



The SPECTO BOWLING logo is centered in the middle of the page. It consists of a stylized eagle icon on the left, facing right, with its wings spread. To the right of the eagle is a vertical line, followed by the word "SPECTO" in large, white, sans-serif capital letters. Below "SPECTO" is the word "BOWLING" in smaller, white, sans-serif capital letters.

Action Based Marketing Plan



PHASE 1

Awareness

Get bowlers to know about Specto in your center

In House Tactics

- Graphics in Bowling Center
 - Try Specto Today
 - Specto Now Available – The most advanced ball tracking system available
 - Lessons with Specto – Over 40 data points for the coach to analyze your game
 - Ball Selection – Pro Shop can use your speed and rev rate to help you better choose a ball for your game
- Table Tents
- Specto Business Cards

External/Online Marketing

- Facebook Ads for Bowling Center
- Emails to Center Database



PHASE 2

Try it Out

Get bowlers to try Specto

In House Tactics

- Graphics in Bowling Center
 - Demo Video
 - Overhead Monitors
- Specto Free Trial Cards
- Free warm-up on Specto lanes before league
- Free Specto session with every Ball Purchase

External/Online Marketing

- Facebook/Social Media Marketing



PHASE 3

Loyalty

Get bowlers to use more of Specto's features

In House Tactics

- Graphics in Center
- Deep Practice – To focus on one area at a time
- Challenges – Find out how you rank compared to players worldwide
- Practice – Complete practices to work on skill proficiency

PHASE 4

Advocacy

Interact with customers after use

Emails to your mailing lists

- Encourage Share with a Friend
- Encourage Share to Social Media
- Invite a Friend to Try for Free



MARKETING MATERIAL

Premade Graphics Screens

- Customizable Screens
- Scoring Optimized Sizes
- Instagram Images
- Facebook Images



Flyers for In House Printing

- General Features/Benefits of Use
- Deep Practice
- Ranking Sessions
- Coaches App



Emails to your mailing lists

- How was your session
- Recommend practice sessions
- Encourage Ranking reports

