

Important Message - New Birthday Party Leads

BPAA & Strike Ten are launching a Facebook marketing campaign to create awareness of bowling as a great option for kids birthday parties and generate leads for your center. Below is a brief FAQ with an overview of the program and what you can expect.

When will the program run?

Advertising on Facebook will start September 6 and run for 8 weeks ending on November 1.

Why September and October?

September and October are the 2 highest birthrate months in the US. While hosting birthday parties happens all year long, this is when the most children 6 to 12 have birthdays.

Are all centers included and how much does it cost?

All BPAA member centers are included as part of your membership and there is NO cost to your center to participate. Non-member centers are NOT included

How does the program work?

We have identified 6.2 million parents with children 6 to 12 years old on Facebook. We have designed 5 different Facebook Cinemagraph Ads that will appear on their Facebook timeline. The goal is for them to be engaged by the unique Cinemagraph ad and click through to learn more.

What are Cinemagraphs?

Cinemagraphs are a beautiful combination of still photography and video that creates a compelling and mesmerizing living photo image that captures and holds the attention of the targeted consumer. Using Cinemagraphs in Facebook advertising increases click through rates by as high as 5x.

So what happens if they click on the ad?

They will be re-directed to our GoBowling.com Birthday Party Landing Page where they will have the opportunity to submit some basic information including their zip code. A center locator map will appear showing BPAA member centers in their area. Once they select a participating center, that lead is sent to your center for your follow up. **All you have to do is close the sale and book the party.**

How do I know what email address the party lead is going to?

The lead is currently being sent to your primary email address you have in the membership database with BPAA. If you would like to verify or change that email address just contact toby@stemarketing.com

How will we know if the program works?

While ultimately we want to generate leads for parties, keeping bowling and specifically kid's birthday parties top of mind is important. We will be able to measure impressions, ad views and other metrics on Facebook.