- Value Ads
- Do you Increase? Decrease?
- Customers will forgive a lot right now

# Promotions



Support Now, Skate Later: Take up to 40% Off Gift Certificates to Help the Rink During Our Temporary Pause



STARTING FROM  
**\$15.00**

\$15 for a \$20 Gift Certificate  
PRICE: \$15 DISCOUNT: 25% VALUE: \$20

**BUY NOW**

GIVE AS GIFT SHARE OFFER

## What We're Offering

Through troubled times and tough days, the spirit of a strong and vibrant community never wavers. We lift each other up, support each others' dreams, and never let anything come in the way of sharing something to smile about. That's why we're all in favor of making sure the fun continues safely and responsibly. Show a commitment to our community by skating

Contact Roller King Skating Center

916-783-0918  
rollerking@surewest.net  
rollerkingroseville.com

- Private or VIP Events
- Value Ads (\$20 + \$5 on next visit)
- Gift Cards
- Discounting
  - At least 20% off or High Perceived Value
  - Provide Scaling Incentives (20%, 25%, 30%)
- Clear messaging & Easy CTA

# Promote your Opening!

## People are online looking for things to do once they're ready!

- Stand out!
- Make it simple
- Multi-Channel Communication
- Treat the first few weeks as Your Opening “Day”



# Communicating Cleaning & Safety

- Increase Health Procedures
- Communicate Externally AND Internally
  - Signage, etc. but beware Hygiene Theater
- Reassure and continue to reassure cleanliness and safety
- Take extra measures once re-opened



**Masks are required for everyone over the age of 3.**

Please wear your mask at all times unless you are eating or drinking, of course.



**Practice physical distancing throughout the facility.**

Especially in ride lines, but you're welcome to stand with your group.



**No more than 8 people at a table.**

Pick your faves and tell the others to meet you at Laser Tag afterward.



**Sanitize your hands often during your stay.**

There's plenty of stations around the building. Seriously, so many.

# Presales, Bookings & Capacity Management



- Drive an Impulse Action
- Buy Now, Book Later
- Buy Now, Visit Later
- Day- & Time-specific Promotions
- Offering an online Booking Service helps manage capacity and customer expectations



# Discussion and Q&A

“On the other side of a storm is the strength that comes from having navigated through it. Raise your sail and begin.”

- Gregory S. Williams

# Raise the Sales Reopening Marketing Guide powered by Trainual

[www.hownd.com/RaiseTheSails](http://www.hownd.com/RaiseTheSails)





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