

MARKET

YOUR PARK

THE EASY WAY

..... or

5 things you should be
doing right  now

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INTRODUCTION

Top 5 Things Adventure & Trampoline Park Marketers Should be Doing Right Now

Marketing is an essential activity for any business, but many trampoline and adventure park owners find themselves at a loss as to what they should do. In an ever-changing online marketplace, it's difficult to keep up with the latest trends and use the right platforms for all your advertising. We've pinpointed five of the top easy-to-execute marketing methods to target right now, so you can vault your park to the top of the local must-do list in your area. Try these tactics today.



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Online reviews matter, particularly from the big three: Google, Yelp, and Facebook. A whopping 82% of consumers check online reviews for local businesses, and nearly half of them will avoid the business if it has less than four stars. Interestingly, customers also avoid businesses with five-star ratings, as they see this as a red flag indicating that the reviews may be falsified. The most influential star ratings fall between 4.2 and 4.5 stars. Monitoring your star rating and responding to reviews will help you maintain a positive, yet authentic presence.

You can solicit reviews for your Google and Facebook profiles via in-store signage, verbal interactions, emails, surveys, and other online calls to action. However, you cannot incentivize positive reviews with perks or discounts. Yelp disallows any kind of solicitation for reviews, instead recommending that businesses focus on the customer experience and allow the reviews to come naturally. You are, however, allowed to say "Check us out on Yelp" without violating the platform's TOS.

When you receive a negative review, respond promptly and professionally. Acknowledge the customer's unfortunate experience, apologize for any mistakes, and provide a proactive solution. Don't deliver a defensive reaction or escalate the situation in any way. Believe it or not, companies that solve the customer's problem will retain that individual 70% of the time.

1. ONLINE REVIEWS

POSITIVE REINFORCEMENT

While negative experiences take priority, you should invest some time into acknowledging your positive reviews as well. Thank your customers for taking the time to communicate and let them know you appreciate their patronage. Avoid boilerplate responses and reference details from the review so reviewers and readers know there's a live person on the other end of the comment who genuinely cares about their experience.

82%

OF INTERNET USERS
**CHECK ONLINE
REVIEWS FOR LOCAL
BUSINESSES**

mg

2 SHORT FORM VERTICAL VIDEO

Short-form vertical videos with dimensions of 1080x1920px (or 9:16) are optimal for targeting viewers on wildly popular platforms.

TikTok pioneered the rise of the short viral video and its intuitive algorithms keenly assess the user's interests and deliver a seemingly endless stream of bite-sized video content for viewers to consume.

Never one to get left behind, the parent company of Facebook and Instagram, Meta, quickly followed suit, rolling out its reels on both Facebook and its photo-focused sister site, Instagram. Meta reported in its Q1 2022 earnings call that Reels account for 20% of the time viewers spend on Instagram, and video accounts for fully half of the time viewers spend on Facebook. These formats are also optimal for Facebook and Instagram stories, which are powerful tools for extending reach and impressions.

Video creation is one of the best and most effective ways to create engaging and exciting content. Lest you balk at the task of video creation, let us assure you that your posts needn't be complex to convert. For example, one of our most viral videos was a "jump race" between two employees on the lanes of the main court at Altitude Kissimmee, gaining more than 35k views on TikTok within a few hours. Something simple can easily catch fire, rocketing your reels and TikToks to the top, and capturing a new and highly engaged audience.

But why is this video format so popular? The beauty of this format is in its brevity. Vertical videos are designed for rapid scrolling. You have fractions of a second to catch the viewer's attention, so skip the set-up and jump into the action. A quick stroll through your park will yield ample opportunities for this type of short-form filmmaking. Catch action shots of trampoline tricks, dodgeball games, gladiator beam battles, or wild trapeze swings and consider a storytelling approach. The options are endless.

TIKTOK	INSTAGRAM	FACEBOOK
Users Spend More than 850 Minutes Per Month on the App	2 billion people interact with reels every month	Videos get 59.3% more clicks than images
Highest Social Media Engagement Rates Per Post	Reels and TikTok are perceived as being "essentially the same" by 87 percent of Gen Z	Brand lift is 27% higher with a mobile-optimized video

3. LOCAL BLOGGERS

Local travel and parenting blogs provide the perfect real estate for trampoline park marketing.

These sites need a steady stream of organic content, which is just what you can provide. Within this content, you can include all the essential information about your business including your location, hours, and offerings. Consider creating posts for special events, recurring calendar offerings, new deals, and limited-time specials. Any time you have something to promote, you can create a catchy blog to spread the word.

Many of these local websites will even provide space for more detailed information on your business such as a calendar of events and featured specials. You may have to reach out and set up a paid placement, but these investments are well worth the cost on websites that get a lot of local traffic.

Target pages that cater to families and visitors in the area. These websites will capture traffic from people who are actively looking for entertaining ways to fill their time in your location. Some examples include Macaroni Kid and KidsOutAndAbout, both of which have a localized footprint in many markets nationwide.

Consider delivering posts with insider information that goes above and beyond what visitors may find on your own website. You might clue visitors into the slowest days and times at your trampoline park, thereby helping to boost business when you need it most while simultaneously assisting families that prefer to visit during the less chaotic moments. Highlight features that customers may be more unfamiliar with and suggest games or challenges to take their trampoline experiences to the next level. Sponsored blog posts provide the perfect place to engage potential visitors and convey key information.

77%
OF WEB USERS
REGULARLY READ
BLOG POSTS



4. INFLUENCERS

Social influence is a powerful force. Whether you realize it or not, you've undoubtedly been influenced by the opinions and suggestions of others in your life.

This may be a celebrity touting the benefits of their face cream or your sister enthusing over the new park she found. Today's online influencers come in many shapes and forms, but they all serve the same purpose: to deliver their particular brand of expertise to a trusting audience actively looking for recommendations.

In 2022, the influencer marketing industry is expected to grow to \$16.4 billion. If you target the right influencer for your market, this can be money very well spent. For your trampoline or adventure park, the best influencers are active and engaged with your target audience. College athletes are an outstanding option. With recent changes in the regulatory landscape, NIL (name, images, likenesses) sponsorships are becoming increasingly popular both for athletes and marketers. The athletes can enjoy gift cards, free products, or cash payments, while your business gets access to the athlete's engaged local fan base.

The opportunities for influencer marketing expand beyond athletes as well. Popular parenting, travel, or teen influencers on YouTube, TikTok or Instagram may help you reach your desired audience as well. Setting up a partnership with influencers can take a lot of time and effort, but you'll find a growing number of companies positioning themselves to streamline this task for you. Marketplace platforms like Upfluence, Opendorse, and IZEA help connect brands with influencers and content creators, facilitating powerful partnerships that benefit everyone involved.

70%
OF TEENS TRUST
INFLUENCERS
MORE THAN
TRADITIONAL
CELEBRITIES



5. YELP? YEP!

9%

Increase in revenue for every star gained

45%

of customers are likely to check Yelp reviews before visiting a business

35%

of consumers searching on Yelp plan to visit the business they're searching for within 24 hours

As we mentioned previously, Yelp is one of the top three sites worth targeting for online outreach.

Every one-star increase in your Yelp rating translates to a 5- to 9% increase in revenue. You can increase the impact of your Yelp listing even more by upgrading to an Enhanced Profile. On average, businesses with an Enhanced Profile see a 38% increase in leads, according to Yelp.

With an Enhanced Profile, you'll enjoy:

- **A customizable slideshow of photos.** You can control the order of these images so your own photos appear before user generated content (i.e. reviewers' pics), which may be less professional-looking.
- **The removal of competitor ads.** If you have a standard Yelp profile, your top competitors' ads will often show up on your own listing, offering visitors a range of local options for trampoline parks and other entertainment. On an Enhanced Profile, it's all about you.
- **A call-to-action button.** This allows your customers to complete the desired CTA quickly and effectively. So whether you're asking them to sign up for a membership, schedule their visit, or clip a coupon, you can give your visitors a streamlined path to the desired destination.

With Yelp's Enhanced Profile, you can essentially create a secondary webpage within this wildly popular site that highlights your trampoline or adventure park in all its glory with minimal distractions and outstanding imagery.



BEYOND THE 5

These five strategies will help you get your marketing rolling so you can build and maintain an active online presence that effectively connects you with your desired audience.

Looking for more help with your park's marketing efforts? The Mediagistic team can help streamline your marketing activities, build a high-performing membership program for your park, and grow your recurring monthly revenue. Just click [this link](#) or scan the QR code below to schedule your ParkScore evaluation and get started.

Get Your Free ParkScore Evaluation Here:

