

# FIVE WAYS TO ATTRACT MORE UGC PRACTICAL GUIDE

A Practical Guide for operators who want their experience to become their most powerful FREE marketing engine.

## WHY UGC (USER GENERATED CONTENT) IS THE MOST POWERFUL MARKETING FORCE IN ENTERTAINMENT TODAY

There's a big shift happening in consumer behavior!

Guests no longer trust carefully polished advertising as they once did. They trust people. Their people. And nothing influences their decisions faster than User Generated Content (UGC).

### The numbers make the case impossible to ignore:

**79%** of consumers say UGC highly influences their purchase decisions

**84%** trust brands more when they use UGC

**4X** UGC based ads get up to 4x higher click through rates and 50% lower cost per click



### And for younger demographics the effect is even more pronounced:

- Millennials trust UGC 50% more and find it 35% more memorable than traditional media
- Gen Z believes UGC will surpass all other forms of content in credibility within 3-5 years
- Nearly 40% of young people use TikTok or Instagram to discover new places through UGC

People don't want to hear about your center. They want to experience it through the experience of someone they relate to. UGC is the ultimate currency of modern marketing and being a bowling entertainment venue is an advantage.

Bowling is inherently social. It's visual. It's reactive. It's filled with micro moments that practically beg to be captured. And with the right on lane experience, especially the ones powered by immersive and interactive modern bowling technology. Those moments become impossible not to share.

UGC isn't just a by-product of a great experience, it is proof of a great experience.

And in a world where guests scroll before they choose, that proof is priceless.

If you want more guests capturing and sharing their experience, you don't need more advertising, you need more moments worth sharing.

## The 5 Most Effective Ways to Attract More UGC in Your Center

### 1 Design Lane Environments That Look Stunning on Camera

Guests decide what to post based on one thing:

#### Is it insta-worthy?

Modern scoring systems like BES NV and immersive visual environments like Neoverse give you a built in aesthetic advantage. Big, bold, animated, bright, the kind of backdrop that elevates every selfie, strike celebration, and group shot.

Enhance your share worthiness by:

- Using cinematic lane visuals
- Updating themes seasonally
- Amplifying lighting effects
- Creating visually distinct experiences
- Ensuring every lane feels like a “social set”

Make your lanes unmissable, and they’ll become unscrollable too.

### 2 Build “Share Trigger” Moments Into Every Game

UGC isn’t random. It’s triggered by emotion. Excitement. Laughter. Surprise. The exact moments bowling naturally delivers.

Maximize these moments with:

- Animated celebrations for strikes and wins
- Personalized player visuals
- Unexpected frame-by-frame surprises
- Event specific graphics that delight guests

Give guests a moment worth capturing and they’ll give you a post worth amplifying.

### 3 Make Sharing Easy (and Encouraged)

Guests want to share. They just need a simple path. Add gentle prompts throughout the experience:

- A branded hashtag visible on scoring screens
- Quick QR codes linking to your social profiles
- A short “Share Your Strike!” message after a big moment
- Staff prompts during parties, leagues, or events

Make sure to curate your digital media presence so it’s easy for users to find your venue and tag it in their posts. The easier you make it, the more posts you’ll see.

### 4 Spotlight Your Guests’ Content to Inspire More

Social proof isn’t subtle, it’s contagious. Showcase UGC and you’ll spark more of it.

Try incorporating:

- A digital UGC reel on lobby screens
- A “Top Posts” shout out wall
- Reposts on your social channels
- Event themed compilations guests love to watch
- Offer a ‘freebie’ for customers who share their experiences and tag your venue in their stories during their stay.

Recognition is the fuel of participation.

Show guests you’re paying attention and they’ll show you the content you crave.

### 5 Curate Thoughtfully Designed Themed Events That Practically Generate UGC

Here’s where UGC skyrockets. A well-executed theme night doesn’t just entertain, it activates your guests. It transforms the entire environment into a living backdrop for content.

Think:

- **Dress up nights** (retro, neon, cosmic, 90s, villains vs. heroes, etc.)
- **Matching themed food & drink menus**
- **Custom giveaways** like pins, shirts, patches, and stickers
- **Lane side visuals that complete the theme** (BES NV + Neoverse shine here)
- **Mini competitions** or contests tied to the theme
- **Photo zones** that look great on camera

These are the nights when phones come out, cameras are rolling and guests are creating instagramable moments to share (featuring your brand!).

You create the theme and your guests create the buzz.

## How UGC Becomes A Self-Sustaining Growth Engine

When you combine a modern, visually elevated experience with a strategy that encourages UGC, something powerful happens: your center creates its own marketing momentum.

**Because Experience-Driven User Generated Content is:**

- Authentic
- Fast-moving
- Relatable
- Trusted
- Cost effective
- Evergreen



And with BES NV + Neoverse powering your lanes, you're not just participating in the UGC economy, you're leading it.