



ROLLHOUSE ENTERTAINMENT

More people finding their next good time.

Ongoing marketing leadership across seven centers, with 29.8% more organic search visits in a matched 90-day comparison.



RollHouse Solon | Official venue photography

+29.8%

organic search sessions

46,885 vs. 36,111

+10,774

additional search visits

Same 90-day dates, year over year

+7.9%

total website sessions

66,512 vs. 61,636

THE IDEA

Give people a reason to visit. Make it easy to find.



ROLLHOUSE ENTERTAINMENT

The work behind the result.

WHERE IT STARTED

RollHouse brings bowling, food, events and other attractions together across seven Ohio locations. Each center has its own local audience and calendar. That makes the work bigger than producing posts: offers, search, sales materials and what actually happens in the building need to support each other.

THE RELATIONSHIP

As fractional CMO, Phil works with RollHouse leadership, Sales and center teams on marketing priorities and execution. The relationship covers campaign planning, website and search visibility, social and email direction, creative production and the regular review of what is working.

HOW THE WORK CONTINUES

Market the occasion

Build campaigns around the reasons people book: birthdays, leagues, company parties, seasonal experiences and time with friends. Recent work includes menu launches, holiday-party promotion, Wine & Board and company gift cards.

Connect the centers

Bring location teams, marketing and Sales into the same rollout. Shared planning and weekly follow-through help turn a campaign into usable materials, live promotion and a clearer handoff.

Use the numbers to choose the next move

Review search, website and social performance with leadership. The reporting makes channel changes visible and keeps the next measurement priority clear: connecting visits to inquiries and bookings.

Search brought in a larger audience.

From June 20 through September 17, 2026, organic search generated 46,885 website sessions, compared with 36,111 on the same dates in 2025. That is 10,774 additional search visits. Total sessions increased by 4,876. Organic search supplied 70.5% of all site sessions in the current period.

Bring your marketing question to Phil. hiddenlever.marketing/contact

SOURCES & MEASUREMENT

Source: RollHouse Weekly Marketing Visibility Report, September 18, 2026, p. 5, using its GA4 comparison. June 20–September 17, 2026 vs. the same dates in 2025. Growth = (current – prior) / prior. Sessions are visits, not unique people or confirmed bookings. Other channels declined, partly offsetting search growth. These observational results reflect the wider team's work alongside Phil's contribution; they do not establish marketing-attributed revenue.