

## Online Presence

Below is a non-exhaustive overview of the digital footprint associated with Lust in Martinsburg, WV and Myrtle Beach, SC. At KMA, we place a great deal of emphasis on digital identity, since this is often the first impression a prospective guest receives. We've also noticed a correlation between online and brick-and-mortar excellence! We considered that visitors might be arriving from a Maps listing, Google search or some other way entirely, so we took the following into account:

- ✓ Google and Apple Listings
- ✓ Business Website
- ✓ Social Media Pages
- ✓ Online Reviews

For websites, we looked for the following:

- ✓ An accurate visual and verbal representation of the venue
- ✓ Opportunities to interact, engage and compliantly gather data
- ✓ The ability to sell

We evaluated social media presence as follows:

- ✓ Mix of flyers, photos and videos
- ✓ Posting frequency
- ✓ Total following
- ✓ Imaginative, organic content
- ✓ Engagement (likes, comments, responses, etc.)

*\*We are aware that online presence is a moving target and some of this may not be relevant by the time you review. Please accept this analysis as our most honest impression at a specific moment!*

## **Maps Listings**

As mentioned, we reviewed both Google My Business and Apple Maps. Many clients neglect the latter, because they don't realize this is the default app for everyone who owns an iPhone. That's quite a chunk of the population!

- **Google.** Lust in Martinsburg was easy to find, with a great business description and good reviews! Visuals could have been better (see below), and the phone number was missing. Myrtle Beach had a phone number, but Facebook links for BOTH clubs; this might cause a small amount of confusion but isn't the worst thing in the world!

In terms of SEO, both clubs appeared in the coveted "three-pack" in the search results for each market, which is especially impressive in the more competitive Myrtle Beach location.

Here are some **areas of opportunity** we noticed:

- ✓ Google allows you to upload additional business information, such as food and cocktail/bottle menus, which further optimizes the listing.
  - ✓ The photos that Google displays are difficult to control, since any Google user can submit pictures that may not showcase the business in the best light. Photobomb them.
  - ✓ Many clients don't realize Google has become a form of social media, with users asking questions publicly as well as directly messaging the business. Do your best to respond to questions, publicly and privately, within 24 hours if possible!
- **Apple.** Martinsburg had a phone number listed here, and surprisingly, a better visual presence. Myrtle Beach needed photos. In Martinsburg, the closing hours were different than those listed on Google, which is an issue, and the hours were completely different in Myrtle. This is an unfortunate discrepancy, since prospective guests often use their phones to determine whether a business is currently open or closed.

**Takeaway:** Let's update hours and nail these listings to create great first impressions for guests—whether they are on an iPhone, Android, Apple or PC!

## **Website**

**Initial Impression.** Aesthetically, this is awesome! Great video, eye-grabbing logos and graphics that pop! We got an immediate sense of the club experience and the overall brand identity.

**Copy.** We loved the playful nature of the taglines and copy, which strengthened the identity of the brand in a way that overshadows the competition.

- We noticed some evidence of “keyword stuffing.” If you're unfamiliar with this term, it's an old SEO strategy we believe no longer helps, and can even hurt, in the search results! It upsets us here because it undercuts the sense of identity you've worked so hard to cultivate elsewhere. It also lent a stilted quality to the copy. Compare the subtle difference between ours and yours, below:

### PLANNING A NIGHT OUT?

#### **LUST AFTER GIRLS, DRINKS & FOOD.**

The Lust Experience isn't a night out at every ordinary strip club. Lust Ultra Gentlemen's Club is an upscale, sexy experience that combines the amazing vibe of an Ultra Lounge with all the fun of a Gentlemen's Club. Lust provides the perfect backdrop for a sexy night out with your sweetheart, a raucous good time with your group of guys or gals and the perfect place to get business done with her clients.

### WANT TO GET YOUR HEART PUMPING?

#### **FALL IN LUST WITH OUR ALLURING ENTERTAINERS, INTOXICATING BEVERAGES AND SUCCULENT MENU SELECTIONS!**

The LUST experience combines the high energy vibe of an ultra-lounge with the sensual experience of a gentlemen's club! Whether you want to chill out or turn up, Lust provides the perfect atmosphere for singles, couples, threesomes and groups! Our upscale environment is the ultimate place to celebrate a special occasion or seal the deal!

- It's embossed on our brains to avoid the term "girls" – not because it implies underage prostitution or trafficking – but because it's been legally problematic in the past for other reasons. Generally, it suggests "a lack of agency." You can agree or disagree, but why not celebrate and elevate our ladies as *entertainers*, *performers* or *celebrities*? Isn't that consistent with your high-end brand promise?

Elevated language applies to everything: *adult venue* or *ultra club*, not *strip club*. *Cast*, not *employee*. *Guest*, not *customer*. By choosing specific words, you send a message about the quality you provide and the behavior you expect!

\*The exception is the tag line "Not Your Ordinary Strip Club." We don't believe it hurts SEO and bolsters your message rather than contradict it!

**We'd like to make a suggestion with respect to the two locations, which are currently presented side by side—especially since you're about to add a third ...**

- Establish a landing page to introduce the brand and accomplish the following:
  - Showcase each location.
  - Encourage guests to click on the venue of their choice.
  - Position the page as a way for guests to get "deals" and promote or presale packages.
  - Use the site as a regional and national recruiting tool for leaders, entertainers and cast.
  - Add a clause on the footer that says, "all businesses are independently owned and operated." Ask us why!
  - Update Copyright to 2025.
  - Add ADA statement.
  - Add Model disclaimer (I know, no faces are shown, but it's still required in the licensing agreement, and it would help us sleep better at night.)

Let's unpack the rest ...

**Layout.** It looks great with lots of colorful content—maybe TOO much? It's a high-class problem to have, and the site will appear more streamlined if you decide to split up the locations beneath the umbrella of a brand page, but consider the following:

A successful layout will offer an image, a small block of copy and an invitation to interact. Rinse, repeat. The “home” page for each venue can successfully highlight every other page on the site.

- **Header/Above the Fold.** That's a badass video!
  - As a rule, include social links at the top (as well as the footer, contact page and gallery). Add phone (click to call) and address (link to maps), since sometimes this is all the info a visitor wants.
- **Newsletter Sign Up.** We love “tickle your inbox”! Consider taking this a step further by offering exclusive offers, invites and other cool, free stuff—perhaps even a complimentary pass. Be sure to collect the following:
  - Name
  - Email
  - Cell (optional)
  - Zip Code (ask us why!)
  - Birthday (ask us why!)

*\*Offer admission via a downloadable pass that can be scanned once and taken out of circulation.*
- **Get VIP'd.** This is an alternative way to gather data and upsell visitors by introducing a “guest list” you control the parameters of. Rather than provide a club email, which the visitor must initiate, consider a form with as many dropdowns as possible to capture relevant information and sales leads! We agree with providing a phone number as well, but this is where the phone operation becomes super important for funneling guests through the door.

- **Talent Search.** You are RIGHT to feature this section prominently in the hierarchy, as business websites can be amazing recruiting tools! You are also right to create a campaign that goes a long way toward convincing prospective entertainers why they should perform at your venue as opposed to the competitors'! Consider adding a simple form, for the purpose of creating a lead and personally inviting promising performers to audition. Equally important is a separate campaign and form for prospective leaders and cast.
- **Events.** We like the idea of an event calendar, in theory. We noticed that an expired event was still featured, however, and nothing new appeared to be planned. It's better to do NOTHING than that, but nothing isn't a viable option either. If your monthly calendars are planned out in advance as they should be, this section of your website will never be bare! Calendar plug ins have other drawbacks, however ... If you feature your daily and weekly features (as you should), all those Happy Hours and 2-4-1 Tuesdays can clutter things up quickly. We could create a slideshow or separate our regular features in a different section of the site. We could offer both calendar and list views the visitor might toggle between. Whatever the case, there should be an easy way for a visitor to "reserve," thus creating a sales lead for the venue.
- **Packages.** Consider adding packages to the site, capturing some or all of our important demographics, such as:
  - ✓ **Singles** – discounted, prepaid admission
  - ✓ **Couples** – looks something like a 2-4-1 with an entry level bottle of sparkling wine
  - ✓ **Small Groups** – Thirsty for a Threeway, anyone?
  - ✓ **Bachelor** – you can offer different tiers with addons such as bottle service, stage party, VIP Dance, bottle of "Champagne," round of house shots, merchandise and more.

- ✓ **Bachelorette** – this can mirror the Bachelor selection(s), but add language and merch that specifically caters to the ladies!
- ✓ **Birthday** – essentially the same as the above, but gender neutral.
- ✓ **Corporate or Event After Party** – yet ANOTHER way to reinvent our group package using clever names and cute language.
- ✓ **Baller Package** – go crazy! Premium Champagne, 24c gold cocktail, helicopter ride, King or Queen for a Day! You can charge whatever—sometimes this is just a conversation piece designed to get visitors excited—but be prepared to sell it!

Some clients DO sell packages on their sites, or more accurately, on a separate site they seamlessly link to. There are pros and cons to this which we're happy to discuss!

- **Contact.** This is the LAST resort—try to guide visitors to a specific inquiry form such as newsletter, reservation, package, etc. Pro tip: use drop downs wherever possible, so you can capture more accurate information.
- **Specials.** Need to add these! This content plays an important role in driving guests through the door!
- **Menus.** It's awesome to see food menus; consider adding cocktail and bottle lists!
- **Gallery.** There are lots of great images here. Try to use your Gallery to build your social media—and vice versa!

**Takeaway:** Eliminate keyword stuffing, which will result in better copy. Break up text with images and buttons to draw visitors through the site and encourage them to reach out. Establish effective sales funnels. Divide the venues into separate pages so information is never confusing or redundant!

### **Social Media:**

Social presence is good overall! However ...

- A post should be made on behalf of both venues at least **once a day**. This can be scheduled in advance via Meta or Hootsuite, but every venue leader should be asked to submit one piece of content per shift. (Needless to say, admin credentials should be provided to only the most trusted individuals.) Currently, Myrtle Beach comes closer to that goal than Martinsburg. Since we noticed some content was shared, we felt a small amount of additional planning would provide an easy fix.
- Need a slightly better mix of **flyers, organic photos** and **videos**. The videos, in particular, are very good! They flyers look great, and we wish they were more prominently featured on the website, instead of social, where too many can appear spammy. Alternately, consider using your cast AS flyers. (Ask us how!)
- A great tool for managers is a monthly **promo roadmap**, which they can use to plan out
  - ❖ Date
  - ❖ Special or Event in Club
  - ❖ Guerrilla Marketing Event outside of Club
  - ❖ Corresponding Social Media Post
- Add **calls to action** and links wherever possible to drive inquiries that can be tracked.

### **Takeaway:**

This is a promising beginning! KMA specializes in teaching leaders, cast and marketing associates how to create their own compelling content and social strategies that save time and resources!



## **Reviews**

We looked at both Google and Yelp! reviews (the ones featured on your Google and Apple Maps listings, respectively.) Google was good, overall; may want to push for Myrtle Beach to get over 4, as this helps in the search results. Reviews are RARELY responded to, however. Yelp!, as usual, skewed lower, but whether many prospective guests use this platform or not, you cannot ignore it. These are the reviews featured on Apple Maps.

Here are a few suggestions:

- ✓ Responding to **negative reviews** has little or nothing to do with the reviewers; it has everything to do with the literally thousands of people who will view their comments. Never go toe to toe with the reviewer—speak to the public at large.
- ✓ Although negative reviews take priority, it is nice to send kind words to a **positive reviewer**. Every now and then, consider a personalized video from the venue!
- ✓ We believe **sarcasm** or snark has its place in review land and can be effectively deployed! For the most part, use negatives to talk about the positives—especially anything involving discrimination or illegal activities, such as theft.

These are great building blocks to grow upon! It is obvious the operators of Lust “get it.” There is a clear vision and many big ideas. KMA would welcome the opportunity to help this brand get to the next level!

What do YOU think  
it stands for?