

# Dallas Karting Complex



**FAMILY ENTERTAINMENT**

DALLAS, TEXAS



Dallas Karting Complex is a popular destination for kids and adults alike to rent and race go-karts, feeling the thrill of racing a car half a foot off the ground at 65 miles per hour. Kevin is the smart, savvy business owner who owns and operates this one-of-a-kind go-kart track in North Dallas.

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*The quality of customers I'm bringing in with FetchRev are noticeably better than those I get from daily deal sites, and the 'Buy Now' button in the offers is a game-changer.*

**Kevin, Owner**  
DALLAS KARTING COMPLEX

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## THE CHALLENGE

Kevin knows what to do when it comes to digital marketing. With a 4.1 rating and 30 reviews on Google, he's the first to show up for almost all go-kart searches in the Dallas area. With this kind of online reputation, he is getting found on the web by lots of potential new customers.

He had also collected tens of thousands of customer emails and was looking for a solution to connect with these customers. His biggest goal was to get them to return more often to the track.

Kevin was also looking to find new ways to attract customers. He already had over 33,000 likes on Facebook, but was looking for a way to monitor and measure how social media could build his business.

Kevin had worked with a few daily deal sites in the past and found that splitting the profits with these vendors was not an attractive option. Plus, customers that came in with daily deal coupons were not always a good match for the long-term goals of the business.

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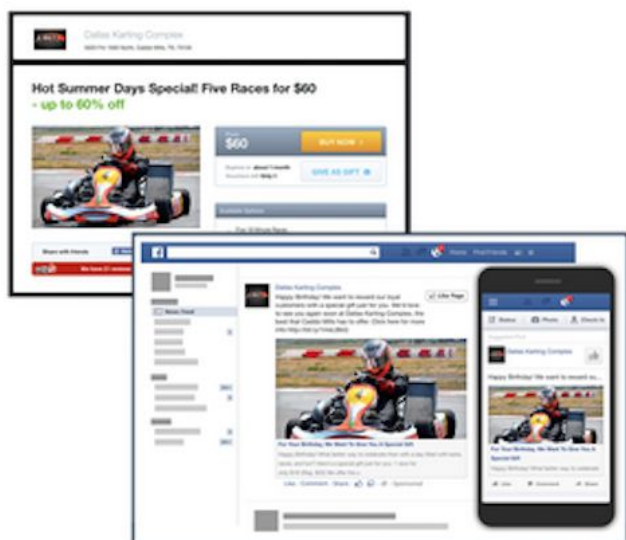
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### THE SOLUTION

With Kevin's goal of generating more revenue from new and existing customers and keeping all the profits, our team worked with Kevin to create marketing campaigns and offers. These campaigns were designed to build customer loyalty and retention through his email assets, as well as attract new customers through Facebook.

Recognizing the huge potential of his email list and Facebook presence, we worked with Kevin to send campaigns and offers via email and Facebook that used the "Buy Now" feature to convert emails and Likes into customers.



To find new customers, we worked with Kevin to create and run Facebook Ads for his page.

Businesses often assume that their Facebook fans are existing customers, but what Dallas Karting knows is that advertising and boosting offers on Facebook is a great investment to get you new customers, as well as engage and keep in contact with your existing fans.



### RESULTS

With FetchRev, Kevin has generated **\$100,700** in a little over 4 months, yielding a **62.9x ROI**.

Kevin has been able to build a productive, replicable **customer retention program** through email. In addition, we've helped him generate nearly **3,000 new Likes** for his Facebook page and turned Facebook into a new channel for growing his business by promoting offers that generate more **revenue** and **repeat business**.

Even though Kevin is well-versed on the incredible benefits of online marketing, he was thrilled to find a product and a team of dedicated marketing experts that are aligned to his vision of success and can deliver results.

### QUESTIONS, COMMENTS?

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



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