

Marketing to Corporate Escape Room Clients

This is an extra resource to go along with the original article:
[Attracting Corporate and Team Building Clients to Your Escape Room](#)

Here are some tips for marketing to corporate escape room clients that we gleaned from our interviewees, Andrew Weller of [Knockout Escape Rooms](#), Ben Thornton of [Clue Cracker](#) and David Gale of [Exciting Escapes](#).

1. Use social media.

“Social media is a must. We use Facebook, Twitter and Instagram and make sure we hashtag useful phrases and links to attract corporate clients.” (Ben Thornton)

2. Google Adwords

“We are always running Google Adwords campaigns.” (Andrew Weller)

3. Get a lot of reviews.

“TripAdvisor and Google Reviews are big for us. We’re lucky enough to be number one in our county, which brings us a lot of bookings.” (Andrew Weller)

“TripAdvisor is a wonderful tool and we have already gone to Number 1 of Fun & Games in Tunbridge Wells within just one month. We have over 100 5 star reviews and this attracts a lot of customers, especially corporate clients as they seem to rely on these reviews.” (Ben Thornton)

4. Create great experiences for your regular clients to generate word-of-mouth.

“It starts with public games - we create great experiences week in and week out for families and friends, and they go into work and say "We should do this" - there is no greater sales pitch than one from an advocate in the organisation itself.” (David Gale)

5. Give flyers out locally that advertise your escape room as a team-building experience for organizations.
6. Learn who the right person is to organise team-building in the big businesses near you. This way you can ensure you're emailing or calling someone who can actually make a decision about it.
7. Offer specific corporate packages. They are looking to achieve team-building goals and for places that may accommodate additional needs for them (such as refreshments or meeting space). Being able to use the Escape Room for more than one thing can help to seal the deal.