



Underground Mini Golf

Lean Marketing Case Study:
Rapid Growth & Freedom



The 60-Second Breakdown

The Entrepreneur's Challenge

Acme Wong, owner of Underground Mini Golf, had a local gem, but it was hidden in plain sight. He was a visionary entrepreneur, yet found himself trapped in the daily grind, overwhelmed by marketing, and unsure if his efforts were truly paying off. His business relied on luck, not strategy, leading to missed opportunities for customer loyalty and scalability. Acme yearned for clarity and a way to work on his business, not just in it.

The Lean Marketing Solution

Lean Marketing's Accelerator provided Acme with a simple, high-value roadmap. We built a bespoke One Page Marketing Plan, demystifying marketing and empowering Acme with in-house systems. Our four-phase approach focused on strategic foundation, message mastery, infrastructure build-out (including systematic lead capture and targeted nurturing campaigns), and growth engine activation. This wasn't about quick fixes; it was about building a robust, results-oriented marketing engine and fostering internal capability.

Quantifiable Results & True Freedom

The transformation was undeniable, delivering impressive, measurable results:

- **27% Revenue Increase Year-over-Year:** Achieved through strategic systems, not more hours. 18.9% average YOY.
- **Website Traffic Doubled:** With a 33% increase in January 2025 alone.
- **Nearly 2,000 New Contacts in 5 Months:** Building an invaluable email list of 4255 customers.
- **274 New Five-Star Google Reviews in 6 Months:** Solidifying their stellar online reputation.
- **10% Price Increase with No Pushback:** A testament to enhanced perceived value.



- **Owner Freedom:** Acme now envisions a future where it's possible to manage his business with just "one or two-hour call once a month," liberating him to focus on strategic expansion.

As Acme Wong puts it: "I've never felt like I wasn't getting every dollar's worth, every penny's worth working with you and Lean Marketing... We've tackled a lot of projects that would have taken me way longer to actually, like, motivate myself internally to actually get done."

Read the full case study below...

Your Path to Growth

Underground Mini Golf's story proves that strategic clarity and simple, high-value in-house marketing systems are the keys to unlocking explosive growth and achieving true business freedom. Are you ready to reclaim your time and build your empire? Contact Lean Marketing today. It's time to take control.



Underground Mini Golf: Doubling Traffic, Boosting Revenue with Lean Marketing

Introduction

For ambitious entrepreneurs like Acme Wong, who built Underground Mini Golf into a local gem, the path to true growth often feels shrouded in mystery. Despite its charm, this unique 18-hole, Gold Rush-themed course in Old Sacramento was dangerously reliant on foot traffic, leaving Acme feeling overwhelmed and confused by marketing. He yearned for a clear, actionable path to scale his business and reclaim his time.

Lean Marketing's Accelerator delivered precisely that: a definitive roadmap and the in-house systems Acme needed. The results speak for themselves: a **27% year-over-year revenue increase (18.9% average YOY)**, **doubled website traffic**, and the capture of nearly **2,000 new customer contacts in just five months**. This transformation didn't just boost numbers; it liberated Acme from the daily grind, empowering him to focus on strategic growth and future expansion. This is the clarity and results-oriented strategy every forward-thinking business owner deserves.

About Underground Mini Golf

Underground Mini Golf isn't just another mini golf course; it's an immersive, 18-hole, Gold Rush-themed adventure nestled in the historic heart of Old Sacramento. Before connecting with Lean Marketing, founder Acme Wong had already achieved something remarkable: he'd resurrected a struggling business. Yet, despite its undeniable charm and profitability, Underground Mini Golf was a diamond in the rough, relying heavily on serendipitous foot traffic. Acme, a truly visionary entrepreneur, knew his business was capable of so much more than just organic discovery. He longed for a clear, actionable path to sustained growth, to transform a local gem into a scalable enterprise, and to finally work *on* his business, not just *in* it.



The Challenge: Trapped in the Daily Grind, Missing the Big Picture

Acme's ambition was palpable, but so too were the familiar frustrations that often plague growth-minded business owners. He found himself wrestling with challenges that resonate deeply with many entrepreneurs.

- **Invisible to Most:** Despite being nestled in a bustling tourist district, Acme realized that "nine out of ten [visitors] are coming down here... and just not knowing that Underground Mini Golf is even a thing." This wasn't just a missed opportunity; it was a constant, gnawing frustration, highlighting a critical awareness gap that kept his unique experience hidden in plain sight.
- **Marketing Mystery & Wasted Spend:** Acme was spending significant hours each week on marketing, yet he felt overwhelmed and confused, lacking the expertise to truly move the needle. He questioned the effectiveness of his Google Ads, wondering if he was "making things better... or making it worse to where Google's just like the main one profiting out of our campaigns." This sentiment of wasted marketing spend is a common ache for many entrepreneurs seeking clarity.
- **Wasted Loyalty & Missed Opportunities:** Despite thousands of visitors, there was zero follow-up with past customers. This meant valuable relationships simply faded away, and the immense potential for repeat business, email marketing, and SMS campaigns remained entirely untapped. Every customer touchpoint was an opportunity lost.
- **Trapped "In" the Business:** Even with a general manager, Acme was frequently pulled into the daily operations – from managing employee call-outs to even cleaning toilets. This immersion left little time to strategically work "on" his business, hindering his grand vision for expansion and diversification. He was a passion-led business owner, but the grind was stifling his ability to scale.

Acme's ultimate goal wasn't just to increase sales; it was to forge a blueprint, "the Acme way," that would allow him to replicate his success in new locations, freeing himself from operational minutiae. He needed a simple, high-value solution to break free.

The Solution: Lean Marketing's Accelerator – Your Roadmap to Growth

Lean Marketing's Accelerator was precisely the catalyst Acme needed. We don't believe in quick fixes; we believe in building robust, in-house marketing engines that intricately connect marketing, sales, and operations. Our approach is about empowering you to take control, providing the **clarity** and **simple, high-value** strategies you deserve.



The core of our strategy was the **One Page Marketing Plan (1PMP)**, a bespoke blueprint that demystified marketing and provided a clear, actionable roadmap. We guided Acme through a four-phase approach, designed to transform his business and his mindset:

- **Strategic Foundation (Phase 1): Defining Your True North.** This initial deep dive wasn't just about identifying problems; it was about defining the ideal customer, understanding their desires, and mapping out how Underground Mini Golf's unique experience could solve their need for fun and connection. This foundational work ensured every subsequent marketing effort was precisely targeted, moving beyond guesswork to strategic intent.
- **Conversion Optimization (Phase 2): Crafting Your Compelling Story.** We helped Underground Mini Golf by implementing a survey to understand why customers chose their business. This process went beyond generic assumptions about "mini golf" and revealed that the true value for customers was a **"shared, highly memorable positive experience that strengthens their bonds."** By gaining a clearer understanding of what guests truly wanted and valued, we were able to be more intentional about the marketing tactics we deployed. This new focus on "relationship building" resonated deeply with potential guests, fostering a higher perceived value and strengthening the brand's connection with its community.
- **Minimum Viable Marketing System (Phase 3): Plugging the Leaky Buckets.** This was where the magic of in-house capability building truly began. We helped Acme build the marketing system and plug the "leaky bucket" of lost leads by:
 - **Systematic Lead Capture:** We introduced a post-game survey and explored a mandatory waiver system to consistently gather customer details, building an invaluable database. No more leaving valuable customer information to chance.
 - **Targeted Nurturing Campaigns:** For the first time, Underground Mini Golf began leveraging its existing database of phone numbers and emails. We helped design and implement email and SMS reactivation campaigns, alongside welcome sequences, aimed at encouraging repeat visits and building lasting loyalty. This is about nurturing relationships and maximizing customer lifetime value.
 - **Content Strategy Development:** A robust content calendar was created, guiding the creation of engaging social media content (videos, polls, funny voiceovers) and blog posts (e.g., "Top 10 things to do in Old Sacramento") to attract and entertain audiences. We believe in content that truly connects.



- **Digital Presence Optimization:** Google Analytics was properly set up to track crucial website data, and existing Google Ads were audited for maximum efficiency. We ensure your digital footprint is working *for* you, not against you.
- **Optimize and Scale (Phase 4): Investing for Maximum Impact.** With strategy, messaging, and infrastructure firmly in place, Lean Marketing guided Acme on where to strategically invest his marketing dollars for maximum impact, ensuring every effort fueled sustainable growth. This is about smart, results-oriented investment.

Crucially, our approach fosters internal capability building. With the Accelerator's guidance, Acme brought on a dedicated Marketing Coordinator, Mari, freeing him from daily execution. Mari now consistently manages the website, email campaigns, social media and builds relationships with influencers. The team also learned to systematically track key metrics and implement SOPs, transitioning from scattered tasks to organized processes in tools like Asana.

The Accelerator also facilitated marketing, sales, and operations alignment, with frontline staff receiving clear scripts for upsells (e.g., drinks and snacks) and trained to actively ask for Google reviews. The sales process for party room rentals was refined, with discussions around package deals and even catering add-ons, ensuring a cohesive customer journey. This is about empowering your team and streamlining your operations for seamless growth.

The Results: Quantifiable Growth and True Owner Freedom

The transformation at Underground Mini Golf isn't just a compelling story; it's backed by undeniable, quantifiable results, demonstrating the profound impact of Lean Marketing's Accelerator program. This is the kind of **clarity** and **results-oriented strategy** that truly empowers business owners:

- **Revenue Soared:** We helped Acme achieve a **27% revenue increase year over year**. This impressive surge wasn't about Acme working more hours; it was a direct result of implementing **simple, high-value** systems that allowed him to step back from day-to-day operations and focus on high-level strategic growth.
- **Traffic Doubled:** Their website traffic **doubled year-on-year**, with a remarkable **33% increase in January 2025 alone**. This shows the power of targeted digital presence optimization.



- **Massive Lead Database:** In just 5 months, Underground Mini Golf captured nearly **2,000 new customer contacts**, ballooning their email list to **3,499 customers**. This represents an invaluable asset for direct marketing and building lasting relationships.
- **Reputation Elevated:** By actively asking for feedback, they gained **127 new five-star Google Reviews in just 6 months**, solidifying their stellar online reputation. This is about building trust and social proof.
- **Pricing Power:** Underground Mini Golf successfully implemented a **10% price increase** across all offerings with "no push back" from customers. This is a testament to their increased perceived value and the confidence instilled by a clear strategy.
- **Owner Freedom:** Acme now envisions managing his business soon with just "one or two hour call once a month." This is the ultimate aspiration for many entrepreneurs: the freedom to pursue their dreams and focus on strategic expansion, liberated from operational minutiae.
- **Enhanced Customer Loyalty:** A remarkable **42% of current traffic consists of returning users**, a significant jump from 33% just a year prior. This demonstrates the power of their new nurturing strategies and the value of every customer touchpoint.
- **Soaring Event Conversions:** Their optimized events page and sales process led to a **41% increase in event conversions year-over-year**. This highlights the impact of a cohesive customer journey.
- **Social Media Momentum:** Their Instagram account grew by **362 new contacts in just three months**, fueled by strategic influencer outreach that yielded 150 new followers and 556 shares from a single quick response. This shows the enjoyment and effectiveness of a well-executed content strategy.

As Acme Wong sums it up perfectly: "I've never felt like I wasn't getting every dollar's worth, every penny's worth working with you and Lean Marketing... We've tackled a lot of projects that would have taken me away longer to actually, like, motivate myself internally to actually get done." This is the **transparency** and **results** that define our partnerships.

The Takeaway: Your Blueprint for Unlocking Growth and Freedom

The Underground Mini Golf story is a powerful testament to the transformative power of strategic marketing and operational alignment. For forward-thinking entrepreneurs navigating similar challenges – feeling overwhelmed, struggling with inconsistent leads, or trapped in the daily grind – several key lessons emerge. These are the **simple, high-value** principles we champion:



- **Systems are Your Growth Engine:** Don't let your business be a slave to happenstance. Investing in clear, repeatable systems for lead capture, nurturing, and sales isn't just about efficiency; it's about building a predictable, scalable foundation for aggressive growth. This is the **clarity** you need to move forward.
- **Your Time is Your Most Valuable Asset:** Are you working *in* your business or *on* it? Learning to strategically delegate and empower your team, supported by clear SOPs, is the only way to break free from the daily grind and focus on visionary expansion. Reclaim your time and energy for what truly matters.
- **Every Customer Touchpoint is an Opportunity:** From the moment someone walks through your door or lands on your website, every interaction is a chance to gather data, build loyalty, and deepen their connection with your brand. Don't leave these opportunities to chance; embrace them with purpose.
- **Clarity Cuts Through Chaos:** Feeling overwhelmed by marketing? Start with a clear, concise plan that demystifies the process. Knowing who you're talking to and why they should care will transform your efforts from haphazard attempts to targeted, high-impact campaigns. This is the **transparency** that leads to real **results**.
- **Accountability Accelerates Action:** Sometimes, all it takes is a guiding hand and consistent accountability to turn good intentions into remarkable results. We're here to provide that partnership, ensuring you stay on track and achieve your aspirations.

The most profound and lasting impact of the Lean Marketing Accelerator on Underground Mini Golf was its transformation from a passively successful, owner-dependent enterprise to a strategically directed, systematized growth machine with a clear blueprint for multi-location expansion, truly liberating the founder to work on his vision rather than in the daily grind. This is the kind of **empowerment** we love to see.

Ready to Transform Your Business?

Are you a forward-thinking entrepreneur, ambitious and driven, seeking **clarity**, **transparency**, and **results-oriented strategies** to achieve true business growth? Have past marketing experiences left you feeling hesitant or overwhelmed? We understand. [Contact Lean Marketing today](#) to learn how our Accelerator can help you build your empire and finally work *on* your business, not just *in* it. It's time to take control.