

Bowlero's influencer program strikes more than 4.4m impressions



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Situation

Needed to highlight the Bowlero experience and drive brand awareness

If you're looking for the perfect place to experience bowling, dining, and nightlife all in one place — Bowlero is right up your alley. The retro-inspired hangout offers interactive arcade games, signature cocktails, and a menu that pins down any foodie.

Bowlero wanted to drive bookings with an influencer campaign targeting TikTok and Instagram channels. The brand aimed to communicate an unforgettable guest experience, which is one of their core values. Bowlero's target audience included bowlers, foodies, and nightlife lovers. Ultimately, Bowlero wanted its target audience to consider booking reservations using unique tracking links in their influencer-generated content (IGC).

About

Bowlero

Bowlero creates a unique bowling, dining, and nightlife experience featuring an upscale atmosphere, backlit bowling lanes, interactive arcades, and delicious food.

It's the largest owner and operator of bowling centers worldwide, with over 12,000 lanes — making it the perfect location for hosting parties and events, or participating in leagues and clubs.

They also offer weekly deals and specials to attract new customers while enticing existing bowlers to return.

Solution

Pair organic and boosted content for maximum reach

Bowlero worked with impact.com's managed services team to run the entire influencer campaign targeting U.S. audiences. This included influencer recruitment, management, and tracking performance. Influencers were encouraged to use TikTok and Instagram to drive impressions and engagement. The impact.com platform also created a comprehensive workflow to brief influencers on messaging and measure key metrics.

impact.com's strategy included:

- Driving click-throughs and reservations using a call to action (CTA) in influencer stories, such as "Learn more"
- Repurposing and amplifying influencer content to reach a highly targeted audience
- Aligning influencers with Bowlero's goals and messaging by providing detailed briefs
- Creating and promoting content that is fun and reflects the Bowlero experience

Solution (cont.)

Pair organic and boosted content for maximum reach

impact.com partnered with ten influencers (six on Instagram and four on TikTok) featuring date nights, foodie spots, and local travel with their content. The influencers were asked to deliver the following:

- One in-feed post (on either TikTok or Instagram)
- One Instagram story with at least three frames
- One week of exclusivity
- Three months of digital paid usage

Influencers posted content to their feed, and it was boosted on social media via paid ads to maximize impressions and clicks. The paid ads targeted U.S. audiences interested in bowling, food, nights out, and arcades.



Outcome

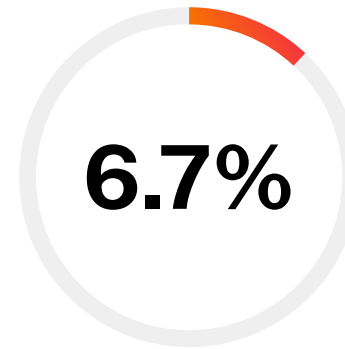
Bowlero's influencer campaign is a knockout with audiences

Thanks to impact.com's expertise, Bowlero's influencer campaign achieved 4.4m+ total impressions (more than 2x the promised number). The campaign also secured a reach of 2.8m+ (four times the proposed estimate).

Bowlero saw major results from impact.com's strategic social media amplification efforts, which sourced 25% of clicks and 40% of impressions.

Other impressive results include:

- 6.7% average engagement rate (above the industry's 2% standard)
- 23k total engagements
- 56 pieces of IGC



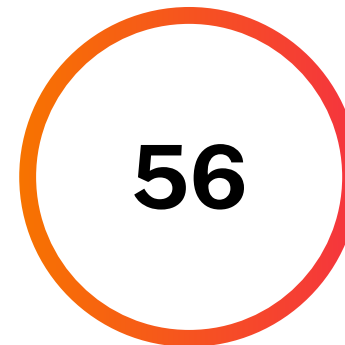
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Outcome (cont.)

Bowlero's influencer campaign is a knockout with audiences

Short-form TikTok videos helped to achieve this high engagement rate, using thumb-stopping content that spoke to Gen Z audiences. Overall, TikTok drove higher engagement rates than Instagram with the top performer reaching 20% vs 4%.

Meg Reily was the top TikTok performer, generating a 2.1m+ reach and 26k impressions.

The power of TikTok really showed through in this campaign, and combined with impact.com, the results exceeded expectations.



@scottdynamo