

Kate's Skating Rink

Family Entertainment Center
GASTONIA, NORTH CAROLINA



Since 1961, Kate's Skating Rink has served the Charlotte area as the premier center for quality family entertainment that doesn't break the bank. With two locations, they've successfully adapted with the passage of time, maintaining their standing within the community as a place where the entire family can go and have fun!

As owner, Billy Thompson seamlessly blends tradition with an eye toward the marketing strategies of today and tomorrow.

"FetchRev has grown our customer base, increased sales and web traffic, and given us a way to reward our loyal guests with awesome offers. When a customer claims or purchases an offer—they get hooked and keep coming back. A huge win."

Billy Thompson, Owner
Kate's Skating Rink

THE CHALLENGE

When Kate's opened for business in 1961, founders John and Kate Grice's mission was simple: Provide wholesome, affordable family entertainment. As the decades passed, word of mouth kept locals walking through the doors of their neighborhood skating rink.

However, in recent years, Kate's traffic declined, and they searched for a solution to rise out of a business rut. Marketing, they determined, was their ticket to bringing back the crowds of their wonder years.

Email marketing and social media are not learned in a day—and possessing neither the tools nor time to master these skills, they ended up expending too much energy attempting to become marketing experts at the expense of running the day-to-day operations of the rink.

Owner Billy Thompson worked extensively with FetchRev for help communicating with his digitally savvy customers so that Kate's could get back to the basics of what made them successful in the first place.

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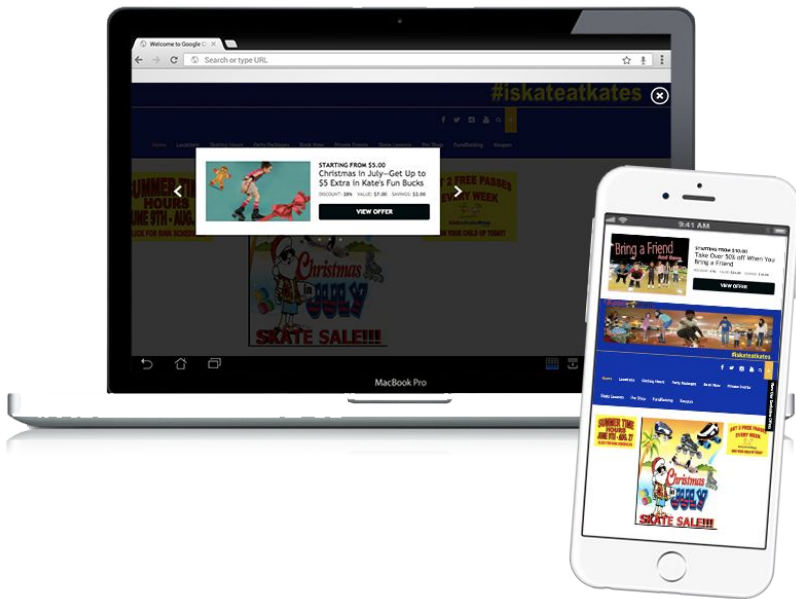
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THE SOLUTION

Seeking to improve visibility and reach clients like never before, FetchRev worked with Billy to create a series of special offers that would be embedded as plugins on his website.

Choosing to showcase a Buy Now, Coupon, and Birthday Collector respectively, Billy and the FetchRev Customer Experience team meticulously cherry-picked his most popular promotions in a calculated effort to display offers that are appealing and simple for his customers to discover.



Since the launch on his website, Billy has been pleasantly surprised by the amount of patrons who have personally thanked him for the convenience and quality of these campaigns, offering positive feedback on everything from the accessibility to the savings.

To take advantage of an offer, the user clicks on the view deal button upon visiting the site to access the landing page where a simple 3-step purchasing process securely completes the transaction.



RESULTS

First things first, in order to get customers back in the doors, we needed to first get them back on the website. By providing an incentive to continually visit the website to access special offers deployed as plugins, Kate's saw website traffic increase by **45%**!

As an added bonus, the website plugins increased the length of time the average visitor spent on the site by **1-2 minutes** per visit.

Furthermore, switching from a competitor's direct response software to FetchRev increased conversions exponentially and boosted email communication open rates by **28-30%**, convincing Billy to drop his previous supplier.

In conclusion, Kate's Skating Rink created an entirely new inbound revenue stream and increased their repeat customer base through working with **FetchRev**.

QUESTIONS, COMMENTS?

That's what we're here for. Contact us today via email or phone.



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