



## **Five Point Marketing Plan + Five Tips for Implementing It**

The Pointy End of the Stick ...

### **1. Print and Mass Media**

I always start with my least favorite, and this is the one only one you can afford to do without if budget is an issue. This category includes newspapers and billboards, and the reason I don't love them is they're pricey but offer precious few analytics. If your competitors are spending on weekly ads and splashy billboards, you have a choice whether to throw down or go an entirely different route. If you have money to burn do the former; if not, skip it for now, or opt for an influential alternative weekly, should one exist in your market, and/or a mobile billboard. Any attention getting vehicle you have at your disposal can potential be transformed into a mobile billboard.

### **2. Digital and Web Presence**

This is your website, email program and SMS program, all of which you dearly need. Also be mindful of your third-party listings such as maps, Google and Yelp. How easy you are to find and how stellar your online reputation is can make or break you. Before guests meet you physical, they will meet your digital cipher; tend to it as you would your physical premise.

### **3. The Social Network**

Some companies stress Facebook or Instagram over all else, but people gravitate toward different networks, so you need to BE on different networks ...

MINIMALLY FB, Twitter, Insta and Snap. Here are my top 5 tips:

- Use all your social media networks to disseminate your campaigns to the masses, but flyers receive far less engagement than original, organic content. That means staff and entertainers at club level creating videos and selfies every day.
- Designate a "club phone" to be used for Snap and Facebook Live; designate a specific window of time during the day and/or early evening



when you let the staff have at it. If you hand out the club phone, it's your responsibility to get it back

- Twitter is not necessarily useless—just ask our president! If you regularly book porn star to perform, their Twitter followings are often astronomical, and you can leverage that following. There are various way to link FB, Twitter and Insta posts together, with varying degrees of success.
- Use your FB or Insta club page to provide content for your entertainers and staff to share on your work or personal profiles! If your entertainers are independents, you can't require them to do this, but staff can often be hired as model/marketer/promoters in advance.
- The great and terrible thing about social media is it changes from day to day ... pay attention to trends as Stories and Going Live to stay as relevant as possible!
- Create a SM schedule throughout the day, so your presence is adequate across all platforms but not overly “spammy” ... otherwise followers may block you from their feed ...

#### 4. Street Teams, Guerrilla Marketing and Ambassadors

So, you've printed a shit-ton of passes ... great. But what do they say and how do you get them out?

- There are certain local events like tailgating, race week, rodeo or seasonal opportunities such as boardwalk, mall or Time Square, that allows for a branded presence. Schedule (and pay) your frontline staff and bribe your best contractor to participate as well! Be sure to have matching, attention-grabbing attire and if the climate is cold—branded outerware!
- There are certain venues which require discretion—if they know why you're there, they will throw you out! Hire or groom a guerrilla marketing team to get passes into the hands of your desired clientele or ambassadors.
- In most economies, everyone is looking for extra cash! Recruit bell men, concierges, bartenders and hosts at friendly establishment catering to like clientele and offer them a kick per head. Consistency is the key to this program! If you need a detailed plan to implement a local ambassador program, give me a shout!
- Your staff can be your best ambassadors, if you give them the tools. For employees and contractors who express interest in promoting arm them with “business cards” and a “guest list” and manage appropriately!



## 5. Parties & Events

“Eventing” is like adulting; it’s something you must eventually do. Create an excuse to throw a party daily, weekly, monthly and annually. An event, for the most part, equals the following:

- Catchy, creative **theme**
- Call to Action (**CTA**)
- Drink and food **specials** if applicable
- **Costumes**, accessories and decorations (**balloons**)
- **Giveaways**, small and large

Parties fall into this category as well—bachelor parties, bachelorette parties, corporate and birthday parties for both genders! Come up with pre-packaged party options but don’t be afraid to customize; and establish continuous, real time inquiry funnels. For how to do this, hit me up! Also, there are way too many GOLD, SILVER and BRONZE package out there—be creative. Here’s an example of the Gentlemen’s Club’s adorable party packages and copy:

Remember, there is a diff between a blockbuster event, like Bonnie Rotten or a Mayweather-Pacquiao fight ... and a Naked Independence party you’re throwing on 4<sup>th</sup> of July to remind people you’re open! Both are important. But your strategy has to be different.



## Just the Tips ...

### 1. Yes, you need marketing!

I'm assuming if you're watching, or reading, you're among the converted ... but just in case ... gone are the days when adult businesses must stay under the radar or risk bringing undo attention to themselves. Yes, you must keep your messaging tasteful, but operating off the grid will only result in lack of awareness from the people you most need ... guests!

### 2. The Campaign is the thing

Don't skip this step! Campaign is just fancy talk for your message, and all the points of your marketing plan flow from it. Know who you are, what you want to say and who you want to say it to! (At the most basic level, this is known as branding; for more branding advice ... hit me up.)

### 3. Yes, you can and MUST collect data

Almost without fail, every new adult entertainment client tells me they can't possibly ask for numbers or emails; no one will ever come back! I prove them every time, and I can build an organic, relevant database for you in 6 months. We're talking 5-10 thousand names, and we're not buying some outdated list for some crazy price. Here are a few ways:

- One-time downloadable pass on website in exchange for info. For an added boost, link it to 3<sup>rd</sup> party sites like Yelp!
- Add a keyword and short code from a reputable program like Club Texting to all digital and print media, as well as your DJ call sheet (which I know you all have, right?). The tagline Text KEY to SHORT for info, offers and cool free stuff has always worked for me.
- There are multiple companies who provide FREE WIFI at your venue in exchange for info, Zenreach being the Cadillac of such platforms.
- Staff contests ... give all your front lines old-fashioned fill out forms and offer \$100 gift cards to whomever gets the most completed. Offer a choice of email or text to your guests; some are more comfortable with one or the other, and pendulum swings back and forth between these two methods, in terms of effectiveness



- Contacting anyone via text or email requires very specific opt ins to be compliant, i.e., legal, so be sure to use a white list service such as Zenreach, ClubTexting or Constant Contact. Don't use regulation as an excuse to throw away this powerful marketing tool! Follow the rules, pay the nominal fee for services who do the heavy lifting for you, and join the rest of the professional business world!

#### 4. Work with your beverage department

Marketing and beverage go together peanut butter and chocolate ... they're good on their own but sooo much better together. Sometimes my events inspire my beverage deals and sometimes my beverage deals drive my marketing. Your market may dictate the level of support you receive from your beer and liquor vendors, but here are three take-aways anyone can use:

- An event should involve a specific beverage tie-in, even if it's a performance by Christie Mack! That doesn't mean you have to discount; but it gives you an opportunity to highlight an awesome brand or portfolio that delivers support in whatever capacity possible. (To discount or NOT to discount—email me!)
- Instead of offering \$2 off all Calls for Happy Hour, consider select brands or a “hosted” bar ... for example \$6 Ketel, Nolet Gin, Captain Morgan, Don Julio, Johnny Walker, Crown & Flavors + Hennessy VS and Moet will cover most guest preferences and earn support from Diageo/MH. Alternate days so you can work with as many distributors/suppliers as possible.
- Plan your marketing three months in advance, along with your beverage, so you can match up areas of opportunity! The liquor companies do their budgets quarterly, so if you want an awesome giveaway for Superbowl or something to auction for charity at holiday time, you need to get in there while the getting's good!

#### 5. Internal marketing is the most overlooked aspect of any marketing plan.

If guests are by god coming into your establishment and not being made aware of upcoming events or cool club features, you are failing at the point of least resistance! Here are your tools:

- The phone operation—whoever answers your phone during hours of operation must be armed with all basic club info, including upcoming



promotions and events. Your off-hours greeting must be updated regularly! If your staff is too busy during the day or at night to answer the phone appropriately, consider a frequently updated menu of recorded message that gets your key info and upcoming events across to guests—because you control it! I know, you think, it's impersonal, but callers still have the opportunity to reach a live person OR have their message immediately transcribed via email to the MOD.

- Front Door Host or Hostess—they see people on the way in AND the way out; the perfect place to educate guests and invite them to the next upcoming.
- DJ—provide your DJ with an updated call sheet outlining all upcoming events and promotions.
- Pre-shift—Those of you who aren't holding pre-shifts, I know, it's because you don't know what to say. A pre-shift is only ...
  - New products
  - 86'd products
  - Service points that were great
  - Service points that need worked on
  - UPCOMING EVENTS ... 'nough said
- Posters in the restrooms, JPEGs on the TVs, table topper on the tables
- Social media content
- Content for your ambassador to hand out or talk about.

Nothing as is simple as it sounds, but if you've gotten this far, you can run with this! Good luck and if you have questions, comments or concerns ... you know what to do!