



Grand Opening Marketing Notebook



How to Use this Notebook

This guide is meant to be a notebook to use as you determine and execute the marketing strategy for the opening of your store. We strongly recommend and encourage you to implement your plan 3 months prior to the projected opening of your store. There is significant planning and thought that must go into formulating the opening marketing strategy for your store. This notebook will give you basic ideas and an outline of what we believe you should accomplish at a minimum; on a weekly basis during that time. However, the final strategy and execution of your opening marketing plan is up to you.

The “if you build it, they will come” strategy is one that many local, small businesses take. However, Monkey Bizness believes that the initial and long-term success of your store is directly tied to your opening marketing efforts. The overall success of this opening campaign will be directly related to the time and effort you put into formulating this plan and the level at which you execute it.

In the following pages, you will find a weekly guide with examples, tips and space for notes to help you along the way. Every week includes objectives to assist you in your planning. A weekly call should be scheduled with a member of the marketing team for guidance on the execution of this plan, as well as provide an opportunity for you to ask questions. During the call, we will cover your objectives for the week, as well as review the results of your marketing research and activities from the previous week. Our goal in providing this guide is to help both you, as well as the Support Center in managing all the intricate pieces of a successful Grand Opening.

Weekly Marketing Notebook

Please use this notebook as much as possible to help you execute your plan. Make copies of it, write in it, highlight snippets, paperclip and earmark anything that will help you work through the weekly tasks as efficiently as possible.

This notebook should be used in conjunction with the other material available in the marketing section of the Operations Manual, as well as the Monkey Bizness Extranet site. This notebook was written with the assumption that you have read and understand that material.

Soft Grand Opening

We strongly recommend that you open your store using a *soft grand opening*. A soft opening is a great tactic that can lead to an infinitely more successful grand opening of your new store. Quietly opening your new store's doors a few weeks early, without the fanfare of a grand opening can help you train your staff and work through any initial unforeseen issues.

A soft grand opening gives you the opportunity to observe and continue training within a somewhat controlled, "live" environment. It also gives you an opportunity to get feedback from not only your employees but initial customers. Lastly, planning your grand opening a few weeks after a soft grand opening will give the buzz about your new store a chance to percolate. Encourage early customers to spread the word via conversation or through social media.



Tip!

Grand Opening Budget

As a best practice, all of your marketing strategies should include a budget. At the start of this process, you will not have done the research nor have the knowledge needed to accurately complete your budget. However, you should have a rough outline of where you want to spend your financial resources for your grand opening marketing plan. This budget will be adjusted as you go through this workbook. However, having a rough idea of where you plan to spend your resources initially allows you to easily adjust as you move through your plan. Your grand opening budget may include spending on the following items:

- Print Advertising
- Community Events
- Yelp, Facebook and Google Advertising
- Direct Mail
- Photography
- Brochures and Printing
- Networking Events
- Cross Promotional Opportunities

Remember that a lot of your marketing might not cost a dime! Some items such as your networking, reaching out to local businesses and Facebook can be done for free or little cost.

Week 1 <Date> _____

Approximately 12 weeks from Grand Opening (9 Weeks from Soft Opening)

Objectives

- Put together initial Grand Opening plan budget
- Price out costs for signage with local vendors
- Work with the Support Center on development of any custom signage
- Complete research survey of potential print advertisers
- Research and determine if there are local events that you should attend



Signage

You should order all necessary signage, both indoor and outdoor, with the help of the Support Center. The Support Center has access to the art and graphics needed for all interior signs. Exterior signage is often specific to the building you have leased/purchased. Many times, there are specific rules and regulations regarding the type of exterior signage that you are allowed or required to have. The Support Center will assist you in designing the sign needed for the exterior of your building.

The following is a standard list of signs that will be needed for your store.

| 6 Square Signs (8.5x11) | | Jungle Themed Signs (12x18) | |
|--------------------------|-----------------------|-----------------------------|--|
| QTY | Description | QTY | Description |
| <input type="checkbox"/> | 1 Party Room A | <input type="checkbox"/> | 4 Not Responsible for Stolen Items |
| <input type="checkbox"/> | 1 Party Room B | <input type="checkbox"/> | 1 Independently Owned and Operated Franchise |
| <input type="checkbox"/> | 1 Party Room | <input type="checkbox"/> | 2 Free Wireless Available |
| <input type="checkbox"/> | 2 Employees Only | <input type="checkbox"/> | 2 Employees Must Wash Hands Before Returning to Work |
| <input type="checkbox"/> | 1 Men's Bathroom | <input type="checkbox"/> | 1 Please Place Shoes and Coats in Cubbies |
| <input type="checkbox"/> | 1 Women's Bathroom | <input type="checkbox"/> | 3 Socks are Required in Play Area |
| <input type="checkbox"/> | 1 Nursing Room | <input type="checkbox"/> | Fire Exit Only Alarm Will Sound |
| <input type="checkbox"/> | 3 Emergency Exit | <input type="checkbox"/> | 3 No Food or Drink Allowed In Play Area |
| <input type="checkbox"/> | Please Use Other Door | <input type="checkbox"/> | 2 Please Dispose of Diapers or Wipes in Toilet |

All signs should be printed on foam core board. In addition to these signs, the Support Center will assist you in generating Core Values, Café Menu, Open Hours, Toddler Parent Rules, Safety Rules and Crawler Area signs. You can research both local and online vendors for the best prices on your signage.

We have included this list above, so that along with your outside signage, you can get an all-inclusive bid on all of your needs.

Print Advertising

If you are considering Print Advertising, consider that some publications may be quarterly, and will need your artwork well in advance of your ad appearing in the publication; so, preparation and research must be completed early. While we strongly suggest not entering into long term contracts with print magazines or advertisers, we do believe that it can be an effective way to

market the grand opening of your store. Be aware, when you initially contact magazines, it is important to ask very specific questions to ensure that the publication or advertising service is appropriate. It is worth noting that several publications allow you to skip months or decide which months you would like to appear in the publication in advance. For example, if October has always been a busy month, you will most likely not need to do extra advertising that month and may wait to advertise a holiday special in December. This grid should help you get the answers you need.

| Magazine | Demographics | Distribution/Area | Pricing | ROI |
|------------------------------------|---|---------------------------------------|--|--|
| Example: <i>Colorado Parent</i> | <i>Average annual income, target audience, etc.</i> | <i>City, County, or entire state?</i> | <i>\$300/month for 3 months or \$250 for ¼ page ad</i> | <i>Expected gain of 2x or more back in revenue for the same time period.</i> |
| | | | | |
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| | | | | |

Keep in mind your benchmarks and our recommendations when making a decision:



- Is it a magazine geared toward parents of children ages 8 and under?
- What is the expected average income of your target market in your area compared to the publications average income of their readership?
- What is the distribution area? If they cater to a large percentage population outside a 20-minute driving radius, it may not be worth it.
- No long-term contracts. ½ to full page ads to make a lasting impression. Smaller ads have less of an impact when you are only doing sporadic or short-term advertising.
- The Support Center can assist you in development of a print marketing ad, as well as determining whether this is the right publication for your target market. Print advertising in must be done in only your territory.

Local Events

Attending local events, especially those geared towards families, is a great way to promote your business to the community. The first step in attending local events is checking out local

resources to determine what events are happening. Because many events have vendors lined up 8-10 weeks prior to the event, it is important that you begin this research right away.

There are many resources you can check out to find events happening in your area. Those resources include:

- Your local chamber of commerce website
- Local school websites will have events such as Back to School nights (usually around August or September) or carnivals in the spring
- Local convention center or arena websites will have event calendars for their facility
- Websites such as eventful.com or eventsnearhere.com might show local events going on in your area
- Local newspapers and television stations often have calendars of events coming up within the community
- A website called www.bookmyentry.com allows you to search all events posted on Facebook
- Event apps such as Circle, Like a Local, and Eventbrite share local events
- Local MOPS meetings

Once you start finding events, you should put together a table such as the following to determine which events you may be interested in attending.

| Name of Event | Date of Event | Location | Estimated Number of Attendees | Event Sponsor/ Coordinator | Sponsor/ Coordinator Contact Info | Event Cost |
|---------------|---------------|----------|-------------------------------|----------------------------|-----------------------------------|------------|
| | | | | | | |
| | | | | | | |
| | | | | | | |
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Often, events may be willing to waive your cost if you tell them that you will provide a bouncer for attendees to use free of charge (this requires you to order your bouncer earlier and you should check with your insurance provider). Once you have events you wish to attend, work with the Support Center so that you can determine appropriate collateral for the event and setup your booth.

Press Kit

A press kit typically contains a press or news release, a company overview and other information specific to your store. The press kit will be unique to your individual store. Monkey Business Franchising will assist you in the creation of the press kit.

Press releases are an effective and inexpensive way to promote your new Monkey Business. Always look for and create opportunities to send out a press kit. Build new relationships by attending events at local charities, leverage a unique staff member story, or create a special event at your location and create a press release around it.

Keep the release to three paragraphs and answer the questions: who, what, where, when, why and how. It should include information to make it easy for writers to contact you if they have follow-up questions. The Support Center can assist you in the writing of a press release. Distribute your release(s) to targeted press.

Media

Developing a targeted media list saves time and money in the long run. Select the publications and organizations in which you're most interested and call to confirm the best contact person. Remember to review and update this list on a regular basis. Media to consider include:

- Business editors/writers of newspapers
- Columnists
- Editors of daily, weekly and monthly newspapers in your territory
- Editors of your city's business publication
- News directors of radio and TV stations
- On-air radio personalities
- Publishers of newspapers, magazines
- Local bloggers
- Target papers and publications

Create a list of potential contacts that could possibly warrant sending a press kit to. At this stage, it is important to come up with as large of a list as possible. Later, you can narrow this list down to who you actually want to send your press kit to.

| Contact Name | Media Name | Email Address | Phone Number | Topic |
|--------------|------------|---------------|--------------|--|
| | | | | Events/ Children's activities/ Local activities |
| | | | | |
| | | | | |

should provide any comments or changes you would like the Support Center to make to your brochure.

Website

Provide the Support Center with all of your specific store information to make sure your website is up by week 5. You should provide your hours, phone number and photos for your gallery. Next, you should schedule a professional photo shoot to acquire these images. The Support Center can assist you and your photographer by providing a list of shots needed for your facility. They should be of a high quality for posting to the web.

Date of photo shoot _____

Date to send 10 preferred photos to the Support Center to upload to your site _____

Social Media

Facebook

Since you are a brand-new store, the Support Center will assist you in creating your Facebook page. You will not have any followers on your page initially. Your early strategy on Facebook will mostly include paid advertising. The Support Center can assist you in setting up your initial paid advertising campaigns. It is important to let people in the area know when you are likely to open, in order to start generating interest. It is important to review the Facebook training provided by the Support Center. This training reviews items such as determining your demographics and the goal of your paid campaigns.

Your organic Facebook approach during this time will mainly consist of inviting friends to your page and updating followers as to the status of your store (Facebook posts). The Support Center will begin our system-wide posts on your site this time as well. This is important as your site will appear to be active as potential customers begin to migrate there.



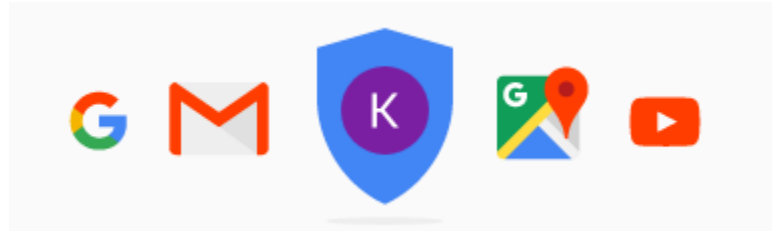
Little Monkey Bizness - Colorado Springs
Published by Raina Stricklan Seabaugh [?] · 15 hrs · 🌐

Parent's Night Out this Saturday, May 6th! Drop off potty-trained kids ages 8 and under to play with us and enjoy a night out. \$18 per child, \$13 for siblings, \$3 for optional pizza and juice. Please RSVP 719-428-2888 or colospgs@monkeybizness.com.



Google Maps, Google My Business and Google+

Google has several areas in which your business information should be up to date with accurate information. You can manage all of this in one place with a Google account, and the Support Center can help you with this as well. You can work through Google's online site to setup your store listing at this link: <https://www.google.com/business/>



Google AdWords

Google AdWords is also a viable option for getting the word out. This is how you will reach people who are searching for your services, whether they are looking for birthday parties or fun things to do with their kids. Again, the Support Center can help with setting this up and showing you how to analyze your results.

Yelp

A Yelp page is an essential part of your online presence. It is a site where parents, grandparents or other caregivers may look for reviews about your location and write reviews about their experience at your location. It is important that you respond publicly to all negative reviews, and we have language to help you through that process and keep it professional.

Little Monkey Bizness - Colorado Springs Claimed

★ ★ ★ ★ ★ 35 reviews Details Write a Review Add Photo Share Bookmark

Party & Event Planning, Venues & Event Spaces, Recreation Centers Edit

1015 Kelly Johnson Blvd
Colorado Springs, CO 80920 Edit

Get Directions
(719) 722-3879
coloradosprings.monkeybizness...
Send to your Phone

Nice play area for kids up to eight
by Sam C.

See all 6 photos

They have a nice selection of snacks and drinks at a fair price." in 4 reviews

Today 9:00 am - 8:00 pm Open now



Generally, we do not recommend against or for advertising on Yelp. However, advertising on Yelp can be very effective for businesses trying to build initial brand awareness within a local community. Yelp advertising can be costly, however, when only running ads for a select period of time; your costs can be kept down. A study was recently conducted on the benefits of advertising with Yelp. The results showed restaurants enjoyed a significant spike in exposure, in actions such as map requests and calls to restaurants, and most likely a boost in business as well from the ads. However, after the initial success of these ads, the overall impact began to lessen over time. As your business becomes more well-known, the impact of advertising on Yelp begins to decrease.

Week 3 Notes

Week 4 <Date> _____

Approximately 9 weeks from Grand Opening (6 Weeks from Soft Opening)



Objectives

- Order 1,000 copies of your store brochure (this can be done through places such as Vista Print).
- Obtain pricing on direct mailing list
- Obtain pricing on direct mailing brochures and postage to determine if this is a viable strategy for you
- Work with Support Center on the design of your direct mail piece (optional)
- Begin building database in Microsoft Excel of customers and business contacts
- Create initial Facebook paid campaign. Also, create initial Yelp campaign if this is part of your strategy.

Direct Mail

Depending on your budget, marketing strategy, and demographics, direct mail may be a viable option for your Opening Marketing Plan. The Support Center can assist you in working with a company that will be able to provide you a comprehensive list of potential customers

Your list should be based on demographics such as:

- Income
- Age of adults in household
- Kids under 8
- Specific zip codes
- Distance from your store
- Lifestyle data points such as interests

The Support Center can assist you in developing a mailing to this target by determining the criteria you should have for your list based on your local demographics.

This type of marketing is typically costlier than others. However, the results, especially for a new business, may justify the impact.

Building your Database

As you go through the process of determining the strategy for your store, it is important to be building your database of customers and contacts. As you meet with people, local businesses and leaders within the community, you should be tracking this contact information so that you can follow up with them. Your database can be a simple Excel sheet at the beginning. You should have two different databases you are tracking; customers and business contacts.

Customers

| Name | Child's name(s) | Email address | Address | Child's Birthday |
|------|-----------------|---------------|---------|------------------|
| | | | | |

You should have a strategy to build up a list of initial customers to communicate with. This could include gathering them from your website or Facebook or having email/offer lists at events you attend. Enticing customers to give you their contact information is easier if you tell them you will be sending special offers to customers who sign up for this list.

Business Contacts

| Name of Business | Type of Business | Address | Phone number | Contact name | Contact email address |
|------------------|------------------|---------|--------------|--------------|-----------------------|
| | | | | | |

We will help you build your customer database by doing things such as putting information on your website to start to generate a list of people that are interested in your services. You may also choose to buy customer lists, which should be included in this database.

Example of Elevator Speech

My name is ____ and I am the new owner of the Monkey Bizness. Monkey Bizness is built for both parents and children with a mission to provide a safe, happy and healthy place for families in the community. We offer parents the chance to relax while their kids monkey around in our awesome indoor playground. We also create birthday parties that give parents and kids lasting memories.”

Networking

It is important to introduce Monkey Bizness and your values to your local community. To begin this process, you should accumulate a list of different organizations, local businesses or groups which are specific to your local community. This could include the following:

- Local schools and/or parent teach associations (PTA/PTO)
- Local churches
- Local like-minded businesses (businesses that also serve children between the ages of 1-8 years old that are not direct competitors).
- Local mother groups such as MOPS
- Chamber of Commerce – this is important for businesses establishing themselves within the community
- Local day care centers and/or pre-schools
- Other networking groups that may be specific to your local community

It is important to research the profile of each group to make sure that the group is worth your time and possibly money to be involved with. The attendee profile is certainly one way to tip the scales in an event's favor if you're looking to get something specific done, like strike up a co-marketing partnership with some of the folks who will be in attendance.

Use the following table to assess the benefits and potential impact of various networking groups.

| Name of Group | Number of Members | Groups Purpose or Mission | Frequency and times of meetings | Membership Cost | Does group reach my demographics? |
|---------------|-------------------|---------------------------|---------------------------------|-----------------|-----------------------------------|
| | | | | | |
| | | | | | |

- Taekwondo schools
- Local youth sports organizations

It is best to just partner with one of each type of business in your community (i.e. Don't partner with two swim schools). Below is a table for you to accumulate like-minded businesses that may be in your area:

| Name of Business | Owner | Owner Contact | Location | Type of Business |
|------------------|-------|---------------|----------|------------------|
| | | | | |
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The Ongoing Marketing Plan lays out specifics for a campaign partnering with other local businesses.

Marketing to Other Businesses and Groups

Certain groups and businesses will be excited that your new Monkey Bizness store is entering the community. It is important that you reach out to these groups to let them know about your business. Below is a list of businesses and organizations that you should consider reaching out to and let them know you are opening in the community.

Before you reach out, it is important that you have planned your approach or decided what offers you will present. For instance, with daycare centers, other stores have seen successful with dropping off a packet of materials including brochures and free open play passes. With each group you approach, you should know what your "pitch" or elevator speech will be.

Day Care Centers

Daycares and pre-schools are an important part of this strategy. Perhaps at no other facilities will you find a higher collection of your target audience. Contact daycare centers in your geographic area. You will most likely be speaking with the Director. Find out when and how field trips are scheduled and offer discounted rates to encourage them to come to your Monkey Bizness. Let them know that since you are a new business, you are offering lower rates for a limited time. Ask if you can drop off a flyer for the kids to take home announcing special open play rates and/or party discounts exclusively for their centers. Offer to post flyers for their daycare centers in your Monkey Bizness facility lobby.

You will need to identify the viable day cares in your area and make a list:

| Day Care Center | Director | Address | Phone number | Email address |
|-----------------|---------------|---------|--------------|---------------|
| Goddard School | Shannon Smith | | | |
| | | | | |
| | | | | |

As part of this process, you may need to make cold calls to day care centers and pre-schools. Below are the best practices when making these calls.

- Ask to speak with the Director or Principal.
- Explain who you are, and what you offer.
- Ask if you can drop off flyers/brochures for kids and parents.
- Offer a limited amount of free coupons for kids, but be sure to provide enough coupons for everyone in the group. Otherwise, the leadership may not distribute the coupons out of fear that they might not include all the children in the group.
- Set up a face-to-face meeting to discuss offerings.
- Track your calls and results in a database.
- Pass out brochures.

Schools

Perhaps one of the first and most important things to do is to gather a list of all of the pre-schools and elementary schools in your geographic territory. Visit the website for each school and identify the name and contact information for the president of the PTO (Parent Teacher Organization) or PTA (Parent Teacher Association) or the Director of Fundraising. If this information is not available online, call the school and ask for the contact information you need. When you call pre-schools ask for the name of the Director.

Call each President or Director and introduce yourself. It is crucial to make it clear that you are interested in supporting the local community and want to know how you can support them. You don't want to come off as someone simply looking for additional business.

Most importantly, you need to extend yourself:

- Offer to host a day during which families from the school or pre-school can come to play at no charge (put a time frame on this to get them to do it sooner than later).
- Offer to donate a free party to their school auction or fundraiser.
- Offer to host a fundraiser at your Monkey Bizness location.

| School name | PTO President | Email address | Phone number | Open to working together/Notes |
|-------------|---------------|---------------|--------------|--------------------------------|
| | | | | |
| | | | | |

Many schools may have before and after school programming as well as offer summer camps for children. During your research, you should identify such schools and the program director. You may wish to put together a specific brochure or letter to provide to the director advertising specials you may be willing to offer. You should introduce yourself personally while delivering such marketing collateral.

Churches

Contact every church in your area and again, extend yourself:

- Offer discounted open play to members for limited time.
- Offer to donate free parties for their fundraisers.
- Host a day (or even a few hours) where members of the church can bring in children for free.

| Church name | Contact | Email address | Phone number | Open to working together/Notes |
|-------------|---------|---------------|--------------|--------------------------------|
| | | | | |
| | | | | |
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Mothers Groups

Mothers' organizations are great groups to contact. Go to the organization's website, select the options that allow you to join a local group and enter the ZIP codes your area covers. This brings up a list of area groups, often with contact names and phone numbers. Contact each organization and discuss Monkey Bizness. Offer discounts or free coupons for the first visit. Also discuss group discounts for future visits.

It is important that you tell the group contacts that you are a local business owner. Provide them with a brief description about Monkey Bizness or Little Monkey Bizness and let them know that you are offering free and discounted services for their group.

Once you establish rapport with the leader offer the group the option to use your location as their next meeting place at no charge or at a discounted rate. (This especially applies to start-ups in their first three months of business.) Offer discounts for the kids as well as free or discounted coffee or smoothies. Provide party discounts or offer a free party to be given away during a prize drawing at the meeting. Be energetic and creative during these discussions. These are some of the best places to establish long-term repeat guests.

| Mom Group | Contact | Email address | Phone number | Open to working together/Notes |
|-----------|---------|---------------|--------------|--------------------------------|
| | | | | |
| | | | | |
| | | | | |

Email

While we strongly recommend using email marketing in your on-going marketing plan, in order for this to be effective for your Grand Opening plan, you must have an email marketing list, which is typically built up once your store has been in operation for a few months. However, if you do have one or decide to purchase one, this can be very effective. You should accumulate your email database quickly from Return Visit after about one month in operation. At that time, send a second email blast to all possible contacts again. Within your email, provide link to the grand opening Facebook Event page and post further details of your event there as well.

An email template is a shell or format for content that changes. An email newsletter, for example, has a certain look and feel (format) that you set up in a system such as Constant Contact, where it looks the same every time, but the content is different each time you send it out.

Week 6 Notes

Week 7 <Date> _____

Approximately 6 weeks from Grand Opening (3 Weeks from Soft Opening)



Objectives

- Update email list on progress of store and grand opening
- Continue outreach to other businesses and groups
- Begin planning for Grand Opening week

Grand Opening Week

Now is the time to begin planning for your Grand Opening. You should have the following goals for your Grand Opening:

1. Create Awareness
2. Create Excitement
3. Build Relationships in your Community

Create your Grand Opening Week Specials

Ideally, each day during your Grand Opening Week will have a special or theme. For instance, you might plan the week as such:

- Monday – Free open play to all who visit
- Tuesday – Birthday party discounts for all parties booked
- Wednesday – Parent’s day; free coffee samples throughout the day
- Thursday – Discount on all coffee drinks
- Friday – Family Night prices all day and ½ price pizza that night

The daily specials can be creative and anything you wish. However, keep your goals in mind when determining your week’s specials. Each of these specials should have a 2-3 paragraph narrative that outlines the concept and the plan so that you can accurately articulate them to both your staff and potential customers.

Create Ads for Your Grand Opening Week

Once you have determined what your daily specials will be, work with the Support Center to create the advertising you need for your store. Many of these concepts have already been discussed so we will just briefly go through different options to advertise your Grand Opening Week.

- Paid Facebook Advertising
- Flyers to give to other local businesses
- Email to customers and other contacts in your database
- Sign Spinning
- Online coupon advertising such as LocalSaver or Coupon Suzy

Week 8 <Date> _____

Approximately 5 weeks from Grand Opening (2 Weeks from Soft Opening)



Objectives

- Send email to all contacts promoting your Grand Opening week
- Send email to friends and family promoting your Soft Opening
- Setup advertisements on social media networks promoting Grand Opening Week

Coupons

Coupons have proven themselves to be highly effective sales tools. People love the feeling that they are getting a discount or a deal. Marketing research firm, A.C. Nielson Co., found that 95% of all shoppers like coupons. And 60% actively look for coupons. Coupons have several benefits, they have the effect of expanding or increasing your market area. Consumers will travel far to redeem a valuable coupon. There are several different ways to offer a coupon:

- Offer Discounts – Perhaps the most common type of coupon offers a certain amount or percentage off of a product
- Offer Bonuses – With this coupon, the customer will get an “extra” something if they make a purchase, for instance, buy one get one free.
- Offer Free Information – With this coupon, a customer will get something for free. For instance, showing up to your family night for a free karate lesson.

At this point in the process, you should start to determine if you will offer any coupons to draw traffic into your store in the initial weeks or months. The Support Center can assist you in designing a coupon that can be distributed through either email or social media.



It is important to track your coupons so you can gauge the success and overall return on investment. The best way to track the coupon is to have a special code the correlates with your point of sale system. Anytime a coupon is presented, you register this within your system.

Week 8 Notes

Week 9 <Date> _____

Approximately 4 weeks from Grand Opening (1 Week from Soft Opening)

At this point, you are approximately 1 week from your soft opening and actually starting to present your new business to customers. Make sure your facility, as well as your online presence is presented as you would like. By this time, you have been busy in many different areas of your business. It is important to make sure you are presenting a consistent image and message to the community. Make any additions or corrections as you see fit, and ask for any assistance required from the Support Center if needed.



Objectives

- Schedule a time with the Support Center for training on your marketing reports and analytics.
- Start tracking and analyzing your website traffic.
- Start tracking and analyzing effectiveness on social media.
- Start to work with the Support Center to further customize your social media messaging in regards to your Grand Opening

Technology and Analytics

As your store is about to open, the Support Center will now be sending you monthly reports on the progress of your web presence on the website and your impact through Facebook. Below is an example of the report you will receive.

Monthly Support Center Dashboard:



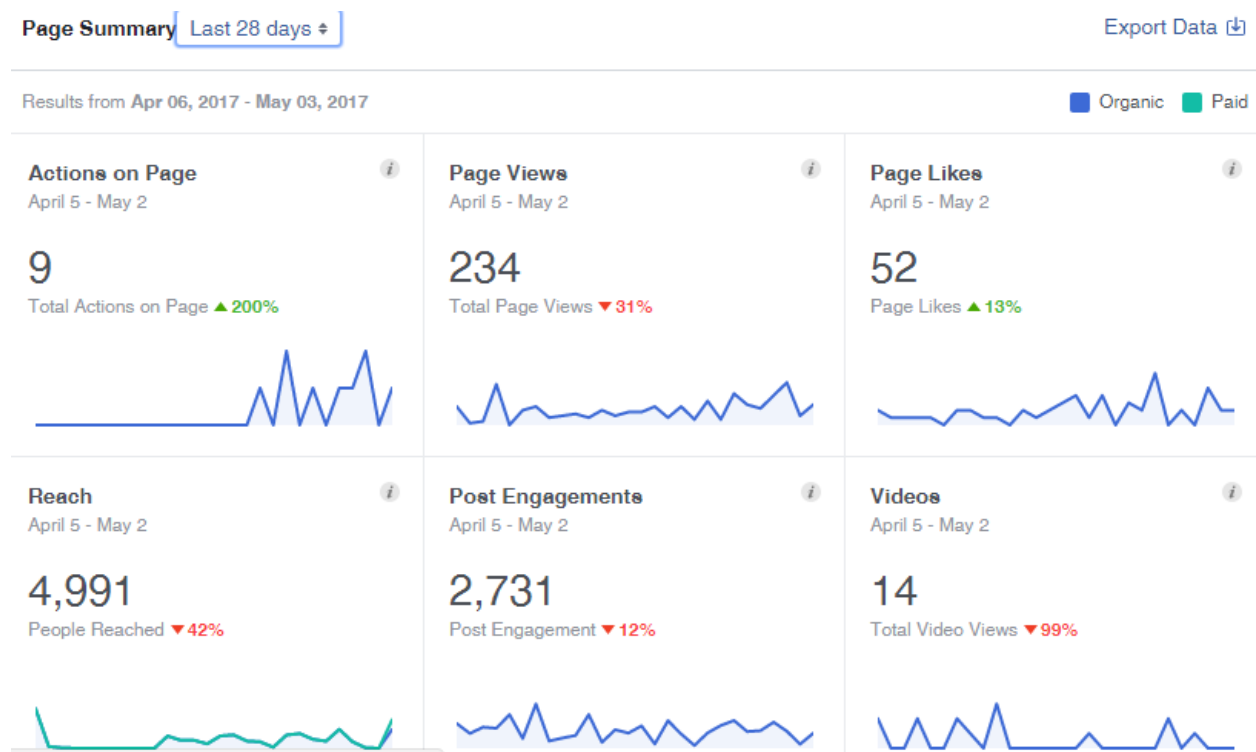
The Support Center will provide you with a Dashboard on a monthly basis, along with insights on your web and Facebook traffic. You can request this report more frequently. We will not go into detail in regards to this report since that will be covered more in a one on one training.

Facebook Insights

Facebook Insights are available in your Facebook Dashboard. Another feature Facebook offers is your Ad Manager. The Ad Manager is discussed more in-depth in the Monkey Bizness Facebook Guide. Both of these tools will help you measure audience outcomes such as reach, frequency, targeting, and cross device performance of your ads. They will help you optimize how you connect with your audience.

Ads Manager is an all-in-one tool for creating your ads, managing when and where they'll run and tracking how well your campaigns are performing. Facebook Audience Insights gives you aggregate information about three groups of people—people connected to your page, people in your Custom Audience and people on Facebook—so you can create content that resonates and easily find more people similar to your current audience. You can learn about your demographics, what people like and their lifestyles.

One of the best places to learn about these tools is directly from Facebook. You can learn more here: <https://www.facebook.com/business/learn/facebook-ads-measuring-results>



Week 10 <Date> _____

Soft Opening. Approximately 3 weeks from Grand Opening



Objectives

- Train staff members.
- Begin social media strategy and management and create content calendar.

Soft Opening

Good news!!! You have reached your soft opening. Now that you have gotten to this point, your Grand Opening Marketing plan should be winding down as you start to move over to your normal marketing operations.

Once construction has begun on your facility, you will have an idea of when your grand opening will be. While there are often variances in your construction schedule, those can be allowed for by doing a soft opening. Typically, the Grand Opening is scheduled 15-30 days after the Soft Opening. A Soft Opening gives you time to train staff members, learn the open-play system and manage party rotations.

Training Staff Members

The specifics of training your staff members are not covered in this guide. However, as it does relate to this guide, you may wish to “script” certain interactions your staff will have with customers.

Your staff will be using a script whether it is one you create or that they come up with on their own. As such, we strongly believe that it makes sense to script certain interactions your staff has with guests. Below is a list of interactions you may choose to script:

- Open Play Customer Approaches Counter
- Checking Out Open Play Customer
- Open Play Customer Leaves Store
- Birthday Customer Approaches Counter
- Checking Out Birthday Customer
- Manager Interaction with Birthday Party Customer at conclusion of party
- Party Host Greeting of Birthday Party Customer

We strongly recommend that you only script 3-4 interactions because in our experience, your staff will not remember more.

Scripts can and should be simple. Below is an example of a script:

Situation: Open Play Customer Check Out

Script: *“Would you like coffee or a snack while your child plays?”*

The above script is a non-intrusive way to try to upsell your customer. Not all scripts will be upselling a customer, however, where appropriate and non-intrusive, your staff should offer additional services.

Another area for scripting is when your staff answers the phone. Monkey Bizness conducted a secret shopper experiment and found that only 1 in 10 of our employees answered the phones by introducing themselves. Some even just merely said the location they were at when they answered the phone. To combat this, we have prepared scripting and a “sales” training for our staff. This is located on the Monkey Bizness Extranet Site under the Marketing section.

Social Media Management

Social Media can be hard to manage. While the Support Center will post on a daily basis for you, the content posted by them is generally out of your control. You may wish to post certain topics or events at certain times. To stay organized, we strongly recommend the use of a social media content calendar on an ongoing basis to schedule posts in advance:

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-----------|--------|------------------------|-----------|----------------------|-----------------------|----------------------|--------------------------|
| 5/1 - 5/7 | | | | Nat. Star Wars Day | | | |
| Parker | | Summer camps at Little | | Need something to do | Have you seen our new | Do you remember last | *If we had no winter, th |

You can set certain themes for each day of the week and schedule your posts in advance, or you can spend a certain amount of time each day on social media, giving you a chance to engage on a more personal level with your customers.

| |
|--------------------------------------|
| MON: T-Shirt Tuesday |
| TUES: CAFE |
| WED: Promote Fam Night (Thurs 4-7pm) |
| THURSDAY: PJ Day on Fridays |
| FRI: Quarterly Campaigns |
| SAT: Birthdays |
| SUN: Fun quotes |

The Support Center will post about events; however, you will need to discuss this with them ahead of time.

You should turn on certain notification alerts on Facebook to notify you when you receive reviews or messages. It is important to respond to both of these items on a timely basis. Look on the Monkey Bizness Extranet Site for information on how to reply to reviews.

Week 12 <Date> _____

Approximately 1 week from Grand Opening

You have made it!!! This is the last week of the Grand Opening Marketing plan. The last step of this marketing plan is to take the first step of your on-going marketing plan: make a budget. Many people refer to budgets as the “b” word....however all budget really does is organize your thoughts and allocate your resources. Putting pen to paper and figuring out where you will spend your marketing dollars helps you know where you want to spend your time and will save you money down the road.



Objectives

- Create a budget in Excel and start recording and projecting all marketing costs.

Budget

Since you do not have historical data on your marketing spending, this is the perfect time to get a head start on that aspect of your marketing planning. Deciding how much you want to spend can be a useful endeavor and save you money in the long run. There are many things to consider when creating or starting a marketing budget. What does it take to make an impact with each marketing investment? What is my expected ROI (return on investment)? Am I doing this for brand awareness or a revenue generator? What are need-to-haves vs. nice-to-haves? Below is an example of what your ongoing costs might be:

Store:

Please put a description of plan

| FY 2017 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total | Comments |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-------------|---|
| Business Partnerships | | | | | | | | | | | | | \$ - | |
| Customer Loyalty | | | | | | | | | | | | | \$ - | |
| Email Marketing | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$65.00 | \$ 780 | Constant Contacts |
| Events | | | | | | | | | | | | | \$ - | |
| Facebook | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$ 1,800 | Ad and boosts |
| Google Adwords | | | | | | | | | | | | | \$ - | |
| In-Store | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$150.00 | \$ 1,800 | Posters, flyers, brochures, cards |
| Networking | | | | | | | | | | | | | \$ - | |
| Print Advertising | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$156.75 | \$ 1,881 | Local Flavor magazine ad |
| Merchandise | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$ 1,740 | Monkey's, t-shirts, water bottle, goodie bags |
| Orchard | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$155.00 | \$ 1,860 | 1 % of rent |
| Monkey Bizness | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$34.00 | \$ 408 | 1% of royalties |
| | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$855.75 | \$10,269.00 | |

We recommend using a program such as Microsoft Excel to create your budget. If this scares you right off the bat, using a pen and paper and setting up a table like above will certainly suffice. On the top axis, list each month. On the first horizontal row, list out the items you would like to allocate funds to. Prior to doing this, you should have an overall budget in mind. Now it is time to start allocating funds to the various “line items”.

As this is your first year, your marketing budget as a percentage of sales will most likely be higher than future years. This is OK, remember you are embarking on building a new business and starting off on the right foot only sets you up for success further down the road.

Conclusion

Upon completion of this guide, you have helped setup your business for success. Now is time to start transitioning over to your on-going marketing activities. These are the items discussed in detail on the Monkey Bizness Extranet Site and the Operations Manual.

It is important to remember that the Support Center is always here for help. Monkey Bizness Franchising strongly believes that one of the areas we can provide the most support to our franchisees is through marketing. At this point, you should have monthly support calls set up for both Operations and Marketing. You should also be reaching out to the Monkey Bizness Franchising Marketing Department whenever you have questions or needs.