

CASE STUDY

INDOOR THEME PARK GROWTH

ACHIEVED 4X GROWTH VIA DIGITAL MARKETING, PAID MEDIA, AND TECH SYSTEMS.

COMPANY OVERVIEW

An indoor theme park offering activities like bowling, VR games, trampoline, arcade experiences, and group entertainment, operating in a competitive urban market.

CHALLENGE

- Low and inconsistent daily walk-ins
- Limited brand visibility among target audience
- Underutilization of online ticketing platforms
- No structured customer acquisition system
- Weak lead management and retargeting process

SPECIFIC ISSUES

- Inconsistent Footfall

No structured system to generate daily walk-ins, leading to fluctuating customer flow.

- Weak Marketing & Audience Targeting

Limited use of performance marketing and influencer strategies to attract the right audience segments (families, kids, corporate groups).

- Poor Conversion & Retention System

Lack of proper lead management, retargeting, and customer retention strategies to maximize repeat visits and revenue.

SOLUTION

Objective

To increase consistent daily walk-ins and improve overall revenue by implementing a structured, multi-channel marketing system.

Focus on strengthening customer acquisition through digital marketing, paid media, and influencer strategies while improving conversion and retention using technology-driven solutions.

Approach

- Executed performance marketing campaigns (Meta Ads) for targeted audience acquisition
- Leveraged influencer marketing to boost visibility and trust
- Strengthened social media presence with video-first content
- Optimized ticketing platforms (BookMyShow, etc.) for higher conversions
- Implemented lead management system (LMS) for better tracking and follow-ups
- Introduced loyalty cards & retargeting strategies for repeat customers
- Designed offers: B1G1, corporate packages, kids offers, combo deals

Conclusion

- Generated **consistent daily walk-ins (1000+ monthly increase)**
- Increased ticket sales through online platforms
- Improved customer retention with loyalty & retargeting systems
- Boosted overall footfall and engagement through multi-channel strategy
- Built a structured system for continuous customer acquisition