

**uFire.**

ENTERTAINMENT & EXPERIENCES

# **Groups Book Escape Rooms Because Friends Raved. Be the Rave.**

Escape rooms live on group bookings — and groups book because a friend said 'you HAVE to do this.' uFire builds a network of ambassadors who turn their experience into content that drives group reservations.

## THE PROBLEM

# Why Escape Room Businesses Struggle to Grow

### 🎯 **Group Bookings Are Your Entire Business Model**

Your revenue depends on full-group bookings. Empty time slots = lost revenue forever. And groups only book after someone has been and raved about it to the whole friend circle.

### 🗨️ **Word-of-Mouth Is Your Marketing — But It's Unmanaged**

Most escape room operators know their best bookings come from word-of-mouth. But they have no system to amplify it — they just hope people tell their friends.

### 👤 **Ads Target Individuals, Not Groups**

Ads can reach individuals, but escape rooms need groups of 4–8. The gap between an interested individual and a booked group is where most escape room marketing fails.

THE SOLUTION

# How **uFire** Works for Escape Room

1

## **Recruit Excited Players as Ambassadors**

We enroll groups who loved your escape room. They post their experience — the celebration, the team strategy, the panic at the last 60 seconds — to their entire social network.

2

## **Launch Group Experience Campaigns**

'We just escaped with 30 seconds to spare!' celebration content. Team-building and date night posts. Birthday group photos. Content that makes entire friend groups want to go.

3

## **Pay Per Post, Fill Your Time Slots**

Flat per-post pricing. When a group of friends is planning what to do Saturday, your ambassador content is the reason someone says 'let's do the escape room!'

THE NUMBERS

## The Math Behind the Campaign

**\$240**

Average escape room booking (group of 6 x \$40/person)

**78%**

Of escape room bookings are driven by a personal recommendation

**4x**

More likely to book after seeing a friend's social post about it

A 15-post ambassador campaign costs \$600–\$1,500. If it generates 20 new group bookings at \$240, that's \$4,800 — plus repeat bookings as groups try harder rooms.

# Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Escape Room — powered by uFire.

**[ufire.ai/brands/escape-room](https://ufire.ai/brands/escape-room)**

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