



Success Story: Pour House Trivia

Pour House Trivia is livening up the weekday bar scene in the DC Metro area by hosting friendly competitions that entice customers out of their houses and into the pubs. Trivia games are increasingly popular as bars and restaurants seek to deepen their margins by filling seats on traditionally quiet nights, and in just 4 years, Pour House Trivia has expanded from a single location to more than 28 venues.

“ThriveHive fills a niche for companies that are big enough to need marketing but not big enough to pay for a fulltime marketing person.”

- Denny Grizzle, Owner

The Problem

Having so many venues meant that Pour House Trivia needed to get the word out about its weekly hosted games and prizes. But, like all growing companies, Pour House Trivia's priorities lie in its core business functions. It doesn't have a dedicated staff to build a smart, consistent marketing program. According to the owner of Pour House Trivia, Denny Grizzle, "Many businesses hit a spot where marketing gets too time-consuming, and you don't have the time or interest to do it. But you have to do something."

Pour House Trivia revised its website a few times but never achieved decent rankings. It tried some marketing strategies on its own, with lackluster results. Pour House Trivia knew that it needed a complete marketing strategy and the tools to implement it. The company considered hiring a marketing professional, but the weight of salary, benefits, and overhead were a burden that the small business company was reluctant to take on. Instead, Pour House Trivia turned to ThriveHive, the leader in local business marketing, to roll out a marketing strategy that is affordable, cost-effective, and measurable.

The Solution

Pour House Trivia chose the Guided Marketing Platform, with the Marketing Coach add-on to get monthly meetings with a marketing coach. From the first conversation with his ThriveHive marketing coach, Denny says, "Our coach was impressive. Clearly, he had done research on me, which I really liked. He showed himself as someone who was committed to my business."

Pour House Trivia answered a series of questions from which ThriveHive generated a customized marketing plan, broken down into action-oriented tasks that are measured using ThriveHive's Guided Marketing Platform.

ThriveHive's marketing coach connects with Pour House Trivia regularly to ensure that the plan is working. "I like the human connection of the monthly meetings," Denny says. "Our account manager dissects where we are and gives concrete advice." Denny didn't want to become an expert in digital marketing; he just wanted results. "Our coach understood my issues with lack of digital knowledge," says Denny. "He explained exactly what to do. The follow-through and specific focus on my business was extremely valuable."

#1

search result on the 1st page of Google for chosen keywords



increase in customer base

2X

Doubled contact list from 400 to 900+

Doubled number of active players

Doubled social media engagement

Denny says that Pour House Trivia found the website analytics easy to use and helpful in making marketing choices. The company also liked the way the blogging and newsletter options worked together with the contact list. ThriveHive is the right choice, Denny says, "If you want to focus on growing your business and not on keeping up on all the constant changes in digital marketing."

"Over 80% of my leads come from online activities and my website."

The Marketing Coach Difference

Pour House Trivia knew that it needed both good technology and technical expertise from a marketing professional. The Marketing Coach add-on offers a marketing coach who learns about a company's business and helps it plan and run successful campaigns. "Once a small business decides to take control of its marketing, the first thing it looks for is expert help," says Max Faingezicht, CEO and co-founder of ThriveHive. "ThriveHive provides that through monthly meetings with a coach who helps keep you on track."

The Guided Marketing Platform is built around a featurerich Contact Manager that handles up to 5,000 contacts. Users can create and organize lists, see the history of each contact, and see who on the list is a 'hot' contact. The Contact Manager works in concert with a full set of email and social media marketing functions, making it simple to send newsletters and post to social media accounts.

The Guided Marketing Platform offers one tracked phone number with the option to add additional phone numbers. Tracked phone numbers allow Pour House Trivia to measure the success of different marketing efforts, both online and offline. A hosted website and blog are also features of the platform, and both are optimized for search engine rankings. "ThriveHive's Guided Marketing Platform, with add-ons like a Marketing Coach and additional tracked numbers, is great for customers who are ramping up their marketing efforts," says Faingezicht. "Small businesses can get the help they need when they're doing things for the first time."

"We understand that each local business is as unique as its owners, and their marketing also needs to be unique. We work with each customer to be sure they are getting the solution that's right for them at a price that makes sense for their business. That's how ThriveHive is able to help small businesses like Pour House Trivia to get such great marketing results."

- Max Faingezicht, Chief Technology Officer