



VENUESCALE

7 Ways To Massively **Boost Your Revenue**

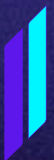
YOUR SUCCESS IS OUR BUSINESS MODEL

www.venuescale.com.au

1

Increase Average Order Value (AOV)

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Increase Average Order Value (AOV)

What is AOV?

AOV means **Average Order Value**.

It's the average amount of money each customer spends when they buy from you.

Why AOV is a Big Deal

Let's say your AOV is \$42.

You get 1500 bookings a month. That's \$63,000 in revenue.

Now imagine you increase your AOV to \$54.

Same amount of bookings... but now you're making \$81,000 per month.

That's \$18,000 more with no extra effort.

That's how powerful this is.

Increase Average Order Value (AOV)

How To Increase Your AOV

Here are 3 simple ways to increase your AOV, starting today.

1

Create Bundles That Feel Like a No-Brainer

THE BIG IDEA:

A bundle is when you take a few things, put them together, and sell them as one package.

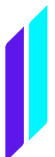
People love bundles.

Why? Because bundles feel like:

- A better deal
- There is less thinking required
- More fun, more value

The human brain doesn't like decisions.

Give them a bundle and the decision becomes *EASY*.



Increase Average Order Value (AOV)

1

Create Bundles That Feel Like a No-Brainer

HERE'S WHAT A BUNDLE LOOKS LIKE:

Instead of just selling: **1 Game = \$49**

You sell this: **Game + Drink + VIP experience + Team Photo = \$59**

It feels like they're getting way more for just a bit more money.

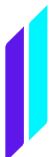
That's the key.

REAL NUMBERS:

Let's say you get 1500 bookings a month.

If 40% of them buy a \$10 bundle upgrade = \$6,000/month added instantly (And it cost you almost nothing extra).

Imagine if 80% of people took the upgrade...



Increase Average Order Value (AOV)

1

Create Bundles That Feel Like a No-Brainer

HOW TO SELL IT:

Here's what not to do:

✗ "Do you want to add anything?"

Here's what does work:

✓ "Most groups go for the Ultimate Bundle. It includes drinks and your team photo. It's just \$9 more. Want me to lock it in?"

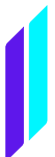
That line has made tens of thousands in extra revenue.

BUNDLE NAMES THAT WORK:

✗ Don't call it "Add-On #3."

✓ Name it like a product:

- The Ultimate Experience
- Squad Pack
- Platinum Bundle
- Birthday Boost
- VIP Upgrade



Increase Average Order Value (AOV)

2

Price Like a Pro: The VIP Effect

Here's How It Works:

People don't just buy what's cheapest, they buy what feels like the best *value*, and you can guide them to your best offer using smart pricing psychology.

If you only offer one option, people ask:

"Do I want this... or not?"

But when you show three options, now they ask:

"Which one do I want?"

That small change makes a **BIG** difference.

Increase Average Order Value (AOV)

2

Price Like a Pro: The VIP Effect

The Strategy:

Offer 3 choices:

- **Basic** – just the essentials
- **Popular** – great value (**this is your money maker**)
- **Premium/VIP** – super deluxe with all the bells and whistles

Label the middle one:

🔥 “Most Popular”

★ “Best Value”

Why? Because people are wired to follow the crowd and avoid regret.

So they'll pick the one that feels safe; which is the one you want them to buy.

Increase Average Order Value (AOV)

2

Price Like a Pro: The VIP Effect

Example:

Package Name	What They Get	Price
Basic Entry	Standard Game	\$45
Gold Group	Game + Drink + Photo	\$55
VIP Package	Game + Drink + Photo + VIP Experience	\$75

Your goal? *Make the \$55 package feel like a steal.*

Why It Works:

Anchoring: Showing a higher price, makes the middle price feel cheap.

Psychology: People don't want the cheapest, they want the *best deal*.

Perceived Value: You control what each price means in their mind.

Increase Average Order Value (AOV)

3

Sell to Groups, Not Just People

THE BIG IDEA

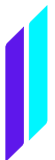
Most venues focus on individual bookings. But groups are where the money *really* is.

If you want bigger profits, you need bigger groups.

Why?

Because when more people come together:

- They spend more in total
- They buy more extras
- They create more referrals
- And they have more fun (which makes them return)



Increase Average Order Value (AOV)

3

Sell to Groups, Not Just People

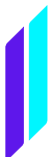
Group Size	Spend Per Person	Total Revenue
2 People	\$55	\$110
6 People	\$55	\$330
6 People + Upgrade	\$65	\$390

Same room. Same time. More than 3x more money.

HOW TO MAKE IT EASY:

People are lazy. If your group offer isn't simple, they won't take it.

- ✓ Bundle the extras in
- ✓ Show the savings clearly
- ✓ Make it look limited-time (even if it's not)
- ✓ Let them book it in 1 click



Increase Average Order Value (AOV)

3

Sell to Groups, Not Just People

Here are proven group offers that work like magic:

Party Packs:

"Book a group of 6+ and get a free photo pack + snack deal!"

Date Night Doubles:

"Buy a double couple pass and save \$10!"

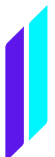
Family Bundles:

"Family of 4? Upgrade to the Family VIP Pass and get free drinks!"

Team Packages:

"Corporate booking of 8+ gets a bonus mystery challenge."

These feel like deals, but they're really smart ways to boost AOV + volume at the same time.



2

Convert More of Your Existing Traffic (CVR)

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Convert More of Your Existing Traffic (CVR)

What is CVR?

The Simple Definition:

Conversion Rate (CVR) = The percentage of people who visit your site... and actually book.

If 100 people land on your site and 3 of them book an experience, your CVR is 3%.

That's it. It's not fancy. But its **POWERFUL**.

Why You're Probably Bleeding Revenue Right Now

Let's say your CVR is 1.8%.

You're getting 2,000 visitors a month. That's 36 bookings.

Now imagine you double your CVR to 3.6% (A good bench mark is 3 - 4%).

Same visitors. Now you're making 72 bookings.

You just doubled your revenue... without spending one extra dollar on ads.

Convert More of Your Existing Traffic (CVR)

You Don't Need More Traffic, You Need to Convert What You Have.

Most venues think: “We need more ads! “We need more clicks!”

✗ But more traffic won't help if your website isn't doing its job.

Here's the truth:

Your website is like your salesperson. If that salesperson doesn't convert people...

You're wasting money every single day.

Real Example: One venue had a 1.2% conversion rate. That means for every 1,000 people who visited, only 12 booked.

We changed the layout and offer wording.

New conversion rate? 3.4%

Same visitors. 2.8 X more revenue per month.

That's what a good funnel does.

Convert More of Your Existing Traffic (CVR)

Fix These 4 Things On Your Site

If your site isn't converting, it's usually because of one (or more) of these:

1. No Clear Offer

People need to know why they should book **NOW**.

✓ **Fix:** Show the value of the experience in seconds. Use photos, bold text, and "Book Now" buttons.

2. No Urgency

If they think they can come back later... they'll forget.

✓ **Fix:** Use lines like: "Weekend sessions fill up fast – book now!"

3. No Trust

If it feels sketchy, they'll bounce.

✓ **Fix:** Show reviews. Use real customer photos. Add trusted logos like "Secure Checkout."

4. Booking is Too Hard

Too many steps? Too slow? They'll leave.

✓ **Fix:** Mobile friendly. One click options. Easy calendar. Fewer decisions.

Convert More of Your Existing Traffic (CVR)

Don't Let Visitors Go to Waste

Even if they don't book right away, you can still bring them back.

Here's how smart venues recover those sales:

1. Retargeting Ads

Show them an ad after they visit your site.

They'll be reminded and come back to book.

"Still thinking about playing with us? Minimal spots left this Friday."

2. Abandoned Booking Emails/SMS

If they started booking but didn't finish...

Send a friendly follow up:

"Hey! Looks like you didn't finish booking. Want to lock it in now?"

3. Time-Limited Offers

Give them a reason to act fast.

Example:

"Book before 10pm tonight and get a free drink for your group!"

Convert More of Your Existing Traffic (CVR)

Optimisation Sequence

Conversion doesn't happen by accident; it's the result of a deliberately optimised user journey.

This sequence outlines the exact order you should be fixing things in, from the moment someone clicks your ad to the moment they're retargeted post visit.

Plug the leaks. Then scale.



Convert More of Your Existing Traffic (CVR)

Here's What Most Venues Miss

They don't **test**.

They don't **track**.

They don't know **where they're losing the sale**.

At VenueScale, we built a system that finds the leaks – fast.

We know:

- What part of your website is scaring people off
- Where people are dropping out of your booking flow
- What to fix first for the biggest gain

Most venues are 2–3 small tweaks away from \$10,000 – \$50,000 + more per month (depending on the venue size and capacity).

You just need someone who knows where to look.

3

Plug Your Pricing Leaks

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Plug Your Pricing Leaks

Most Venues Are Leaking Cash Through Their Prices

Your pricing isn't just a number.

It's a message.

And that message can make or lose you thousands every month.

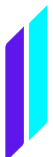
If your price is too low?

- ✓ **You look cheap.**
- ✓ **You kill your margins.**

If it's too high without the right setup?

- ✗ **People bounce.**
- ✗ **You lose volume.**
- ✗ **Your bookings dry up.**

There's a sweet spot – but most venues never find it.
They guess. They copy their competitors.
They “go with what feels fair.”
That's not a pricing strategy.
That's a gamble.



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Plug Your Pricing Leaks

3 Types of Pricing Leaks (And How To Fix Them)

1. Flat Pricing for Everyone

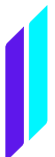
You charge the same price no matter who's booking.

But not all customers are the same. Some are happy to pay more. Others just want a deal.

Fix: Use value based pricing.

Example:

- Teen group on a weekday? Give them a low friction entry price.
- Corporate booking on Friday night? Charge premium with inclusions.
- Birthday party? Build a package and add margin.



Plug Your Pricing Leaks

3 Types of Pricing Leaks (And How To Fix Them)

2. Your Prices Are Invisible Until It's Too Late

Most venues hide their prices or make people hunt for them.

They think this helps avoid shock. But it actually creates *confusion, doubt, and drop-off*.

People don't want to:

- Click 4 times just to find out how much it costs
- Email you to get a quote
- Dig through your site like a detective

When that happens, they do the easiest thing: **They leave.**

The Fix: **Be Clear, Fast, and Bold With Pricing**

Put your pricing front and centre – but do it the smart way.

- ✓ Show your most popular package right away
- ✓ Let them toggle between options (e.g. per person vs group)
- ✓ Add simple pricing visuals like:
 - “From \$49 per person”
 - “\$179 for 4 players: all inclusive”

Make sure this is mobile friendly. Over 70% of bookings come from phones.

Plug Your Pricing Leaks

Bad Booking Experience

The customer clicks “Book Now” with curiosity... but hits a wall of friction. They’re forced to select a game, group size, time slot, and enter half their details before they ever see a price. Confused and unsure, they bounce.

You just lost a sale. Not because they weren’t interested, but because **you made them work too hard to understand the offer.**



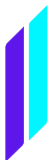
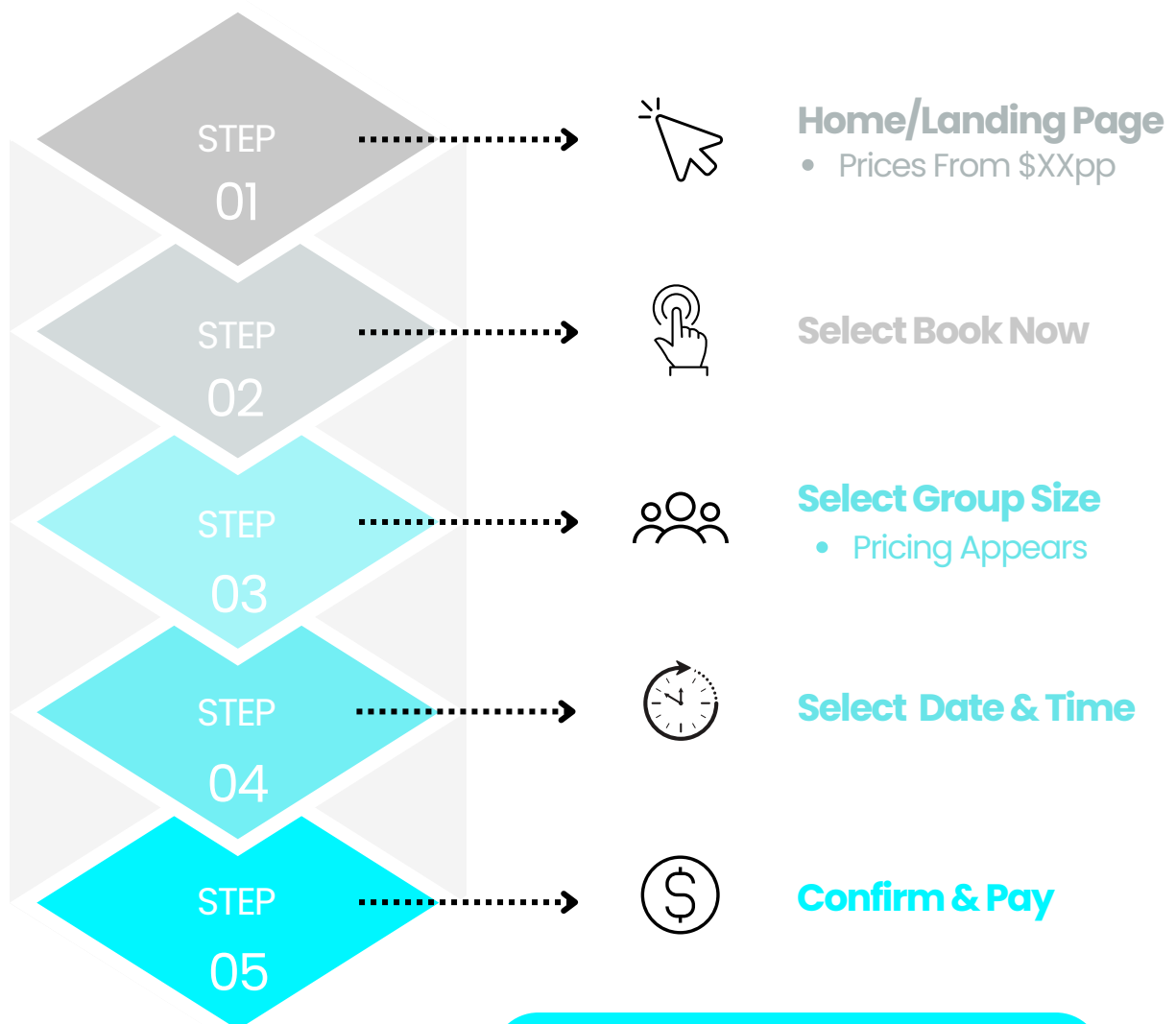
Plug Your Pricing Leaks

Great Booking Experience

The customer lands on your site and immediately sees the value . “From \$49pp, includes game + team photo.” They feel confident, click “Book Now,” and are guided through a smooth, transparent process that confirms pricing at every step.

No surprises. No overwhelm. Just clarity, ease, and momentum.

Get them booking without hesitation.



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CUSTOMER BOOKS

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Plug Your Pricing Leaks

3 Types of Pricing Leaks (And How To Fix Them)

3. You Never Raise Your Prices (Even When You Should)

Here's a pricing leak most venue owners don't want to talk about:

You haven't raised your prices in years. Or you only raise them when you're forced to.

Meanwhile, your:

- Rent has gone up
- Staff costs have gone up
- Marketing spend has gone up

But your prices haven't moved.

That's not smart. That's slowly drowning.

The Fix: **We recommend reviewing and adjusting prices every 6 months.**

Not just raising randomly, but based on:

- Demand surges
- Seasonality
- Days that sell out fast

Example: Fridays and Saturdays selling out? Raise them by \$5 or even \$10. Public holidays book out? Add a 10% surcharge.

Plug Your Pricing Leaks

Final Word On Pricing

Let's be blunt.

If your pricing hasn't been tested, structured, or updated with intent, it's not a strategy, it's a guess.

And guessing is expensive.

Why Pricing Is the Highest Leverage Move in Your Business

You can spend \$5,000/month on ads.

You can double your conversion rate.

You can add bundles, boost your AOV, or improve your staff.

But if your pricing is wrong? All of that gets choked at the final step.

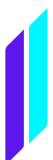
Imagine This:

- You raise your per player price by just \$4
- You get 2,000 players/month
- You make an extra \$8,000/month
- ➔ That's \$96,000/year, from one change

Now imagine:

- You raise it only for Fridays and Saturdays
- You package it inside a VIP bundle
- You anchor it next to a decoy package

➔ That's not a price increase. That's a value shift. And it's almost invisible to the customer.



Plug Your Pricing Leaks

Final Word On Pricing

The Most Common Excuses We Hear

“We don’t want to scare customers off.”

→ Then position the value better. People pay more when they understand what they’re getting.

“Our competitors are cheaper.”

→ Then be better. Differentiate with experience, packaging, and perceived value.

“We’ve always charged this.”

→ That’s not a reason. That’s a habit. And it’s costing you thousands every month.

Before you run more traffic, before you launch another promo, before you hire another staff member...

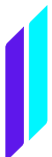
Run a pricing diagnostic.

Use this checklist to review your strategy:

Question

If “No”... You’re Leaking Revenue

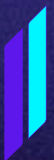
Is your pricing visible on your homepage?	Customers are bouncing before they even click
Do you offer 3 tiered pricing packages?	You’re losing buyers who want “the best”
Have you updated pricing in the last 6 months?	Inflation is stealing your margins
Are your peak times priced higher?	You’re capping your busiest revenue windows
Do you clearly show the value of your packages?	People don’t know why they should pay more



4

Automate & Upskill Your Frontline Staff

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Automate & Upskill Your Frontline Staff

Your Staff Are Either Printing Money or Quietly Killing It

Here's a truth most venue owners don't like to hear:

Your staff are either growing your business... or quietly draining it.

There is no neutral.

Every interaction either adds to the customer's experience or weakens it.

Every shift either generates upsell revenue or leaves thousands on the table.

Most venue teams are trained to run sessions.

But the best teams? They know how to sell, elevate, rebook, and retain.



Automate & Upskill Your Frontline Staff

Why This Section Matters

You can:

- Improve your ads
- Fix your funnel
- Nail your pricing
- Reactivate your database...

But if your staff aren't closing upgrades, creating 5-star moments, and rebooking guests before they leave?

You'll stay stuck.

This section will show you:

- How to train your team like a revenue engine
- What to automate so they focus only on profit driving tasks
- How to incentivise performance without needing micromanagement
- The exact scripts and systems that add thousands per month with zero extra bookings

This isn't about being nice.

It's about building a staff driven growth system that makes you more money every time a customer walks through the door.

Automate & Upskill Your Frontline Staff

Automate the Repetitive

Your Team Needs To Focus on Profit, Not Paperwork

Your frontline staff only have so much time, energy, and attention per shift.

If they're spending that time:

- Explaining parking directions
- Manually checking waivers
- Uploading photos
- Answering the same 12 questions every hour...

Then they're not doing the things that grow your business.

The Golden Rule of Staff Automation:

If it doesn't make you money; automate it.

If it does; train and track it.

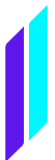
Let your systems handle the admin.

Let your team handle the revenue.

Automate & Upskill Your Frontline Staff

Automate the Repetitive

Task	Problem	Fix
Waiver Check-Ins	Causes delays, crowds, kills vibe	Digital pre arrival waiver via SMS/email
Booking Reminders	Late arrivals ruin schedules	Auto send reminders 24 & 2 hours before
Parking/FAQ Questions	Wastes time, distracts staff	Auto responder with FAQ page + chatbot
Game Photos	Manually uploading = wasted time	Auto send via Zapier or post game link
Review Requests	Staff forget to ask	Automated SMS/email 2-3 hours after session
Birthday Messages	Missed upsell goldmine	Automate 7-day pre birthday trigger flow
Rebooking Offers	Staff don't pitch or forget	Post visit flow that follows up 2-5 days later



Automate & Upskill Your Frontline Staff

Automate the Repetitive

The Impact

Let's say you free up just 3 minutes per customer group by automating the above.

You run 20 groups per day.

That's 60 minutes per staff member, per shift now available to focus on:

- Pitches
- Personalisation
- Rebooking
- Creating 5-star memories

Multiply that across a week, and automation is saving you dozens of hours without firing a single person.

You didn't cut costs.

You cut waste, and turned it into performance.

Automate & Upskill Your Frontline Staff

Train Like a Killer

How to Turn Casual Staff Into Consistent Revenue Generators

You don't need more staff.

You need better staff, and you need the right system to turn average hires into revenue focused performers.

Most venues stop at "induction training."

They show them how to start a session, and that's about it. But if your team isn't trained to sell, influence, and deliver unforgettable moments, then you're running a daycare, not a business.

The Goal of Training Isn't Knowledge. *It's Repetition + Results*

The best venues teach less, more often, and track what matters:

- Are upsells being pitched, or not?
- Are rebooking's happening at the counter?
- Are reviews being asked for and collected?
- Are customers leaving with a reason to return?

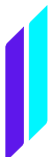
If not, it's the training system that's broken. As the owner, everything falls back on you. You need to take extreme ownership and own full responsibility. Instead of placing blame, ask yourself 'What could I have done better to achieve X outcome?'. This keeps the control with you, and it means you can create the change you want to see.

Automate & Upskill Your Frontline Staff

Build a Micro-Training Machine

Here's what elite training looks like:

Element	Description
10-Second Script Drills	Rehearse upsell pitches until they're second nature. Practice tone, speed, and delivery.
Weekly Roleplays	Each week, staff practice rebooking convos or handling objections (in less than 5 minutes).
"Shadow + Show" Rounds	New hires shadow a top performer. Then perform the same interaction with feedback.
Real-Time Debriefs	After each shift, quick huddle: "What went well? Who rebooked? Any missed opportunities?"
Script Reminders in Key Areas	Print and post scripts or cues near front desk, briefing room, exit path. They WILL be forgotten otherwise.



Automate & Upskill Your Frontline Staff

The 3 Highest-Converting Scripts

The Assumptive Upgrade

"Most teams grab the \$10 VIP pack, it includes drinks, your photo, and a bonus challenge. Want me to lock it in?"

The Rebooking Close

"If you book your next session now, I can give you a 50% discount, want to grab a spot for next week?"

The Review Trigger

"If you had fun, a 5-star Google review means the world to us. It keeps us running!"

Automate & Upskill Your Frontline Staff

The ROI of Staff That Sell

Let's say each staff member:

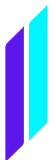
- Converts just 3 extra upsells per shift @ \$10 each = \$30/shift
- Works 20 shifts/month = \$600/month from one casual
- Across 5 casuals = \$3,000/month additional revenue

And that doesn't even include rebookings or referrals.

You need a system that creates consistency.

Don't hire staff and *hope*. **Hire, script, drill, track, and reward.**

That's how you go from babysitting a team... to managing a money printing machine.



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Automate & Upskill Your Frontline Staff

Reward the Right Behaviour

How to Incentivise Performance and Keep A-Players Hungry

You don't get what you *expect*.

You get what you *track, recognise, and reward*.

You MUST show your team what matters, with numbers, feedback, and clear incentives.

Staff don't care about "doing their best."

They care about:

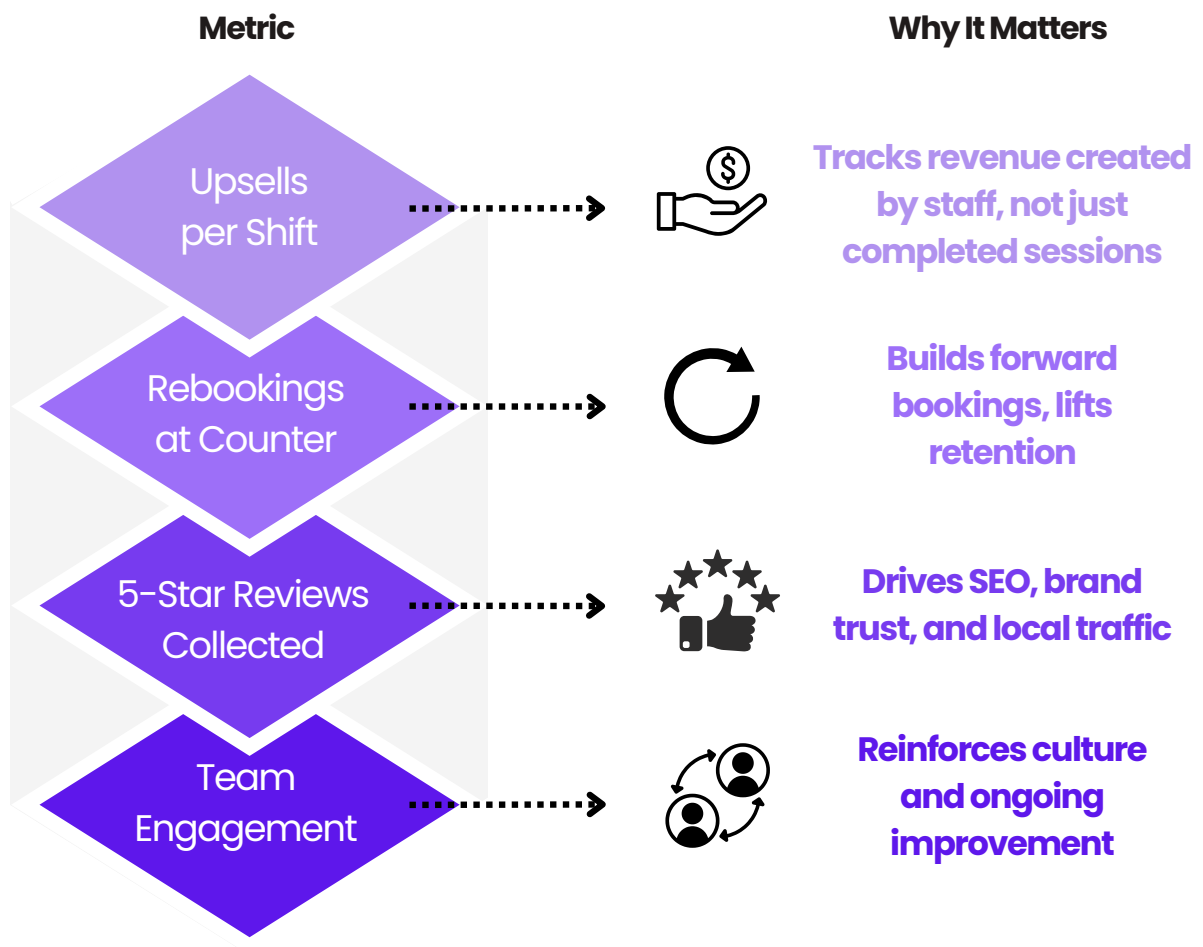
- Being noticed
- Feeling progress
- Earning status or perks
- Having fun and being part of a winning team

The strongest venue teams run on performance culture, not passive payroll.

Automate & Upskill Your Frontline Staff

What You Need to Track

Start simple. Track the actions that drive profit, loyalty, and return business:



Automate & Upskill Your Frontline Staff

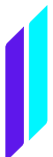
Build an Incentive Loop That Actually Works

Rewards don't need to be expensive. They need to be public, consistent, and status driven.

Reward Type	Examples
Cash Bonuses	Weekly \$50 for top upseller or most reviews
Perks	Free meals, extra break, choose next shift, VIP pack for friends
Recognition	Weekly team shout out, "Player of the Week" board
Progression	Role based titles (e.g. "Senior Host", "Lead Closer") and micro promotions
Gamified Leaderboards	Track points weekly. Make performance visible and fun

What Happens If You Don't Do This

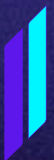
- Your best staff leave for "more exciting jobs"
- Your average staff stop trying
- You keep hiring, training, and repeating the cycle without ever fixing the cause
- The business feels heavier every month, not lighter



5

Drive More Qualified Traffic (Without Wasting Ad Spend)

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Drive More Qualified Traffic (Without Wasting Ad Spend)

The Strategic Reality of Traffic

What Most Venue Owners Get Completely Wrong

If your business isn't growing, traffic is usually the first thing blamed.

"We just need more exposure."

"Let's try some ads."

"Boost a post & see what happens."

This is the thinking that keeps businesses spinning their wheels, burning cash, and blaming algorithms instead of fixing their strategy.

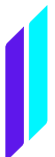
More traffic is not the solution. BETTER traffic is.

Let's define the problem with brutal clarity:

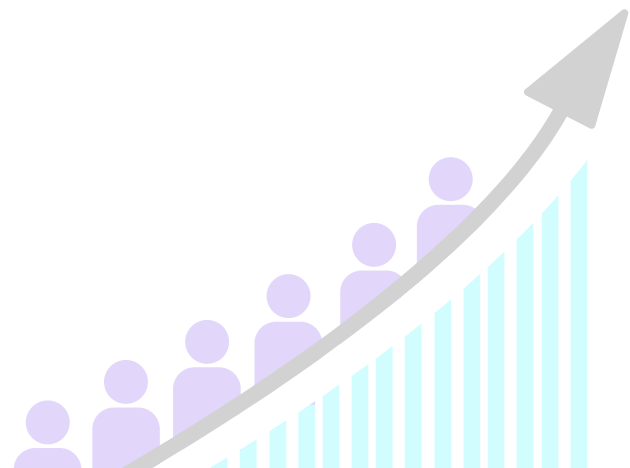
There are two types of traffic:

- **Qualified Traffic:** People who have money, intent, and urgency.
- **Unqualified Traffic:** People who don't buy, don't show up, and cost you money every time they click.

If you are not deliberately engineering your traffic to attract the first group and filter out the second, then your ads, organic reach, SEO, and all your awareness efforts are bleeding efficiency at every turn.



VENUESCALE



Drive More Qualified Traffic (Without Wasting Ad Spend)

The Strategic Reality of Traffic

What This Section Will Teach You:

This isn't about getting more clicks or hoping for virality.

This section is about strategic traffic engineering.

We'll show you:

- How to identify what qualified traffic actually looks like for your venue.
- How to build a front end system that attracts these people consistently.
- How to filter out bad traffic before it hits your site or ad budget.
- How to align your offer, targeting, and platform to bring in only the buyers that matter.

When you understand how to do this properly, your cost per booking drops, your volume increases and your profit margin expands.

And most importantly, every dollar you spend starts working harder than ever before.

Drive More Qualified Traffic (Without Wasting Ad Spend)

What “Qualified Traffic” Actually Means

Before we talk tactics, we need to define the target.

Because if you don't know exactly who your best customers are, your ads, content, SEO, and campaigns will pull in the wrong people and you'll pay for it every single day.

What Is Qualified Traffic?

Qualified traffic is not just anyone who lands on your site.

Qualified traffic is made up of people who meet three criteria:

- **They have the intent to buy**
 - They're not just browsing. They're actively looking for something to do, book, or experience.
- **They have the ability to pay**
 - They aren't 14 year old's clicking ads with zero spending power. They must have a credit card and decision making authority.
- **They are a match for your offer**
 - They're the right type of group, seeking the kind of experience you provide, in your location, at your price point.

If a person doesn't meet all three? *They are not qualified.*

And if you're paying to get them to your site? That's a loss.

Drive More Qualified Traffic (Without Wasting Ad Spend)

What “Qualified Traffic” Actually Means

Why Most Traffic Is Worthless

Here's what unqualified traffic looks like:

- People from the wrong city or state
- Teens killing time on Instagram
- Corporate organisers clicking out of curiosity with no follow through
- Families who can't find your pricing and drop off
- Birthday groups that land on your page but don't get shown a relevant offer

These people don't just fail to book.

They *pollute* your retargeting audiences, lower your CTR, and kill your algorithm signals.

In short: they make every other part of your funnel weaker.



Drive More Qualified Traffic (Without Wasting Ad Spend)

What “Qualified Traffic” Actually Means

How to Identify Your Highest Value Visitors

Every venue has a few key customer profiles that generate the most bookings, the highest average spend, and the greatest long term value.

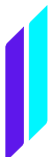
Your job is to:

- Identify them
- Attract more of them
- Engineer your marketing specifically for them

Ask yourself:

- What types of groups spend the most per session?
- Who books during your slowest times?
- What groups are easiest to rebook?
- Which buyers make fast decisions vs. drag their feet?

If you don't know these answers, you're throwing darts in the dark and losing to someone who doesn't.



VENUESCALE



Drive More Qualified Traffic (Without Wasting Ad Spend)

What “Qualified Traffic” Actually Means

Most Venue Owners Are Targeting Too Broad

The biggest mistake we see?

Trying to talk to everyone and converting no one.

Instead of saying “**fun for all ages**” say:

“Melbourne Mums: Here’s the easiest way to plan a birthday your kid won’t shut up about.”

Instead of “**perfect for groups**” say:

“Friday night sorted for your crew! Book now, drinks included.”

Summary

Before you build traffic campaigns, SEO content, lead magnets, or partnerships, you need to know who you’re building them for.

Every tactic we cover next will mean nothing if you don’t get this part right.

The goal is not to get seen by everyone.

The goal is to get booked by the right people.



Drive More Qualified Traffic (Without Wasting Ad Spend)

The Traffic Filtering System

How to Stop Wasting Budget on the Wrong People (Before They Ever Click)

At this point, you know who your best customers are.

Now you need to set up your marketing so those people are the only ones who engage and everyone else gets filtered out.

Because here's the harsh reality:

Every bad click costs you money.

Every uninterested visitor trains the algorithm to bring you more of the same.

🚫 Filtering Starts Before the Click

If someone clicks your ad but isn't a match, you've already lost.

You paid for that mistake.

So we need to front load our messaging, targeting, and creative to actively repel the wrong people while magnetising the right ones.

Here's how...



Drive More Qualified Traffic (Without Wasting Ad Spend)

The Traffic Filtering System

Build Filters Into Your Ads, Creatives, and Headlines

Your ad should act like a bouncer, not a megaphone.

It's not about attracting the most people. It's about attracting the right people and pushing everyone else away.

Element	Bad Example	Smart Filtering Example
Ad Headline	"Fun for Everyone!"	"Melbourne Uni Students: Book Your Friday Night Escape"
Visual	Stock photo of people smiling	Image of a 6 person group playing the exact game, with a callout overlay "Group of 6+? Save \$30"
Geographic Targeting	"Book now!"	"Birthday coming up? Here's a \$10 upgrade: This week only."
Ad Headline	Entire state	40km radius around venue with behavioural filters (eg. parents, event planners, foodies)
Call to Action	"Learn more"	"Lock in your spot now! Friday & Saturday nearly full"

*If someone doesn't identify with the message, you've done your job.
They scroll past, and you don't pay a cent.*

Drive More Qualified Traffic (Without Wasting Ad Spend)

The Traffic Filtering System

Don't Optimise for Clicks. Optimise for Buyers.

The wrong KPI destroys great campaigns.

If you're telling your ads team (or yourself) to "get the cost per click down". You're sending the wrong signal.

Qualified clicks that convert into bookings?

That's the only number that matters.

Set your goal as Cost-Per-Booking or ROAS, not CPC or CTR.

Bonus: Your Website Should Keep Filtering

Even after they click, your site needs to continue acting like a filter.

That means:

- Clear pricing (so tyre-kickers bounce early)
- Limited offers for specific group types (to increase relevance)
- Booking flows that create urgency (to separate buyers from browsers)

Your funnel shouldn't just convert.

It should repel the wrong people on purpose.

Drive More Qualified Traffic (Without Wasting Ad Spend)

Engineering Your Booking Magnet

How to Attract High Intent Buyers on Demand (and Build a Front End Funnel That Doesn't Miss)

You don't just "get" qualified traffic: you build the machine that attracts it.

And once you do?

It runs 24/7, bringing you pre-qualified buyers who:

- Already know what they want
- Already understand the offer
- Already trust the experience
- Are ready to book now

Let's break down how to build that machine, step by step.

The Booking Magnet Formula

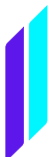
A traffic funnel that works looks like this:

- Hyper-Targeted Traffic Source →
- Irresistible Click Magnet →
- Offer-Led Landing Page →
- Seamless Booking Experience →
- Follow-Up That Closes the Loop →

Each stage has one job:

Pre-frame the value, eliminate doubt, and move the right people forward.

Let's unpack each layer.



VENUESCALE

Drive More Qualified Traffic (Without Wasting Ad Spend)

Engineering Your Booking Magnet

Hyper-Targeted Traffic Source

Not all platforms are created equal. The key here is buyer intent.

Source	Use For	Why It Works
Google Search	High-intent buyers	They're actively searching (e.g. "escape room near me", "things to do Friday night")
Meta Ads (Facebook/Instagram)	Interruption + retargeting	Visual storytelling, urgency offers, family/group targeting
Referral Partnerships	Warm audience, trust transfer	Schools, birthday suppliers, gyms, corporates already trust the source
Direct Email	Database reactivation	Already familiar. High conversion if the offer is right



Drive More Qualified Traffic (Without Wasting Ad Spend)

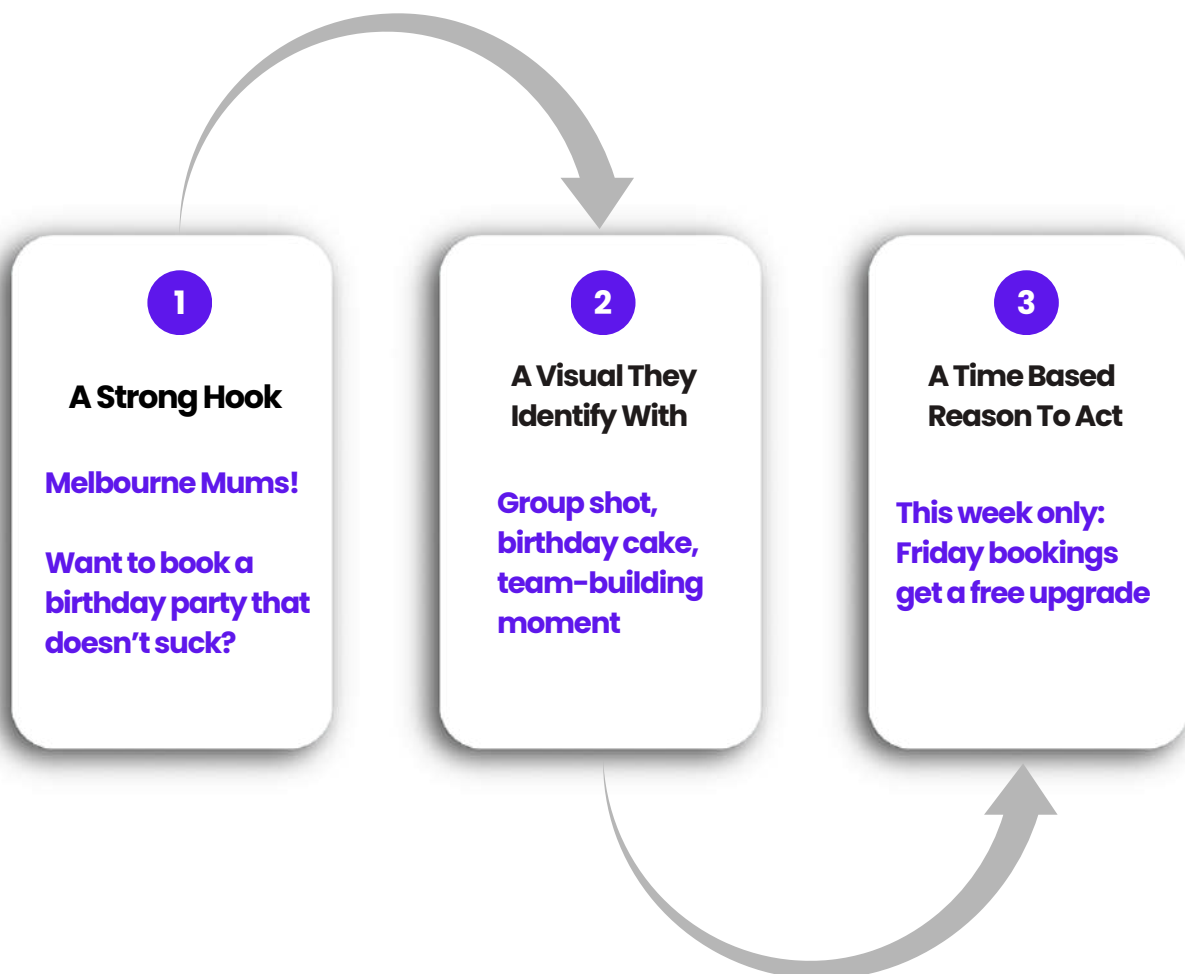
Engineering Your Booking Magnet

Irresistible Click Magnet

This is your ad creative or lead in content.

Its job is not to sell, it's to get the right person to lean in and say, **"This is for me."**

That means:



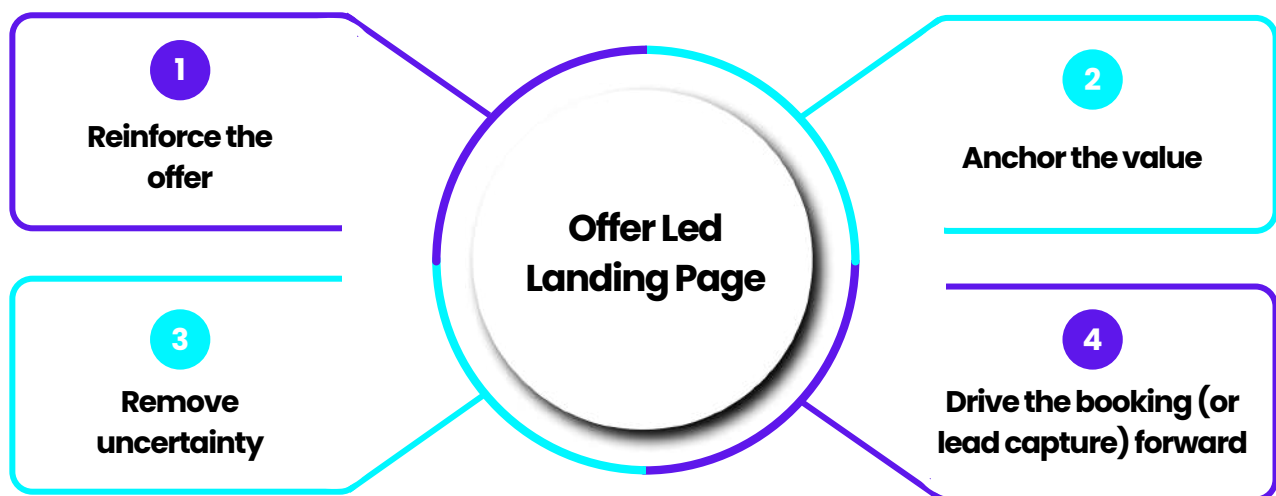
Drive More Qualified Traffic (Without Wasting Ad Spend)

Engineering Your Booking Magnet

Offer Led Landing Page

The goal of this page is not to explain your venue.

It should:



This page should answer:

What exactly am I getting?

What's the deal?

Why should I act now?

How do I book in less than 60 seconds?

Drive More Qualified Traffic (Without Wasting Ad Spend)

Engineering Your Booking Magnet

Seamless Booking Experience

We covered this deeply in the CVR section, but remember:

The smoother the flow, the lower the friction, the higher the conversion.

Make it ***mobile first***.

Make it *fast*.

Make it *obvious* what to do next.

Every second they hesitate is a chance to lose them.

Follow Up That Closes the Loop

Most venues forget this.

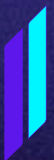
Even if someone doesn't book on the first visit, that doesn't mean they're lost, they're just not ready yet.

- Set up retargeting ads (Meta, Google Display)
- Trigger SMS/email reminders 2–4 hours after their visit
- Use urgency in your follow ups ("Final spots left this weekend – rebook now and get 10% off!")
- Capture leads (emails, birthdays, event types) from abandoned flows so you can close them later

6

Monetise Your Database (Without Being Spammy)

YOUR SUCCESS IS OUR BUSINESS MODEL



VENUESCALE

Monetise Your Database (Without Being Spammy)

You're Sitting On a Goldmine (And You're Ignoring It)

By the time a customer has walked into your venue, played a session, and left, you've already done the hardest part:

You've built trust.

You've delivered value.

You've got their details.

And they probably had a great time.

And yet most venue owners let that person disappear forever without ever speaking to them again.

That is a catastrophic waste of money, opportunity, and momentum.

Let's make this black and white:

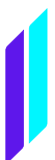
- Getting a new customer is 5–7x more expensive than bringing back a past one
- Your database is filled with people who already trust your brand
- If you don't monetise that list, someone else eventually will

Why This Section Matters So Much

Most venues spend 90% of their energy on getting new bookings, and barely anything on getting existing or past customers to come back, refer others, or spend more.

Reactivation is a fast path to profit.

And it's almost entirely free.



Monetise Your Database (Without Being Spammy)

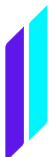
You're Sitting On a Goldmine (And You're Ignoring It)

Here's What You'll Learn In This Section:

- The psychology behind why your database is an underutilised profitable asset
- How to create reactivation offers that drive bookings in 24–72 hours
- The difference between value driven messaging and spam
- How to engineer automated flows that work while you sleep
- A framework to turn your post game database into a repeat booking machine

This isn't about "email marketing."

It's about extracting 5–6 figures in extra revenue from customers you've already paid to acquire.



VENUESCALE

Monetise Your Database (Without Being Spammy)

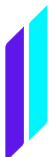
Why Past Customers Are the Easiest Buyers & How to Activate Them Fast

If you're not reactivating your past customers on a weekly or monthly basis, here's what you need to understand:

You already own their attention.
You already earned their trust.
They already know what to expect.

That puts them in the top 1% of your entire audience and makes them infinitely easier to convert than cold traffic.

Let's break it down.



VENUESCALE

Monetise Your Database (Without Being Spammy)

Why Past Customers Are the Easiest Buyers

The Psychology of Past Customers

Why they're more likely to buy again:

Familiarity = Less Friction

They don't need to be convinced you're legit. They've been to your venue. They know the vibe. They trust the process.

Confidence in Value = Less Price Sensitivity

They're less likely to question the cost or overthink the decision.

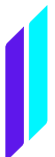
They've already experienced the value.

Emotion + Memory = Built-In Motivation

If their last visit was attached to a celebration, a win, or a fun night out. You can anchor into that and bring them back emotionally.

Social Proof = Referral Potential

They're likely to bring new people with them: friends, family, colleagues. One reactivation often leads to multiple bookings.



Monetise Your Database (Without Being Spammy)

How to Activate Past Customers Immediately

The “We Miss You” Offer

Simple, nostalgic, and low barrier.

“It’s been a while... Ready to escape again? Book this week and your group gets 20% off the experience! Limited to 10 spots.”

- ➡ Works best if last visit was 3–9 months ago
- ➡ Keep it warm, personal, and time sensitive

The Occasion Based Trigger

Link it to real world moments like:

- End of term
- EOFY
- Halloween, Easter, or school holidays
- Staff parties or team building

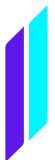
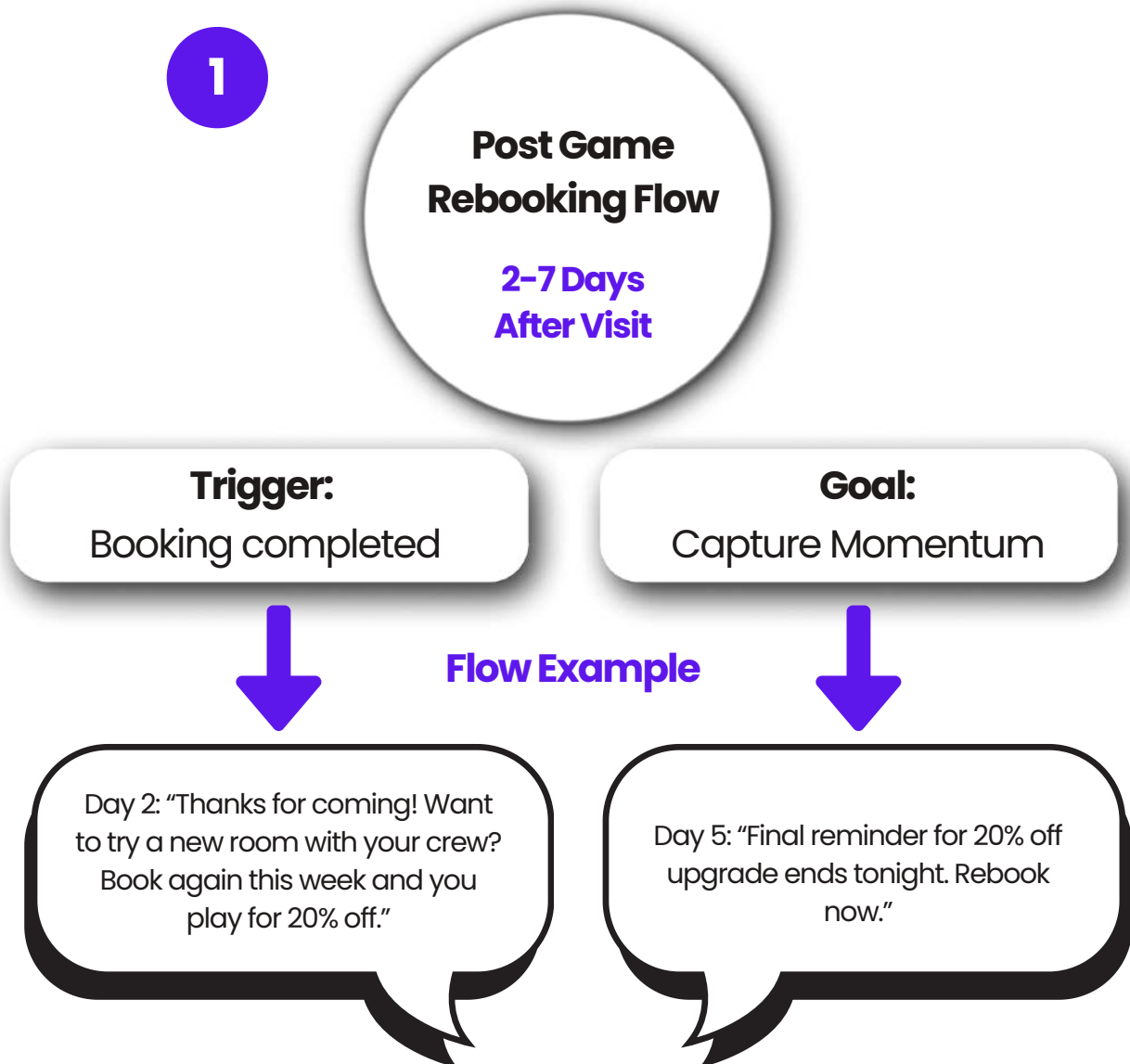
“EOFY coming up? Lock in your team’s breakout session, plus, book this week and get a free drink pack upgrade.”

- ➡ Relevance is a secret sauce

Monetise Your Database (Without Being Spammy)

The 4 Core Database Flows Every Venue Should Build

If you only set up these four, you'd outperform 99% of venues in your category:



VENUESCALE

Monetise Your Database (Without Being Spammy)

The 4 Core Database Flows Every Venue Should Build

2

Birthday Automation Flow 1-2 Weeks Before Birthday

Trigger:

Customer Birthday Stored At Booking

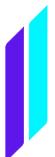
Goal:

Turn birthdays into high spend
group bookings

Flow Example

2 Weeks Prior: "Your birthday's
coming up... want to lock in
something unforgettable?"

1 Week Prior: "We'll upgrade your
birthday booking free! Just reply
BDAY to this text."



VENUESCALE

Monetise Your Database (Without Being Spammy)

The 4 Core Database Flows Every Venue Should Build

3

**Lapsed Customer
Reactivation Flow**

**3+ Months Since
Last Visit**

Trigger:

90–180 days since last booking

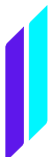
Goal:

Reignite cold leads

Flow Example

Day 90: "You've escaped once...
ready for round 2?"

Day 92: "Come back this week
and your crew gets the VIP
treatment...our shout."



VENUESCALE

Monetise Your Database (Without Being Spammy)

The 4 Core Database Flows Every Venue Should Build

4

Seasonal + Event Triggers

Trigger:

Custom dates or promotions (e.g. EOFY, school holidays)

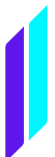
Goal:

Drive urgency around calendar moments

Flow Example

10 days before holidays:
"School's out. Fun's in. Lock in
your holiday adventure. Limited
spots left."



3 days before EOFY: "Team
building before tax time? Book
now, claim it, enjoy it."



VENUESCALE

Monetise Your Database (Without Being Spammy)

Tools We Use / Recommend

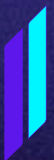
Feature / Functionality	 mailchimp	 klaviyo
Ease of Use	Very beginner friendly	Steeper learning curve, better for advanced users
Email Automation	Basic flows (welcome, post-purchase)	Advanced flows with logic, timing, conditions
SMS Capability	Requires integration with a separate SMS tool	Native SMS + email in one unified system
Segmentation	Lists and tags (limited logic)	Powerful segmentation (e.g. "visited but didn't book")
Booking System Integration	Requires Zapier or manual import for most venues	Direct integrations with most e-comm and booking tools
Templates & Design	Polished, drag-and-drop builder	Good templates, but more focused on performance
Reporting & Insights	Basic reporting, open/click rates	Deep analytics (revenue per flow, customer LTV etc.)
A/B Testing	Basic subject line testing	Multivariate testing for full flows, offers, timings
Scalability	Great for basic use, limited at higher levels	Built for scale, ideal for performance driven venues
Pricing	Lower cost entry level plans	Higher price point, but scales with value delivered



7

Fix the Bottleneck You Don't Know Exists

YOUR SUCCESS IS OUR BUSINESS MODEL



VENUESCALE

Fix the Bottleneck You Don't Know Exists

The Silent Killer of Growth That's Hiding Inside Your Business

When a business stops growing most owners jump to the usual suspects:

"We need more leads."

"It must be the economy."

"Maybe we should lower prices?"

But in most cases, the real reason isn't obvious. It's invisible. It's subtle. And it's been quietly costing you tens of thousands every month.

It's called a growth bottleneck; and nearly every venue has one.

The Nature of Bottlenecks

A bottleneck isn't always dramatic.

It's not always something you'd spot with a quick glance.

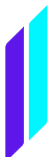
But it creates a disproportionate drag on your revenue, no matter how good the rest of your business is.

A bottleneck could be:

- A broken "Book Now" button on mobile (you'd be shocked how common this is)
- A high performing room with a 2-star description and no decent photos
- A casual staff member who forgets to pitch upgrades every shift
- A pricing structure that makes your best offer look confusing or overpriced
- A CRM full of leads with no reactivation system

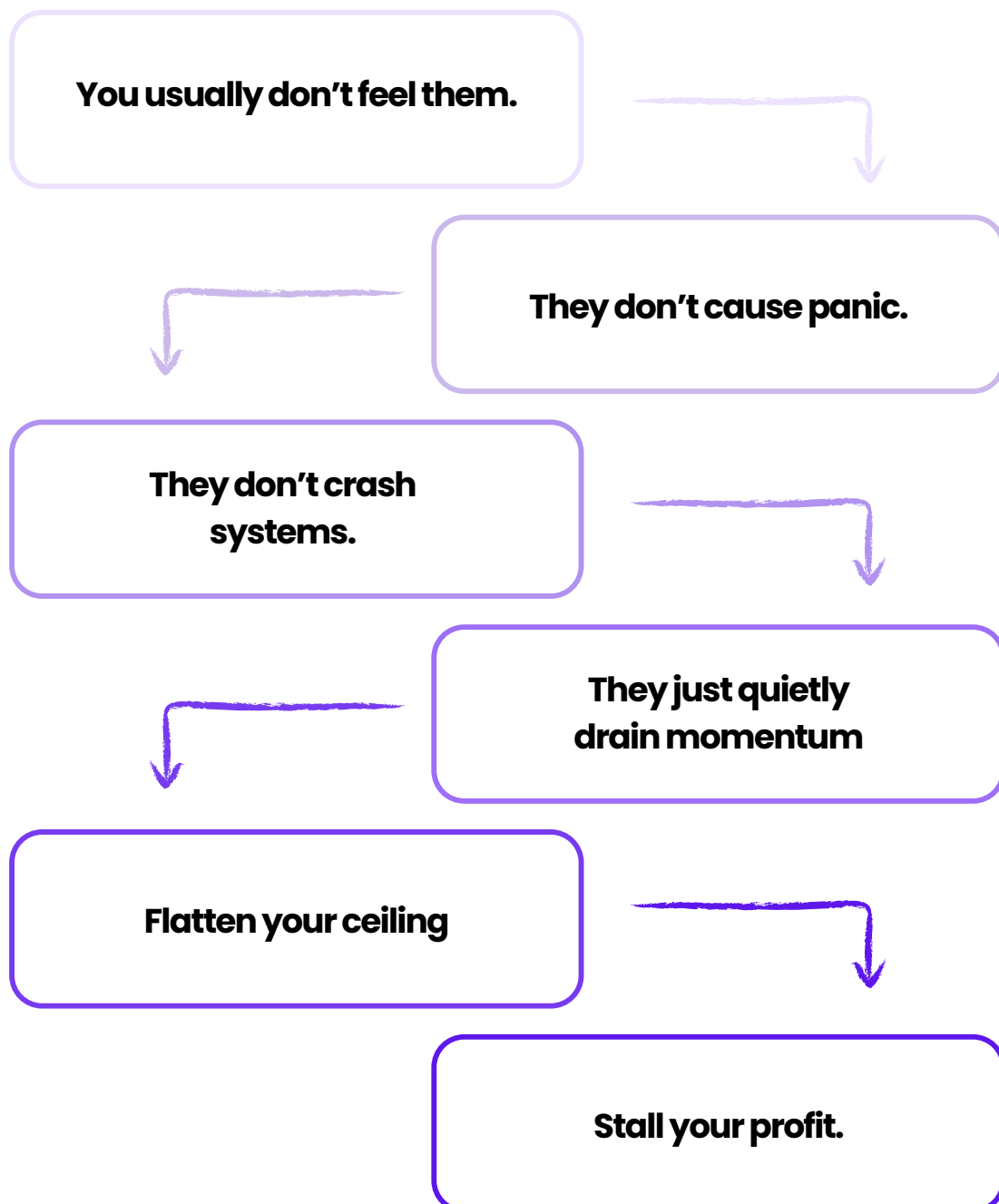
These don't look like emergencies, but they behave like them.

Every day a bottleneck goes unnoticed is a day your business is running at a fraction of its potential.



Fix the Bottleneck You Don't Know Exists

What Makes Bottlenecks So Dangerous?



Fix the Bottleneck You Don't Know Exists

What Makes Bottlenecks So Dangerous?

The Bottleneck Principle

Your business will never grow past its worst constraint.

That's the hard truth.

It doesn't matter how good your traffic is...

If your mobile site is broken, or your offer is unclear, or your upsell process is invisible, you're stuck.

You can't scale around a bottleneck.

You can only scale after you remove it.

What This Section Will Show You

In the next few pages, you'll learn:

- How to diagnose hidden bottlenecks across your funnel, team, pricing, and ops
- How to run a "Growth Kill Switch" audit that reveals what's holding you back
- What to fix first for maximum return

This is where smart operators separate from the pack.

Let's find your real ceiling, and smash through it!

Fix the Bottleneck You Don't Know Exists

How to Identify the Bottlenecks Silently Costing You \$10K+/Month

Step 1: Understand Where Bottlenecks Hide

They rarely shout. They whisper.

They're not always in your ad account. They're not always a staff issue.

Sometimes they live in the small cracks of your operation, costing you thousands without making a sound.

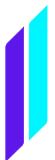
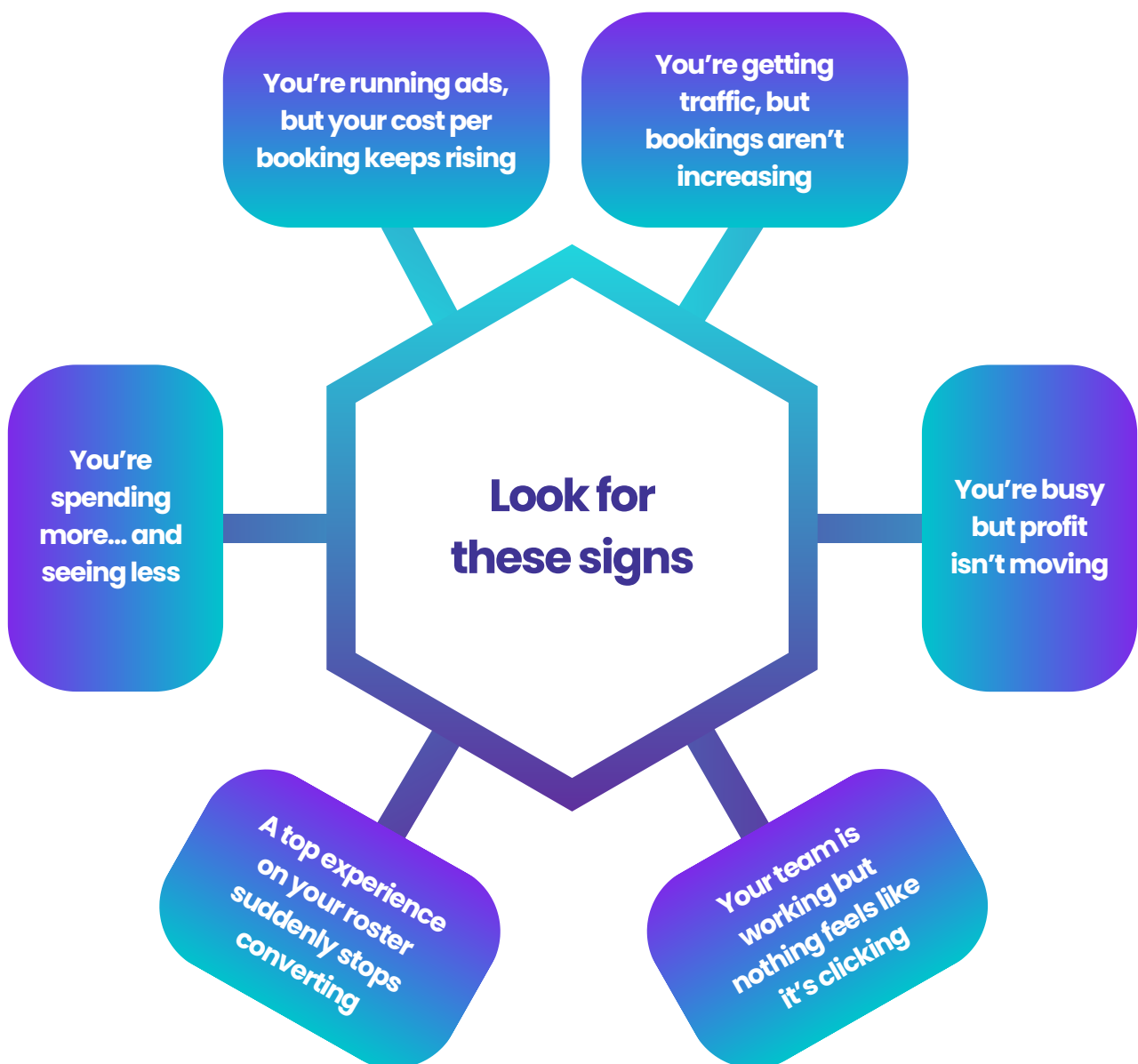
Here are 7 places we regularly find hidden choke points:

Area	Common Bottleneck	What It's Costing You
Mobile Funnel	Broken buttons, poor UX	High bounce, low bookings
Staff Execution	No upsell pitch, low energy, lack of training	Missed revenue every shift
Pricing Layout	Confusing tiers, wrong anchor	Customers default to cheapest or don't book
Experience Pages	Weak descriptions, poor visuals	High potential experiences underperform
Booking Flow	Too many steps, unclear next action	Drop offs before checkout
Follow-Up System	No reactivation or retargeting	Thousands in lost repeat business
Tracking & Data	No visibility into conversion leaks	You're blind to what's working or not



Fix the Bottleneck You Don't Know Exists

Symptoms That Reveal a Bottleneck Is Present

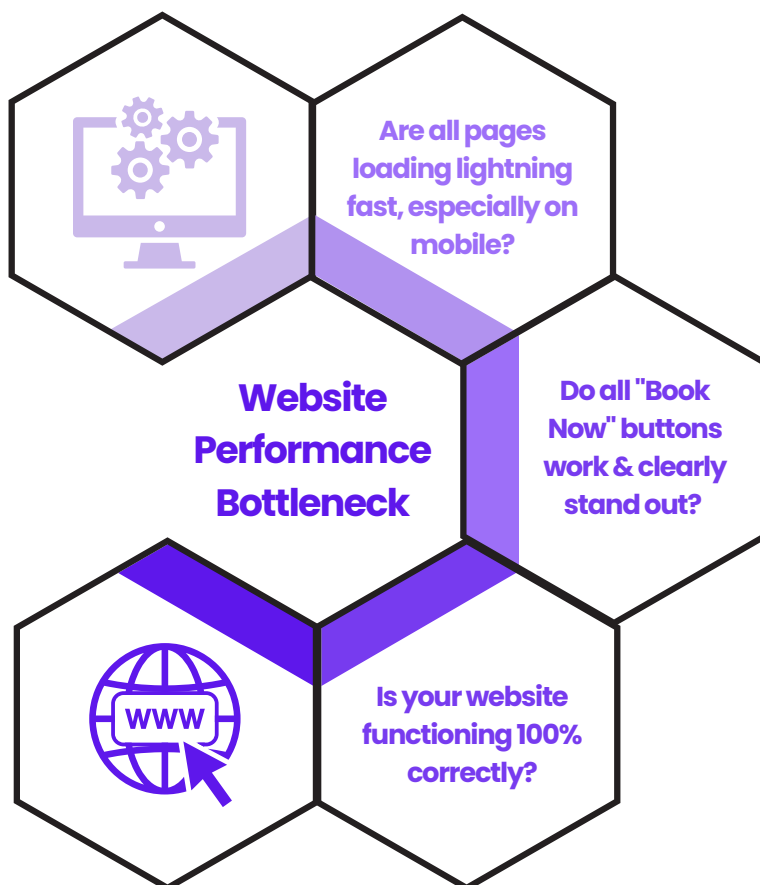


Fix the Bottleneck You Don't Know Exists

The Bottleneck Audit

These are the 5 most common bottlenecks we find inside entertainment venues and they're responsible for tens of thousands in lost bookings every single month.

Run this quick audit. Score each out of 5.



Look For:

Mobile load time >3s

Buttons that don't load/function

Layout shifts or broken forms

Missing clear call to action at the top

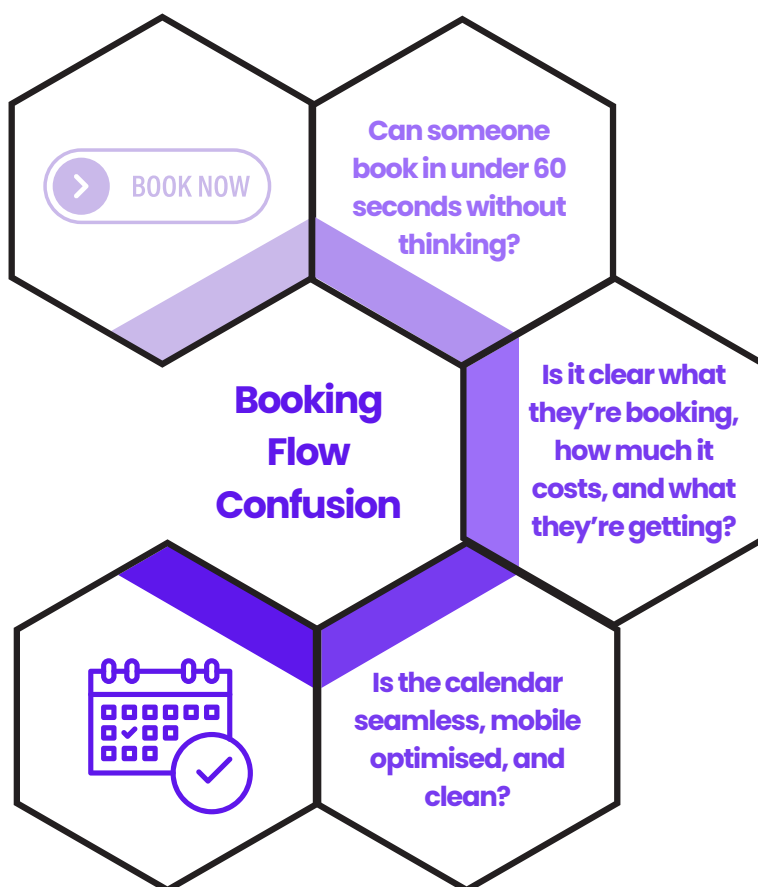
Score (1-5) = _

Fix the Bottleneck You Don't Know Exists

The Bottleneck Audit

A bad booking flow turns interested buyers into ghost traffic. They were ready.

You made it hard. They left.



Look For:

Confusing time slots

Overcomplicated group/room selection

No pricing until almost finished booking

No confirmation or visual reassurance

Score (1-5) = _

Fix the Bottleneck You Don't Know Exists

The Bottleneck Audit

Great marketing fills the room.

But if your staff aren't converting that moment into revenue and loyalty your business is stalling from the inside.



Look For:

Casuals forgetting to upsell

Inconsistent guest experience

No post game rebooking script

No review prompts

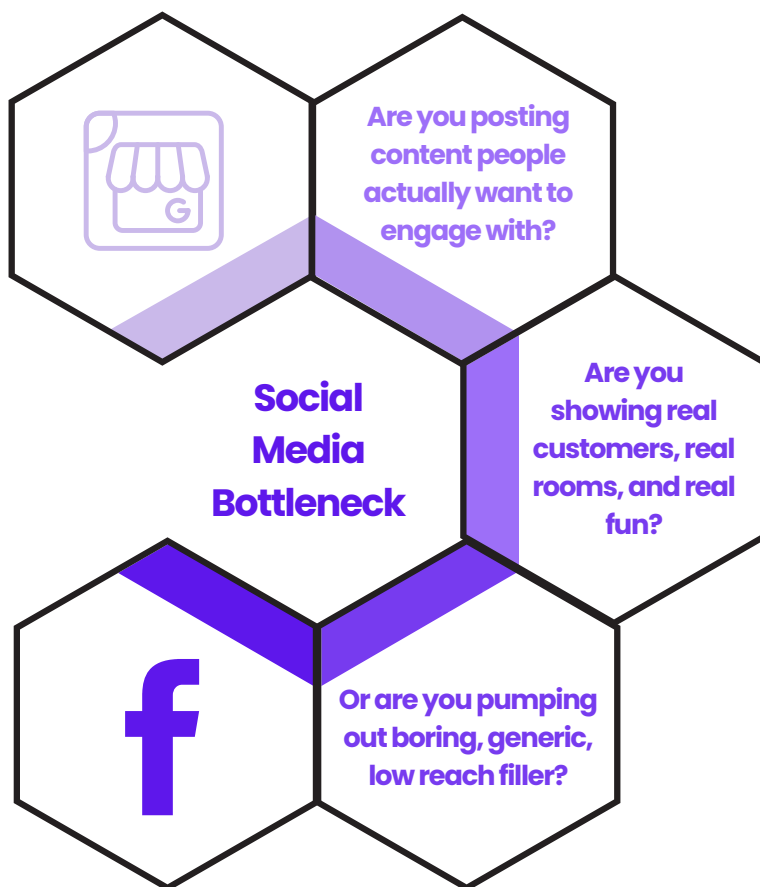
Score (1-5) = _

Fix the Bottleneck You Don't Know Exists

The Bottleneck Audit

Weak content doesn't just get ignored, it lowers trust.

If you look half baked online, people assume the experience is too.



Look For:

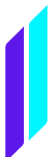
No people in posts

Poor lighting, blurry photos, bad editing

No hooks, captions, or CTAs

No proof of value, experience, or offer

Score (1-5) = _



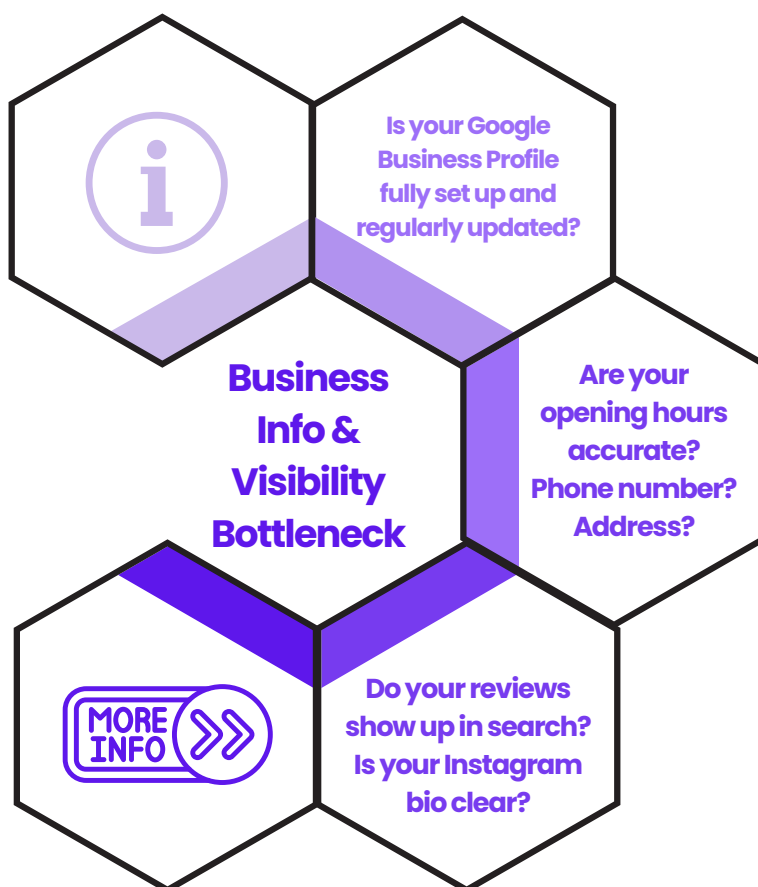
VENUESCALE

Fix the Bottleneck You Don't Know Exists

The Bottleneck Audit

If a customer has to guess when you're open or where to book...

They'll guess somewhere else instead.



Look For:

Incorrect info on Google

No clear pricing or link in bio

No reviews showing on maps

Confusing or out of date info across platforms

Score (1-5) = _

Fix the Bottleneck You Don't Know Exists

The Bottleneck Audit

Your Bottleneck Scorecard

Score (1–5)

Website Performance

—

Booking Flow

—

Staff Execution

—

Social Media

—

Business Info & Visibility

—

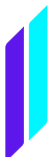
Total (out of 25)

- **21–25:** Clean system. Now scale.
- **16–20:** Minor constraints. Quick wins available.
- **11–15:** You're leaking thousands. Prioritise fixes now.
- **10 or less:** The engine's misfiring. Stop adding fuel. Rebuild core systems first.

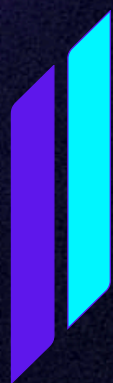
Fix the Lowest Score First

Your growth doesn't depend on doing everything.
It depends on fixing the one thing that's breaking everything else.
Start there. Measure again in 30 days.

That's how real operators grow.



VENUESCALE



VENUESCALE

You've seen the plays.

You know you're sitting on untapped profit.

Now it's time to find exactly what's holding you back.

We'll personally walk through your venue, website, and systems and show you what's leaking revenue, what needs fixing, and how to grow fast.

Slots are *limited* – we only work with venues we know we can scale.

If you're serious about growth, this is where it starts.

Thank You.

YOUR SUCCESS IS OUR BUSINESS MODEL