

uFire.

ENTERTAINMENT & EXPERIENCES

Bowling Nights Are Group Decisions. Be the Answer When Groups Ask.

Bowling — especially upscale boutique bowling — is a group social activity driven by friend recommendations. uFire puts your lanes in front of local groups planning their next night out through ambassadors who've already been and loved it.

THE PROBLEM

Why Bowling Alley / Boutique Lanes Businesses Struggle to Grow

Discovery Relies on Social Proof

'Where should we go for group night?' gets answered by what's already in people's social feeds. Without ambassador content, your lanes aren't in that conversation.

Premium Experience Needs Premium Marketing

Food, cocktails, and curated lane experiences deserve more than a Google Ads listing. But premium marketing requires real people sharing the premium experience authentically.

Weeknight Capacity Sits Empty

Your best revenue opportunity is filling weeknight lanes. Ambassador content targeted to groups planning casual weeknight outings converts directly into bookings.

THE SOLUTION

How **uFire** Works for Bowling Alley / Boutique Lanes

1

Recruit Groups Who Loved the Experience

We enroll lanes enthusiasts and social groups who had a great time at your venue. They post the atmosphere, the game highlights, the food — to their local social networks.

2

Launch Group Night Content Campaigns

Lane aesthetic content, strike celebration reels, food and drink alongside lanes, birthday party highlights. Content that makes groups say 'we're doing this next.'

3

Pay Per Post, Fill Every Lane

Flat per-post pricing. When friends are texting 'what should we do Friday?' your ambassador content is already in their feed with the answer.

THE NUMBERS

The Math Behind the Campaign

\$180

Average group bowling spend (4 people, 2 games + food)

65%

Of bowling venue discovery happens through friend recommendation or social post

8x

Repeat visit rate for groups who had an excellent first experience

A 15-post ambassador campaign costs \$500–\$1,200. If it generates 30 new group bookings at \$180 average, that's \$5,400 — a 4–11x return from authentic word-of-mouth.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Bowling Alley / Boutique Lanes — powered
by uFire.

ufire.ai/brands/bowling

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime