

Case Study: Turning Around the Online Sales of a Gentleman's Club in Las Vegas

Our client, a gentleman's club in Las Vegas, operates in the nightlife/adult club/adult entertainment industry with their target market being mainly men aged between 25 to 48 years old. The business goal was to sell online packages such as VIP, Couples, and Guys Night Out packages. However, the previous marketing team was not delivering results, and the owner was looking for a change to turn the online sales of the club around. Read on to find out how we were able to help the client achieve their sales goals.

Problem/Challenge

Our client, a gentlemen's club in Las Vegas, was facing multiple challenges in their online sales and branding initiatives. The previous marketing team was unable to deliver sales growth, which prompted the owner to look for external help. Additionally, the owner wanted a new website and branding strategy that could cultivate a luxury, boutique vibe for the club. Since the club's profitability heavily relied on online sales of their expensive packages, it was necessary to optimize the website for better user experience and sales. Our case study outlines how we overcame these challenges and helped the client achieve their desired outcomes.

Solution

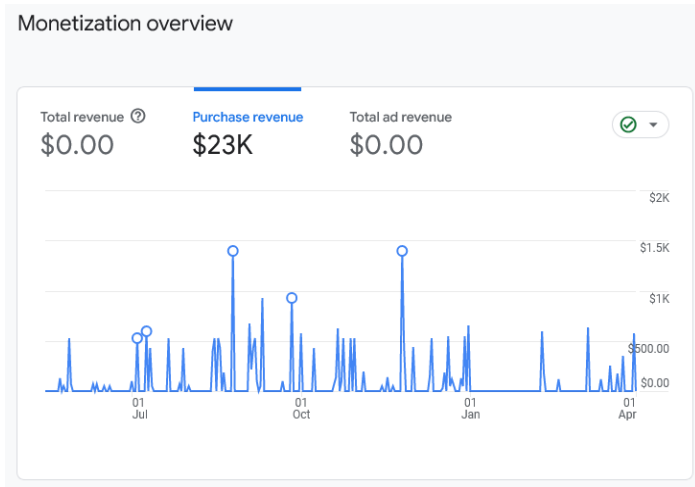
In order to solve the challenges faced by our client, we implemented a comprehensive solution that included redesigning the website on Wix with a custom layout of pictures. To boost sales of online packages, we made sure that the packages were displayed prominently with pricing and Call to Action buttons at the very top.

To improve the search engine rankings, we conducted a competitive analysis of all similar clubs in Las Vegas and performed keyword research on multiple platforms such as Ahrefs, SE Ranking, Google Ads, and Reddit. In addition, we utilized social media marketing on Instagram and Facebook.

Our Instagram approach was different than other clubs in Las Vegas: We posted during business hours and used event-focused keywords to drive clicks. Although Instagram only accounted for less than 10% of website traffic, 80% came from organic search and direct clicks.

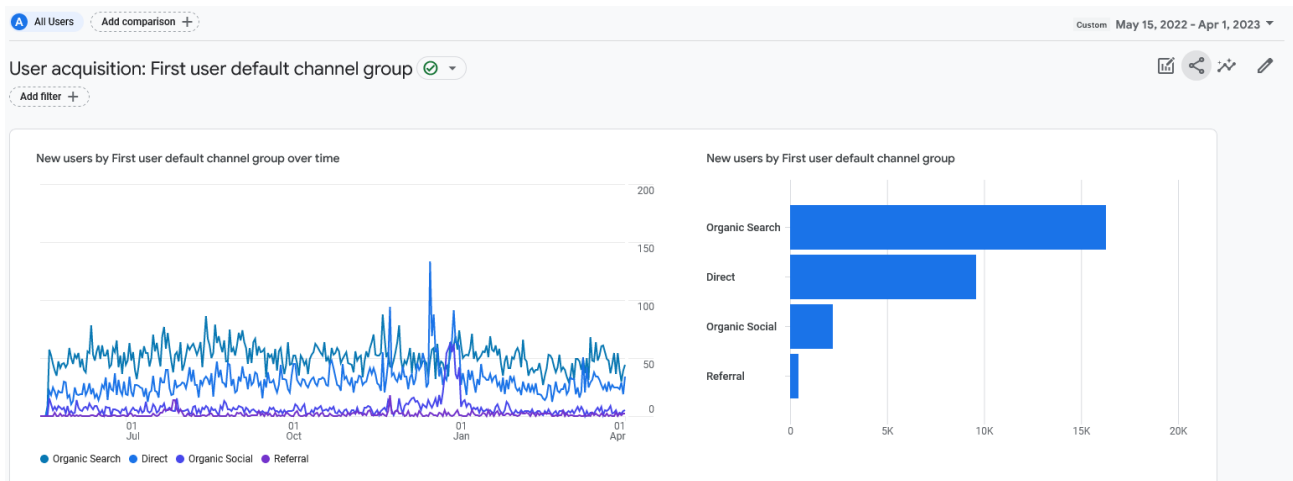
The website copy was written to express the club's unique experience and emphasized its proximity to the Las Vegas Strip. These strategies helped us achieve the desired outcomes for our client.

Results – 11 months (May 2022 – April 2023) total revenue generated from all online sales.



- *Total Revenue for ALL online Sales*
- *No money was spent on Ads*

Results – Organic Traffic Acquisition – 11 months



- **Organic Search includes** (Keywords, Backlinks, Domain Authority)
- **Direct includes** (Google Business Profile, Return users)
- **Organic Social** (Instagram, Facebook)
- **Referral** (Clicks from Instagram links, and Facebook links)

Testimonial

"Eric LaCasse proved that the old way of hiring promoters for my club doesn't make sense anymore. SEO has shown that more people are coming to my club, spending more money, and returning the next night. I will continue to use Eric for growing my business."

- **Owner, Client**

Conclusion and Takeaways

In conclusion, the gentlemen's club industry in Las Vegas has traditionally relied on Street Promoters, TikTok, and Google Ads to drive attention. However, conversions to online sales have been minimal at best due to industry-wide flaws. After 11 months of targeted SEO efforts that included acquiring keywords, backlinks, and persuasive copy, our client saw significant profitability.

We also discovered a common correlation between Las Vegas event attendees and adult entertainment. Previously, the approach to promotion in this industry was to use street promoters to entice men to come back to the club. However, with a modern business approach that includes SEO, AI, graphic design, and professional web design, the need for old methods can be retired.

Utilizing Las Vegas conferences, events, shows, and sporting events with proper hashtags and graphics has shown to bring more customers at a fraction of the cost compared to the old methods. Overall, our case study illustrates how implementing a modern approach to the gentlemen's club industry with SEO and other digital marketing strategies can achieve better results and improve profitability.