

Online Presence

Below is a non-exhaustive overview of the digital footprint associated with Oval Office Gentlemen's Club, Heart Breakers, Show Palace Gentlemen's Club, Blu Sapphires Cabaret and Blu Astor Cabaret. 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.** The locations were uniformly easy to find via Google search—even when we didn't search the specific town or slightly misspelled the name of the venue. The hours mostly appeared to be accurate and updated (not always for the holidays, however) and the minimum amount of business information was offered professionally. Google reviews, overall, were good! (More on reviews, below.) Social links were listed, which is great.

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

- ✓ The more specific information offered, the better, including bottle and cocktail menus. Avail yourself of all the options Google offers.
 - ✓ The photos that Google displays are difficult to control, since any Google user can submit pictures that may not showcase the business in the most positive light. Submit flattering images—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. Both require responses from you.
- **Apple.** In general, Apple Maps provides less “venue-friendly” listings, but they add options frequently. Descriptions, hours and other business info appear mostly consistent with Google.
 - ✓ There's a slight discrepancy with respect to Sunday hours at Heart Breakers.
 - ✓ Show Palace has Facebook listed as its website but has an actual business site.

- ✓ The photos at Show Palace still reflect Diamond Jim’s and/or Isabella Queen’s.
- ✓ Finally, the Yelp! reviews, as usual, skew low. Be conscious of the fact that although many prospective guests don’t use the Yelp! app, these reviews are automatically featured on your Apple listing, so they cannot simply be ignored.

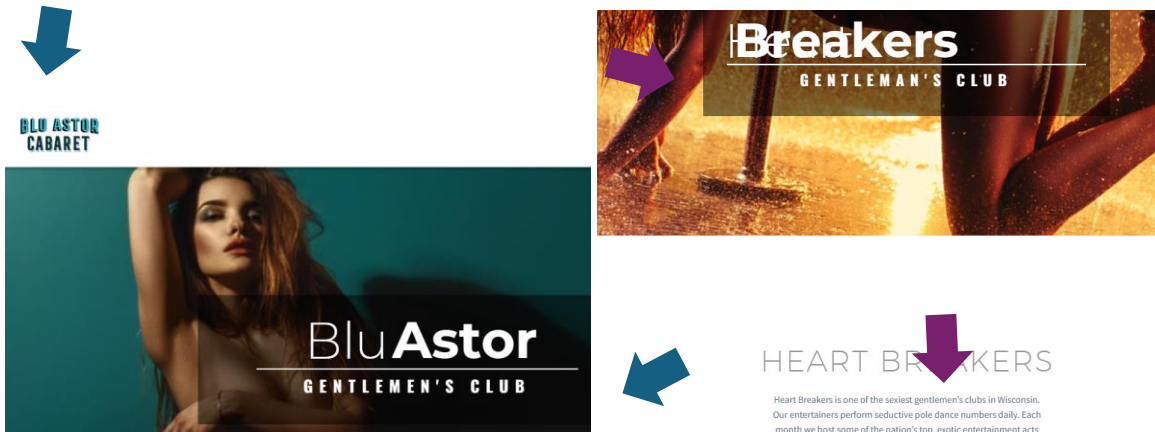
Takeaway: With some additional attention, these listings can be easily improved!

Websites

We considered the Oval Office site the gold standard for all five venues, so we’ll be reviewing it in depth with the understanding that our comments apply to all. We will list any location-specific notes below!

This is obviously a template site, but that’s not altogether a bad thing! This particular template does some things WELL—namely, places key information at the top and breaks up copy with images, icons, etc. The trick with templates is to let them do their thing but provide enough specific elements to differentiate your business!

- ✓ **Header.** The headers are stock photos. Be aware, adult clubs may only choose from certain stock sites based upon their licensing agreements, and they must include the appropriate disclaimers on the footer, which you haven’t included. (Ask us more!) Beyond legal concerns, we have aesthetic ones. The headers are generic and don’t grab the visitor; meanwhile, you have a gorgeous video buried deep on the home page. Suggested fix? Recut that video as a dynamic 15 second looping header.
- ✓ **Branding.** Let’s get this out of the way. It’s “Gentlemen’s Club,” not “Gentleman’s Club.” Plural AND possessive. If you disagree, fine, but the two terms are used interchangeably, sometimes side by side, and that’s sloppy. Also, if Cabaret is included in the logo, such as Blu Astor Cabaret, that should be consistently used in copy, not alternated with Gentlemen’s Club, Gentleman’s Club, or anything else. Branding is a specific art.



✓ **Copy.** Let's unpack this:

- Oval Office copy gives the impression of an upscale establishment—maybe **TOO upscale**. One of our advantages is the ability to unite many demographics under a general appreciation of female performance and attention—let's not discount that! Are some of your guests football fans? A nod to them would be appropriate.
- However, much of the language that SHOULD be **elevated** isn't! "Girls" has proven problematic legally, and if we want to celebrate our performers, why not describe them as *entertainers!* *Venue*, *team*, *cast*, *guest*. Words matter, irrespective of the demographics we cater to!
- On the subject of language, sometimes it seems poorly translated from another one ... We believe this has to do with an attempt to **keyword stuff**. It doesn't help, and can even hurt, in search results—it's much better to create fun, compelling copy that really describes the club!
- There MUST be more to talk about! **Beverage? Food? Cast? The VIP treatment? Promotions and Events?** Let's give this experience some flesh 😊

- ✓ **Additional Organic Content.** There are some beautiful architectural photos and videos of the clubs. What we're missing are more **photos of performers**, team members and "guests", as well as beverage offerings to make the experience more specific.
- ✓ **Ways to Interact.** After every separate header or block of copy, there should be an invitation to interact. Websites are NOT one-way streets; they must run both ways. Currently, the ability to interact on your site is confined to the following:
 - Google Review – Great idea, and a good place to park the link, but remember, we have to get the guest through the door first!
 - Application – Too generic and boring!
 - Contact Form – Needs drop downs.Here are some additional suggestions ...

- **Sign up for Newsletter.** How are you currently gathering data? How many emails and phone numbers do you have in your database? Offer something free—admission—for example, in exchange for 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.*

- **Guest List/VIP.** An alternative way to gather data and upsell guests.
- **Cast Inquiries.** Create a campaign! You should sell your cast positions just as you market to guests! Speak to your dream candidate, not your lowest common denominator.
- **Entertainer Inquiries.** These should be different from your cast inquiries but equally enticing!

- **Contact.** This should be the last ditch option, because it's usually the least valuable. Use dropdowns wherever you can to grab relevant information!
- ✓ **Capture Sales.** These are ALSO ways to interact with visitors, with the additional goal of preselling something! There are pros and cons to taking credit card info on your site in exchange for admission, beverage or entertainment—but you can create a successful SALES FUNNEL using your site, as well as social media!

It floors us that what was once considered a key audience for adult venues—the bachelor party—is rarely targeted in club marketing. Let's correct this but ALSO include our other important demographics, namely:

- **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 add-ons, 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 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!

A healthy sales funnel can be constructed by adding links to Google and social media. Your success depends upon having someone skilled at upselling who also understands when to back off and get guests through the door. The phone operation becomes important here. Ask us why!

Gallery: Architectural images are good; need images of cast and/or entertainers. Did you know you can use IG to feed your Gallery AND your Gallery to gain IG followers?

Footer:

We must note that the following disclaimers were not included:

- ❖ Terms and Conditions
- ❖ Privacy Policy
- ❖ ADA Statement
- ❖ Use of Licensed Materials and Social Disclaimer

Venue Specific Notes:

- **Blu Astor** – The copy is friendly and approachable, but information is shockingly scarce. The only special, Happy Hour, doesn't even tell us what's on sale.
- **Heart Breakers** – This slight bit of copy suggests that frequent headliners appear, but there are no details or calendars. Let's get it together!
- **Show Place** – Ditto, Heart Breakers. Same copy, same lack of info.
- **Blu Sapphires** – Boring copy but more specific imagery. Looks like a nice club, just lacks the personal touch!

Takeaway: We believe we can work with the current template to create an effective data mining and sales machine! Some of what we've proposed involves the greater marketing and operations teams, however. The lack of daily, weekly, monthly and annual events is upsetting.

Social Media:

Social presence varied amongst platforms and venues. There's no reason for that! A unified social media strategy will save time and resources while still allowing each venue to shine!

- A post should be made on behalf of each venue about once a day. This can be scheduled in advance via Hootsuite or Meta, but every venue leader should be asked to submit one piece of content per shift.

- We need a better mix of flyers, organic photos and videos. Stock photos don't really have a place on social.
- It's perfectly fine to use the same post on Facebook, Instagram and/or X, if you choose! The idea of multiple platforms is to hit different demographics.
- Be sure you have waivers on file for everyone! This should be a link anyone can pull up and send from a phone TO a phone.
- A great tool for managers is a monthly Promo Roadmap, which plans out
 - ❖ Date
 - ❖ Special or Event in Club
 - ❖ Guerrilla Marketing Event outside of Club
 - ❖ Corresponding Social Media Post
- Use cast AS Flyers! Now they just need content to promote ...

Takeaway:

The clubs vary with respect to the nature and frequency of posting, which points to a lack of unified social media strategy. KMA is experienced at content creation AND content management. We are happy to develop a proposal specific to this area of the business!

Reviews

We looked at both Google and Yelp! reviews (the ones featured on your Google and Apple Maps listings, respectively.) Except for a few isolated times, years ago, no one from the business ever responds – not to the negatives, not to the positives. Suggestions:

- ✓ Responding to **negative reviews** has little or nothing to do with the reviewers; it has everything to do with the 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 recommend turning off **Facebook** reviews—Google and Yelp! are enough to keep up with!

Overall, the digital presence shows promise but can be much improved! Most of the fixes are easy, but the problems speak to a lack of overall game plan, and more so—a lack of promotions, events and content in general! These venues cry out for programming, which will in turn provide greater fuel for online promotion!

