KMA CONSULTING GROUP

Online Presence

Below is a non-exhaustive overview of the online presence associated with Peppermint Hippo. At KMA, we place a great deal of emphasis on digital identity, since this is often the first impression a prospective guest receives. We've also noticed a correlation between online and brick-and-mortar excellence! We considered that visitors might be arriving from a Maps listing, Google search or some other way entirely, so we took the following into account:

- ✓ Google and Apple Listings
- ✓ Business Website
- ✓ Social Media Pages
- ✓ Online Reviews

For websites, we looked for the following:

- ✓ An accurate visual and verbal representation of the venue
- ✓ Opportunities to interact, engage and compliantly gather data
- ✓ The ability to sell

We evaluated social media presence as follows:

- ✓ Mix of flyers, photos and videos
- ✓ Posting frequency
- ✓ Total following
- ✓ Imaginative, organic content
- ✓ Engagement (likes, comments, responses, etc.)

We are aware that online presence is a moving target, and some of this may not be relevant by the time you review. Please accept this analysis as our most honest impression at a specific moment!

Maps Listings

As mentioned, we reviewed both Google My Business and Apple Maps. Many clients neglect the latter, because they don't realize this is the default app for everyone who owns an iPhone. Peppermint Hippo clearly knows better, though.

This feedback applies to the following locations:

- **Las Vegas, NV**
- **Reno, NV**
- **Fayetteville, AR**
- **Little Rock, AR**
- **Pineville, MO**
- **Neenah, WI**
- **Toledo, OH**

➢ **Google.** These listings are the best we've seen. Options, including **descriptions, photos** and **social links**, are thoroughly utilized. We saw that flyers used to be added, but not recently. There's evidence of a strategic initiative to generate great **reviews**, and both positive and negative comments were responded to regularly and professionally—for the most part. Listings were well **optimized**. We had to dig deep for criticism, but here goes ...

Areas of Opportunity

✓ It seems that all reviews were responded to in an identically professional manner, which leads us to believe a single team member is responsible for this. Consider adding muscle on the Vegas account, which has an impossible volume of activity for any one person to keep up with.

✓ We are impressed with the responses. If there's anything that could be better, we suggest providing a link for naysayers to directly contact you—take the conversation offline. From our experience, most won't, but it positions you as an even more conscientious operator to the rest of the viewing public.

✓ Consider a generic or occasionally personalized video link to thank positive reviewers.

✓ We suggest adding optional features like flyers (as you used to do), cocktail menus and Q&As to your listings.

✓ The two Arkansas locations were missing Facebook links.

Summary

	Google Rating	Hours	Review Responses	Info Missing	Extra Info	Social Links
Las Vegas	4.6	M-S 24/7	sporadic but personalized	no	yes	yes
Reno	4.1	S-T 12-3 F-S 12-5	yes	no	yes	yes
Fayetteville	4.1	M-S 12-2	yes	no	yes	only IG
Little Rock	4.3	M-S 12-5	yes	no	yes	only IG
Pineville	4.5	M-S 7-1.30	yes	no	yes	yes
Neenah	4.4	S-W 11-2 T-S 11-5	yes	no	yes	yes
Toledo	4.5	S-W 11-2.30 T 11-4 F-S 11-5	yes	no	yes	yes

> **Apple.** These have gradually become more customizable and business friendly, and they add options all the time. Many clients don't even claim their Apple listings, but that's no issue here. We'd still like to stress the importance of this app, since it's the default (over Google) on every iPhone and Apple device. It's particularly important to maintain accurate hours, since many guests will use it in transit to determine whether a business is open or closed.
>
> Another fun fact is that Apple automatically displays **Yelp! reviews** (as opposed to Google) so whether or not most guests have the Yelp! app, it can't be dismissed. Yelp! reviews tend to skew lower than Google's, and are more difficult to, um, manipulate, so our best advice is to be responsive to feedback. (Remember, you're not speaking to the reviewer, but the at large.)

> **Yelp! listings** are hugely customizable—even at the free level. People who know me are familiar with my love-hate relationship with this platform, but I still recommend building out your listings. We've had success in the past with the free coupon, the parameters of which can be set however you want.
>
> Here are some **areas of opportunity**:
>
> - ✓ Pineville showed a 30-minute **discrepancy** between Google and Apple hours on weekends. We believe this might be a regulatory necessity, so we flagged it. Kudos for overall consistency, however.
> - ✓ **Yelp! reviews** were lower--shocking! We've never found a way to reliably game this platform, so sincere responses are the best solution here. Pro tip: Fayetteville has NO reviews, so one writeup from a loyal regular should result in a 5-star average.
> - ✓ Show **Yelp! listings** some love—Toledo still displays Lust branding.

	Yelp! Rating	Hours	Reviews Responses	Website	Consistency
Las Vegas	4.0	Consistent	no	yes	yes
Reno	3.5	Consistent	no	yes	no
Fayetteville	-	Consistent	-	yes	yes
Little Rock	2.5	Consistent	no	yes	no
Pineville	4.5	Inconsistent	no	yes	yes
Neenah	4.5	Consistent	no	yes	no
Toledo	3.5	Consistent	no	yes	yes

Listings Takeaway: The best we've ever reviewed.

Note: After we completed our review, we stumbled upon some gnarly reviews and listings for Peppermint Hippo Akron. We assume this one is not currently part of the family, so we didn't include it, but we strongly recommend taking whatever measures necessary to have those cleaned up.

A-

Website(s)

It's true that many prospective guests bypass our business sites altogether and gain their information from Google and Apple. So, that means websites don't matter, right?

Wrong. At least that's our belief. In the most basic terms, we think websites are necessary for branding, SEO, an added layer of marketing and—most importantly—creating a sales/recruiting funnel that just can't be replicated elsewhere. A great website works in tandem with other digital efforts to get asses in seats.

Let's begin at the beginning …

The Showcase Site

We like the main site, thePeppermintHippo.com. Overall, the design is on point with respect to brand colors and the breakdown of images, copy and buttons! "The Best Gentlemen's Club"? Sure, no one else had the balls to make that their tag. The scroll and the counts gave us template vibes, but they're utilized creatively. We felt there was a disconnect between desktop, with the absolutely KILLER video header, and the mobile site, which just gives us a background blur.

We normally suggest a broader Showcase Site which unites each individual club site under its umbrella. Yours is a sophisticated build, however, and the locations are essentially treated as mini sites, so from a visitor standpoint, it works. We'd RATHER see individual sites with separate domains pointed at them, however, as well as a bit more individuality amongst the locations (see below). Here's our breakdown:

- ✓ Excellent **branding** and **style**.
- ✓ **Copy** is good but seems Vegas-centric. Do all locations have comedy? (If so, that's super cool. Perhaps the messaging on the home page should highlight the Vegas flagship but advance the idea that guests can experience that level of spectacle and hospitality at any location around the country.
- ✓ **Sales.** Successful showcase sites are usually positioned as a place to make reservations or finds "deals." Consider adding a few feature packages from around the country. We'd also recommend offering a "passport" or multi-tiered membership program.
- ✓ **Language.** We generally advise against use of the word "girls," not only for legal reasons, but because it doesn't really elevate our performers in the way they deserve. We promise it's unnecessary for SEO. We LOVE the Hippo Hotties, however.

Some organizations worry that a showcase site makes them a "target" for opportunistic attorneys with harmful intentions, but we feel the advantages outweigh the drawbacks. Still, consider the following disclaimer:

"All businesses are independently owned and operated; listings are solely for promotional purposes."

We'd also recommend a model disclaimer (even if zero stock is used), ADA statement and social media statement, because we're super paranoid.

Club Sites

Three things we look for in a site:

- o An accurate **visual and verbal representation** of the venue
- o Opportunities to **interact**, **engage** and compliantly **gather data**
- o The ability to **sell**

Here, the main site, thePeppermintHippo.com is expected to do most of the heavy lifting on behalf of the individual locations. We're still somewhat divided on this, especially since we have no idea how well this works internally, but we rolled with it, subject to the suggestions below.

✓ **Identity.** We recommend changing up something on each location page that better communicates the identity of the club. This would still allow you to cross-utilize other pages, like Careers or Contact.

✓ **Header/Above the Fold.** The most beautiful, elaborate sites often forget a key fundamental: include the address/directions and phone number/click to call at the top. (Some visitors are simply looking for a phone number or location, period.) We ALSO recommend placing social links at the top of the page (as well as the bottom, in the Gallery and on the contact page—ask us why!)

✓ **Business information.** We suggest adding the **age requirement**, **liquor format** and **type of entertainment** up front as well; for example, "21+ | Full Bar | All Nude" because it eliminates some unnecessary phone calls and manages expectations.

✓ **Logos.** Consider integrating the location, i.e., Reno, into the Logo.

✓ **Free Pass.** We really like these as a data grab, especially since you can set the rules for whatever days and hours make sense for the business. ALWAYS collect the following in exchange:

- o **Name**
- o **Email**
- o *Cell (optional)*
- o **Zip**
- o **Birthday**

Ask us why! The pass should be programmed so it can only be downloaded once, then scanned and taken out of commission.

✓ **Dress Code.** We are all for publishing a dress code online and onsite, but keep in mind, there's no bonus for the number of times you say the word no. The policy can be clear without being unwelcoming.

✓ **Gallery.** Consider a separate Gallery page that promotes your Instagram.

✓ **Packages.** We love that there are packages available online. We'd like to see these more prominently featured—some visitors might miss them altogether. We like to position our packages to speak to different demographics, such as singles, couples, small groups, large groups, bachelor, bachelorette, high roller, etc.

✓ **Specials and Events.** We'd like to see these for ALL locations. They should be highlighted as well to drive reservations/upsell opportunities, together with generals reservations and packages.

✓ **Careers.** This is good, but we'd sell these opportunities even harder. Create a campaign. Speak to your dream candidate or entertainer!

Individual Notes:

➢ Pineville is missing from the bottom of the home page.
➢ A few pages state 2017 on their footers. This doesn't affect the copyright, it just looks careless.
➢ Change "gratuity" to "service charge" on packages, so this can't be legally interpreted as optional, and to allow the business full discretion as to how the charge is distributed.
➢ The package link for Vegas was broken when we checked.

Takeaway. There's a lot of good stuff to build on here—we'd love the opportunity to help enhance the individual location pages and perfect the sale funnel.

B

Social Media

The content is great overall, and everyone seems to have the right idea. Here are a few detailed notes:

- o **Posting Schedule**. Could be more aggressive. We recommend 1-2 times daily, with at least ONE piece of organic content. This should be largely scheduled out 30 days in advance, with additional content added on the fly. This may be easier to accomplish than it sounds—see below.

- o **Platforms.** FB and IG is fine, although a lot of our clients post on X as well. We think it's perfectly fine to post the same content on each—the idea is to hit different demographics with the same messaging, so why not be everywhere at once? Use Meta or Hootsuite to schedule with ease.

- o **Content.** We strive for a nice mix of **flyers**, organic **photos** and **videos**—with flyers making up the *smallest* part of the mix. This is accomplished here; we just need more, which may require an additional content creation initiative at some or all locations.

- o **Following and Engagement.** These range from okay to quite impressive, especially Las Vegas, but 5K+ followings in markets like Little Rock and Neenah is equally fantastic.

- o **Captions, Copy, Hashtags.** The pages are set up professionally and the posts are competent! We'd like some additional creative use of hashtags.

	Facebook	X	Instagram	Engagement	Note
Las Vegas	2.8K	-	35K	high	
Reno	1K	-	8164	high	Last FB April
Little Rock	-	-	7970	med	No FB
Fayetteville	-	-	2544	med	No FB
Pineville	1K	-	2272	med	
Neenah	4K	-	6K	med	
Toledo	2.5K	-	-	-	FB 2023/IG not found

*We considered posts that routinely have difficultly breaking double digits "low." Posts that reach 50+ reactions, at least sometimes, are considered "medium."

Areas of Opportunity

➢ There are two missing and two abandoned Facebooks. This leads us to believe the organization is more focused on IG, but the links are still up, and we encourage maintaining a presence on **Facebook**.

➢ We had trouble accessing Toledo's **IG** at the time of this review.

➢ We like the fact that each venue has its own **presence**. There's some evidence of a universal social media strategy, which we feel could be further strengthened to avoid posting gaps of days and weeks.

➢ We suggest more **synergy** between websites and social media, especially with respect to using social to drive sales.

Content Creation and Management

We are experienced at coordinating photo/video shoots and hiring market-specific or traveling creators to help organizations achieve their goals. The most effective, and least expensive, solution, however, is to instill a **social media culture**. We do this through education and leadership development, so that anyone and everyone can feel confident in their ability to create awesome content. By weaving social into our everyday activities, it ceases to be a chore or an item on a checklist and evolves into an expression of pride in our operation.

Here are a few highlights:

- A great tool for club leaders is a **Monthly Promo Roadmap**, which plans out
  - ❖ **Date**
  - ❖ **Special or Event in Club**
  - ❖ **Guerrilla Marketing Event Outside of Club**
  - ❖ **Corresponding Social Media Post**

- Too many flyers on social? Use **cast** AS Flyers. All they need are specials and events to promote ...
- There's so much great **content** to make! Operators often assume that posts must be as explicit and revealing as community standards will allow, but MOST businesses use sex to sell. Try a few different approaches:

  - ❖ **Funny posts**
  - ❖ **Informative posts**
  - ❖ **Series**

  As for content management, we always recommend holding each venue responsible for submitting their own content, but to make the actual scheduling and posting the responsibility of one social media manager. If a particular location fails to submit enough content, we generally allow use of images from sister venues—even if it's labeled as such, and content remains exclusive to the club that submitted it for a specified period of time. Finally, we usually maintain a brand page which is comprised of all venue posts and is used to promote packages and events. We'd be cautious about implementing something like that now, though, in case it adversely affects the Vegas IG through the algorithm.

Takeaway:

With a few tweaks, this social presence could be a powerful part of a successful sales funnel.

B

This is a far stronger, more elegant digital footprint than we are accustomed to reviewing, which is why KMA would be super excited to help Peppermint Hippo reach for the stratosphere. We welcome the opportunity to meet and walk the team through this when the time is right!

What do YOU think It stands for?