YOUR ONE-STOP MARKETING SHOP







Brand Identity

A good logo is the cornerstone of your brand. It helps customers understand what you do, who you are and what you value.

Vector Formats AI, EPS

Other essential formats PNG, PDF, JPG





eats @ crafts











Style Guide

Also known as an identity manual or brand guide

This guide establishes:

- Fonts
- Colors (Pantones, CMYK, RGB, Hex)
- **Primary and secondary styles**
- Acceptable use
- Specific placement rules
- Black and white/monotone versions
- Header, subheader, body copy styles
- Accompanying textures or backgrounds

Promotion Champs LOGO STYLE GUIDE PRIMARY GRADIENT LOGO SECONDARY GRADIENTY LOGO (VERTICAL FORMAT) (HORIZONTAL FORMAT) **GRADIENTS** PROMOTION FULL COLOR PRIMARY LOGO SINGLE COLOR PRIMARY LOG (VERTICALL FORMAT) VERTICALL FORMAT PROMOTION PROMOTION ULL COLOR SECONDARY LOGO COLOR SECONDARY LOGO (HORIZONTAL FORMAT (HORIZONTAL FORMAT) PROMOTION FONTS PROMOTION: Montserrat Bold CHAMPS: Montserrat Black WEBSITE: Montserrat Extra Bold **COLORS** PANTONE Medium Blue C PANTONE Yellow C PANTONE 427 C PANTONE Black C **PROMOTION CHAMPS** HEADINGS AND BODY COPY YOUR PROMOTION AND BRANDING CHAMPIONS At Promotion Champs, we take the hassle out of developing, organizing, creating, and producing Heading Font: Montserrat Black your companies brand and promotions. Everything from the design of a promotion in all the formats you require to the website you have always dreamed of having for your business. We Subhead Font: Montserrat Bold offer multiple individual and monthly packages that can be customized to your needs. As experts in the entertainment industry, not only do we know how to take an idea of yours and Body Copy Font: Open Sans Regular enhance it to its highest potential but we can give you the ideas that you need.

WWW.PROMOTIONCHAMPS.COM











ABC - Always Be Consistent

Consistency gives a professional look across your marketing board

- Sticking to your style guide is key
- Avoid stretching logo to fit a composition
- Avoid changing logo colors for holidays or other themes



COVID-19 Response Materials

Make sure your safety measures are visible

- Use happy images
- Utilize color
- Easy to read •





STRIKE DOW

MASKS

PE

TV FORMAT

MUST BE WORN

THANK YOU!

IN THIS BUILDING UNLESS YOU

ARE SEATED AT YOUR TABLE



8X10 FLYERS









Digital Marketing

Top 3 No-Cost Online Communication Tactics

- Google My Business
- Facebook
- Instagram







Digita Marketing

#1 Google My Business Listing Updated

 First thing people see when doing a Google search of a business First area for reviews to • show up online





Maxbowl - Humble

Website	Directions	Save	Call
4.2 ****	t 1,524 Goo	gle reviews	
\$ · Bowling	alley in Humbl	le, Texas	

Family-friendly, smoke-free alley featuring 32 lanes, arcade games & full service bar & grill.

Address: 2390 Wilson Rd, Humble, TX 77396

Hours: Open · Closes 9PM -

Phone: (281) 540-2800

Appointments: maxbowl.com

A Hours or services may differ

Suggest an edit · Own this business?

Know this place? Share the latest info

Questions & answers See all questions (13)

Ask a question

Reviews from the web

4.2/5 Facebook 154 votes



Digita Marketing

Gain & respond to all testimonials on Google & Facebook

- Let your customers • promote your business
- **Respond to your customers** •



Chantel McGriff P recommends Max Bowl - Baytown. June 6 · 🚱

Awesome fun place for an outing, clean, awesome service, kind, friendly staff we had an awesome time!!!





Dynamic Design

Poor design reflects on your professionalism

- Low quality photos or images
- Numerous fonts
- Difficult to read messages
- No order of priority
- Too much copy
- **Overly complicated layout** •
- No brand consistency





Dynamic Design

"Good design is good business" - T.J. Watson, Jr. - 1966 IBM Exec.

- High quality photos or images •
- High contrast
- High color saturation
- Restricted font use
- Easy-to-read messages •
- Limited copy
- Order of priority •
- **Productive layout** •
- **Brand consistency** •





Fonts

Know the difference between Serif and Sans Serif

- Limit your use of fonts •
- Follow your style guide for title • head, sub-head, and body copy
- Do not use decorative fonts • unless it is an artistic title

Serif = elegant, old style Sans Serif = professional, modern



Proper Photography

Invest in a quality camera to capture moments in your center that are a great reflection of your business

- Add to your business photo gallery for marketing purposes
- New phones have acceptable cameras for digital photos yet not for print
- Capture video and stills
- **Capture emotions**
- New content with new images to post
- Hire a photographer























Print Is Not Dead

Rack cards and brochures

- Quick to deliver information
- A great general overview
- Easy to put in holders
- Easy to mail
- Inexpensive to mass print
- Tourism/hotels



Menu Design

Well designed & easy to edit

Tired of waiting for simple edits to your menus? Not happy with the easily editable designs that you put together?

Have a designer create files in either:

- Adobe Illustrator
- Adobe Indesign
- Purchase the chosen software for around \$10.00 per month at adobe.com.
- 2. Have your designer schedule a short training session to show you how to make quick edits to your menus.





The "Multi-purpose" design format

- Great to call out promotions
- Can be taken home
- Johnny Advertising
- Format can be used for digital marketing as well (Social/email/website, etc...)
- Inexpensive (easy to print in-house)



Posters

Appropriate for long term promotions

- **Birthday Programs** •
- **Group Events** •
- Team Building
- Fundraisers
- Holidays •
- **General Attractions** •
- Weekly Specials (Seldom Changing) •



SPRING BREAM

ENJOY SPRING BREAK AT BAM!

Open at 10 AM | GoBamGo.com



Dive nuzzles





The Information Station

Great spot to put all information whether it be rack cards, brochures, flyers, menu, etc...

- Brand the display and have it located near your main counter
- Have staff be your sales people
- Staff can give customers who inquire about services an informational pamphlet to go over when they leave your center



Recommended Formats

- Poster
- Flyer (8.5"x11", also works as digital format) •
- TV (horizontal and vertical 1080p)
- Scoring TV
- Revolution Slider Website
- Social Platforms (Facebook, Instagram)
- Email











Promotion Planning

Yearly promotion calendar

- Includes:
 - Holidays
 - School schedules
 - Days closed
 - Sports events
 - Special events
- 30/60/90 day plan
- Email blast scheduling



Let's Get Digital

Update your marketing strategies by utilizing digital media

- Easy to update promotions
- Avoid having to get items printed
- Colorful and eye-catching
- Slideshows and Video





WATCH SELECTION SUNDAY AT eats % crafts DRINK SPECIALS SUNDAY, MARCH 11 FROM 6 PM - 8 PM





•••





FROM 5:00PM TO CLOSE

\$40/COUPLE PLUS TAX & GRATUITY FOR 2 PEOPLE ONLY

INCLUDES BOWLING FOR 2 HOURS WITH SHOES AND A \$25 FOOD CREDIT. MUST BE USED DAY OF PURCHASE.

MAKE IT A DOUBLE DATE

DOUBLE DATE INCLUDES AN ADDITIONAL \$25.00 IN FOOD CREDIT AND SHOES FOR 2 MORE PEOPLE.





AFTER HOURS DRINK & FOOD SPECIALS

EVERYNIGHT 9PM-CLOSE





UNLIMITED BOWLING, LASER TAG, AND \$5 GAME CARD FOR ONLY \$15.99





L V I

H 9:30 PM - 1 AM BAR NIGHT



ALL-STAR STAND UP SATURDAY, OCT 28th DOORS 8:30pm SHOW 9:30pm (845) 343 8121 TORESERVEYOURTABLE

Food and Drinks are available for sale all night long. Comedian lineup subject to change without notice. 13-19 Railroad Ave. in Middletown, NY

QUINNZ PINZ,







Coleman Green

LIMITED SEATING. SHOW WILL SELLOUT.







COSMIC BOWLING | 10 PM - 1 AM \$15 PER PERSON FOR 3 HOURS OF **BOWLING/INCLUDES SHOES**



DRESS UP IN ANY STAR WARS GEAR AND GET A \$10 GAME CARD











CALL (248) 879-8700 **OR SEE THE FRONT DESK**



Let's Get Ree

The single most important strategy in content marketing today is video

Transform your specials and events into video promotions

- Show and Tell Overall Experience
- Video on your food and drink
- Birthday Party Experience
- Attractions, VIP Suite
- Small Groups
- Real life testimonials





Websites

Stay current and optimize for mobile

- Important to be mobile optimized •
- Search engine optimization •
- Wordpress, user-friendly in back end for • quick content changes, menu, hours etc...
- Website submitted to Google •
- Essential marketing tool to have •





emailsenie

Utilize Email Marketing

Automated Drip Campaigns

- **Deliver time-appropriate** • message driven incentives
- 3-tier repeat marketing over longer periods of time are proven to increase sales
- Setup hands-off campaigns that will increase your revenue without investing a ton of your time and energy











Your ENAL wish is



BOOK NOW



NO NEED FOR ZOOM. COME PARTY FOR REAL!

Time to get your kids out of the house and celebrate birthday parties the right way. Have your party at Max Bowl. You have fun while we take care of the mess.

Our new guidelines are here to keep you and your family safe while still having a blast. Make sure to check out our new safety and cleanliness quidelines.

New Guidelines

MaxBowl Locations



Take your Family Fun to the MAX!!

Visit our website



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New Guidelines

quidelines.





Take your Family Fun to the MAX!!









Let's Get Social

Have your customers market for you

Give them an incentive share/post online

- 1/2 off appetizers
- Free \$5 game card
- One free attraction

eats % crafts HALF OFF APPETIZER

when you show your server or bartender you've shared us on social media

(Limit to one per person/group)



Work S Fun

Humanize your center!

- Post job descriptions with pictures
- Create a video for seeking employees
- Make your place relatable and a family



Bam Entertainment Center shared a post. August 9 · 🕄

Come work in one of the most comfortable kitchens in the greater Holland area. Recently enlarged, remodeled and upgraded. Air conditioned. Listen to music while you work.



Bam Entertainment Center posted a job. August 9 · 🚱



Cooks & Dishwashers

Why Do People Like Working At BAM ?? "I'm treated like family here. People really care about me." "There are opportunities to train in different areas,...

HOLLAND, MICHIGAN · PART-TIME

Apply Now



It's All About Giving Thanks Employee recognition is not just a nice thing

Give recognition as close to the performance of the actions as possible, so the recognition reinforces the behavior the employer wants to encourage.





Reward With Family Fun

Reward yourself, go ahead you deserve it

- Everyone loves the feeling of accomplishment •
- **Reward calendars endless possibilities** •
- Reward success with an incentive from you center
- Gain data email, name, birthday •
- Reason to return to your center, require a • purchase to redeem

	10	R	Check off each	day that your	kid is good. G
Child Name: SUNDAY	MONDAY	TUESDAY	of good behavio		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			S41 44		
\frown	GO	TWO	WEEKS	AND	GET A





Thank you!

For more info or just a good marketing conversation Contact Dane Deroshia 231-313-2179 | Dane@PromotionChamps.com