

Marketing Strategies

Segment	Who they are (behavioral)	Primary Channels	Core message & creative	Key offers/tactics
Social Gamers (friend groups)	Groups of 4-6, repeat locals, mixing games, food, and drinks.	Instagram, TikTok, Google Maps, local influencers, email	“The most fun night out with your crew”-show groups laughing, playing, eating and drinking together.	Weeknight game +shareable bundles, loyalty/points, “bring 4, play for 3” promos, easy online booking
Celebration Group (birthdays, bachelor/ette, milestones)	Larger groups organizing big nights with high spend.	Website, Instagram, paid social, birthday/occasion email flows, partnerships with party planners.	“Zero-stress epic celebrations”-highlight done-for-you packages, decor, and VIP feeling.	Tiered party packages, pre-built menus, free host perks, book-early bonuses, clear per-person pricing.
Date-Night Duos & Small Groups	Couples and 2-3 person groups on a night out.	Instagram Reels, TikTok, local lifestyle media, OpenTable/Resy-style platforms if you list F&B	“Playful, shareable date nights”-cozy lighting, cocktails, food and social games	Date-night bundles (game+drinks+dessert), reservations, photo spots, quieter time slots with good playlists.
Experience Tourists & Out-of Towners	Visitors treating you as a “must-do” stop	Google Maps, TripAdvisor/Yelp, AI planning, hotel concierge, DMO/visitor bureau listings	“Signature local social gaming experience”-position as a top attraction in the city	“City sampler” bundles, hotel partner offers, easy walk-in system, strong review management, multilingual info if relevant.
Family Flex (family-friendly hours only)	Families visiting earlier dayparts/weekend	Facebook, local parenting groups/blogs, schools, community calendars.	“Easy family fun that’s actually relaxing”-focus on safety, clarity, and value	Family lane bundles, kids’ menus, limited-time family days, clear age/time rules, birthday party funnels into family