

Dallas Karting Complex

Family Entertainment Center
Dallas, Texas



hownd®

Success Stories



\$100K

In 4 months

63x

ROI Increase

3,000

Facebook Likes

Dallas Karting Complex is a popular destination for kids and adults alike to enjoy 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.

“The quality of customers I’m bringing in with Hownd 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

The Challenge

Owner 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 most go-kart searches in the Dallas area. With this kind of online reputation, he’s getting found by lots of potential customers.

He’d also collected thousands of customer emails and was looking for ways to get them to return more often to the track. Additionally, he already had 33,000 likes on Facebook, and wanted to monitor and measure how social media could build his business.

Kevin had used a few daily deal sites but found the high expense of splitting profits was not attractive. Plus, customers that came in with daily deal coupons weren’t always a good match for the long-term goals of the business.



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The Solution

With the 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 using 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 their Facebook fans are existing customers, but Dallas Karting knows advertising and boosting offers on Facebook is a great investment to get new customers, as well as engage and keep in contact with your existing fans.

The Results

With Hownd, Kevin has generated \$100,700 in a little over four months, yielding a nearly 63x 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 it 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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