



Stellar Marketing Executive Drives Profitable Results

Center Testimonial & Results

STRIKES AND SPARES

Working with Dottie for the past few months has been such an honor and an extraordinary experience. Dottie helped me with marketing strategies (with mini-bowling) and she also helped me look at the center as a whole. Dottie's passion for the bowling industry is amazing and she passes that on to people. You can tell she has extremely good knowledge about what she does and is super passionate about it.

At this point I can say, we have a long road to go, but now at least I have a great foundation that I can work with and I have gotten my staff to be more confident."

CRIS CRAMER, ASSISTANT OPERATIONS MANAGER, STRIKES AND SPARES ENTERTAINMENT CENTER

The Virtual Marketing Manager dedicated time to working with our staff reviewing and evaluating our sales efforts and developing new marketing tools, videos, ideas, flyers, packages, specials, and more to increase our sales. A special thanks to Dottie, our VMM, for being such a very efficient and passionate professional and developing marketing designed specifically for our application.

While we are not at the point I expected, due to the exceptional, highly qualified marketing professionals that you luckily have on your team, I am pleased to inform you that we have grown sales in a 6 month period by 264%.

PAULO TEIXEIRA, OWNER, STRIKES AND SPARES ENTERTAINMENT CENTER

RANCHO BOWL

While recently spending a lot of money on a major remodel, it became clear that our business would not be successful if we didn't market it correctly. I had no background in marketing and our business had never had a marketing strategy. I was introduced to Dottie San Martin at the Bowl Expo and instantly new she was the answer I had been looking for. You could tell right away that she loves what she does and she is great at it. Dottie makes our marketing plan easy with ready to go marketing material and instructions. I finally feel that I can market our business in a fun manageable way.

ASHLEE CARRANZA, OWNER/MANAGER

PLUM HOLLOW

The Virtual Marketing Manager program dramatically improved the quality of my promotional material. You were able to produce materials that as a small center operator I simply don't have the resources to create.

The program helped me look at some "out of the box" leagues and formats. The Monster Match youth league concept has been received very well, drawing in first time youth bowlers into a 13 week summer program.

The regular communication throughout the process forced me to focus on key decisions in a timely fashion, something that frequently gets away from us in a small center environment.

The incorporation of the banners your created for our website both in sliders and league interest options, enabled our site to be reviewed by an independent third party firm and have it rated as highly useable and informative (this was done as part of a BPAA IT department web services test project). The reviewer added that "if she lived in Illinois she would certainly look at visiting our center". We would have never received the high marks without the materials you created.

ALAN NORDMAN, OWNER

BOWLAND PORT CHARLOTTE

Bowland Port Charlotte Summer leagues increased by approximately 30% due to incorporating some new concepts into the lineup. The new concept brought in new faces which are now customer...both fall league and casual bowlers.

I can honestly say that "Virtual Marketing" presented by Dottie San Martin has helped me in so many ways to focus on what WE can do to create excitement in the game of bowling instead of thinking that we are at the end of the road.

There are so many ways and things that we can present to the outside market and build new bowlers that will become life time customers and become league bowlers and enjoy fun and competition, and Dottie is full of information. My whole thought process has been renewed by participation in this program.

MARY MCDONALD, GENERAL MANAGER

LEISURE LANES of PA

I have found that working with a Virtual Marketing Manager has been rewarding and very informative. She has a strong grasp of marketing materials as well as manager expertise. She was very easy to work with and was a huge help in assisting with transition here at our center. I would highly recommend this service to any bowling center.

JEFF LANDIS, GENERAL MANAGER

LASER ALLEYS

Our center has been holding conference calls with Dottie for a few months now in order to learn how to incorporate the BES X system into our marketing and promotions. I truly believe this program has been absolutely invaluable and I look forward to the call each week!

I have to say, it has been an incredible learning experience. On each call she teaches us about so many wonderful programs to implement in our center. My hand can't write fast enough as I try to gather as many details as possible while soaking in all the exciting new ideas and information she gives. I enjoy going into our folder each week to see what's new.

I am thrilled with how much knowledge I've gained along the way with all the creative ideas and programs we never would have thought of. Almost everything we rolled out so far has been a hit with the customers and also the staff. Not only will we currently keep rolling out the new programs we've been given, but there is so much I am able to tuck some away for the future.

I really can't say enough about how excellent this program is. Dottie is an absolute pleasure to work with. Her positive and enthusiastic attitude is contagious, her experience and insight is very helpful, and I leave the call pumped and ready to get things rolling. I highly recommend this program to other centers in order to gain fresh new creative ideas and helpful insight into how to make the center top notch. Now who wouldn't want that!

HOLLY WALTERS, DIRECTOR OF SALES & PROMOTIONS, GROUP & SPECIAL EVENT COORDINATOR

Thank you for the valuable information you have provided to my staff and myself. I know my staff learned a tremendous amount about the new system and ways to use it in marketing. Your experience in working in a center and doing the things you talked about caused them to "buy into" the programs we discussed. The BES-X has so many new features we never dealt with and your experience in using them was invaluable. I look forward to working with you in the future after we have a chance to digest all the new information you provided. Thanks again.

TERRY BRENNEMAN, OWNER

WESTY'S GARDEN LANES

As a client for Virtual Marketing, the ideas and programs that have been developed have been very beneficial. We have seen our league bowlers feel more appreciated and receptive to the promotions/giveaways we are offering them (as well as the casual bowler).

Virtual Marketing is a great investment for any center to get involved with. They are prompt and efficient on providing the materials necessary to be successful. Many thanks to all that are involved in the program.

P.S Thank you so much for everything you have provided. You are a delight to work with!

JAMIE FLYNN, MANAGER WESTY'S GARDEN LANES

PICKWICK BOWL

I wanted to send you an e-mail regarding Dottie San Martin and the wonderful insight and general helpfulness that she has offered to me during a recent VMM program that I was lucky enough to be involved in. As a new manager in the bowling industry, it was beneficial to have someone who has actual experience in the industry with the programs she is trying to help implement. The program itself has helped guide me to develop programs that we currently run become better from open play strategies to expanding short and specialty league sessions. Each facility and entertainment center is unique and this program can help define it, whether it be traditional, upscale or a hybrid and how the business can operate to become successful. I am truly excited to see that the things implemented serve the customer's recreational needs and to have them become repeat customers and reconnect with how fun bowling is. It is very gratifying when groups leave saying that they had a blast and can't wait till the next time they bowl. Again, kudos for asking the right questions and helping me explore resources outside the four wall of the center itself.

JAMES BEIGHTLER, MANAGER

RESULTS FROM OUR NEWEST CUSTOMERS...

SPARETIMES

One of our newest VMM Centers, Sparetimes recently shared while conducting their Comprehensive Assessment that he had already learned more than he had ever hoped for just during the Assessment. At the beginning of the call, I found out he was a bit disgruntled because he didn't feel the system had the things he had hoped for...one of which was a specific way to get numbers he wanted. Within the first couple of minutes after sharing with him that the system could absolutely pull the number he wanted and I would provide him a step by step "cheat sheet" to show him how to set it up, he suddenly became less negative. Needless to say, each weekly call thereafter, he has been 100% totally engaged and is now very happy with his recent BES X purchase. He now sees the true value of his system and how it can enhance his customers experience resulting in a quicker ROI and more money in the register now and in the future and can see the numbers he thought were not possible. Bottom line...a very Happy QubicaAMF customer

STRIKE N SPARE II

This current customer started out as not a super satisfied customer...I try hard to distance myself from the details of ongoing issues but instead try to bring the customer around and show them that we are committed to helping them be successful. It seems there were some issues with BES X that were overshadowing the beauty of the system and his complete satisfaction. The first couple of calls I had my hands full with a customer that wasn't dissatisfied but wasn't extremely pleased with the performance of everything. Starting with week 3, he softened tremendously as he saw that he had a lot more than he knew and wasn't even scratching the surface on marketing what he has or exciting the customers about their new experience. Suddenly the customer that was "just okay" with their purchase was now excited and sees a bright future ahead. A happy customer = a repeat customer