



11 ASTONISHINGLY SIMPLE WAYS TO

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# ATTRACT CUSTOMERS USING POKÉMON GO



Be it a fad or 'the new normal', Pokémon GO – an augmented reality computer game – has taken the world by storm. To put things into perspective, some pundits are putting this cultural phenomenon on par with the Beatlemania in the 60's, Star Wars in 1977 or the launch of iPhone in 2007.

Here are some quick facts and statistics from just the first two weeks after the game launched as to why your business might want to pay attention to the craze.



At the time of writing, the Pokemon GO app is currently being downloaded over **3,500 times a minute** from the iOS store! (View real-time stats)  
That's over 200,000 potential new customers every hour!



**8% of ALL Android users in Australia** used the Pokémon GO app on July 11th one week after launch. A figure unheard of for a brand new app.



**Australia also made up 15.1%** of total Pokémon GO installs as of July 11th as well (when the US only had 10.8% of total installs at the same time).



The game also has the highest time in app (usage time) **of over 43 minutes** and, within two weeks of launch, was outperforming WhatsApp, Instagram, Snapchat and Facebook Messenger by almost double in most cases.



As of July 15th, Nintendo's stock had increased by 86% adding close to **\$15 billion to Nintendo's market value.**

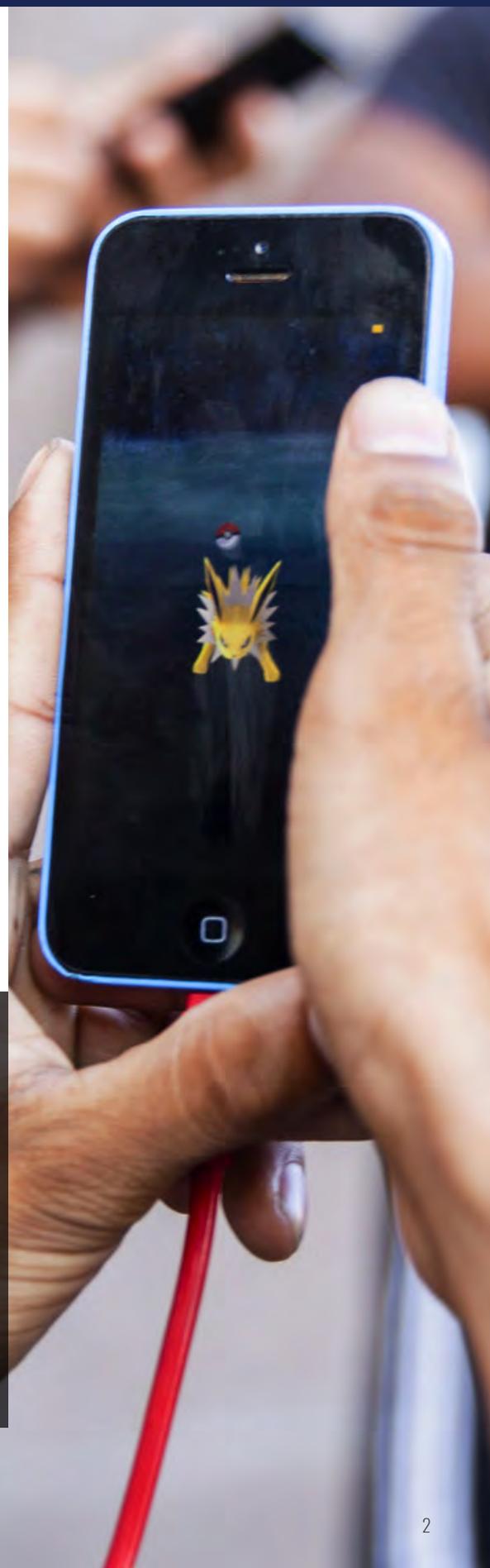


Early estimates are that the app is **delivering over \$1.6 million per day to Nintendo** via small, in-app purchases or 'micro-transactions'.

Source: [www.similarweb.com](http://www.similarweb.com)

# Explained: Pokémon GO in under 2 minutes!

- 🕹️ Pokémon GO is a smartphone app/game based on the popular Pokémon franchise.
- 🕹️ In the game, there are creatures called Pokémon (or Pocket Monsters) for players to 'catch' using virtual 'Pokéballs' which are thrown at the Pokémon.
- 🕹️ Pokémon are scattered throughout the real world. With Google Maps, players can walk around their local surroundings to find (and catch) Pokémon out in 'the wild'.
- 🕹️ The game uses local points of interest (like parks or sculptures) as 'PokéStops' where players can replenish their Pokéballs and other items.
- 🕹️ The game also turns more prominent landmarks into 'Gyms' where players can leave their Pokémon and battle against other players.
- 🕹️ There are three global teams in Pokémon GO that a player can join once they reach level 5:
  - Team Mystic (Blue)
  - Team Instinct (Yellow)
  - Team Valor (Red)
- 🕹️ Each team is in a constant tug-of-war for gym ownership around the world.
- 🕹️ The only way you can really get the most out of this game is to get out and about in the real world; this is where the opportunity exists for local cafés, restaurants and small businesses.



## IMPORTANT

To get the most out of the advice in this resource, first thing's first, you will have to download the game. Don't worry, it's free and you don't have to actually play it if you don't want to!

**Google Play Download Link (Android Devices)**

**Apple App Store Download Link (iPhones)**

When you start the game, be sure to set your character's name as the name of your business (or a variation of it). This will come in handy in some of the tactics below.

# So how can my business catch 'em all?

Here are 11 quick and extremely simple ways your café or restaurant can jump on the bandwagon and take advantage of the movement that is Pokémon GO.

## 1. Set lures

From inside your business, open up the Pokémon GO app on your smartphone and look for nearby 'PokéStops'. They will look like this:

Is there one relatively close to your café or restaurant? If so, you're in business. The closer the better! Players are able to set 'lure modules' at PokéStops which attract wild Pokémon to the area for a period of 30 minutes.

Other players can see nearby Pokéstops that have lure modules activated and will often rush to the location to take advantage of the Pokémon bounty that awaits them.

These modules are not free and can only be purchased within the game. A lure module costs 100 'pokecoins' which equates to \$1.49 AUD.

However, in terms of cost effective marketing, this one is an absolute winner. Your business could set 8 hours of lure modules for just under \$24 AUD. That is some excellent foot traffic for not a whole lot of cash.



### To buy and set your first lure module:

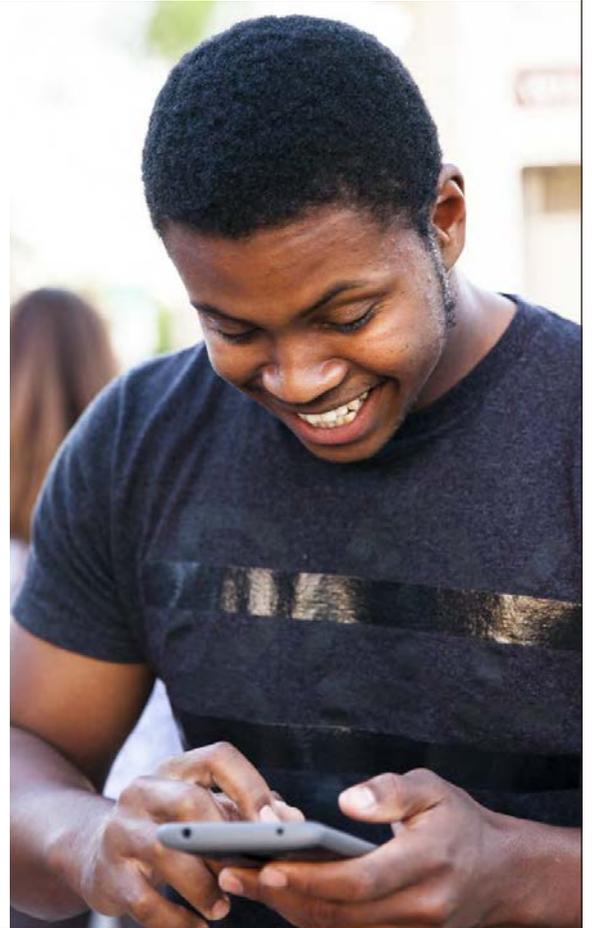
- Tap the red and white Pokéball on your screen to open up your menu
- Tap the 'shop' option
- Purchase 100 pokecoins for \$1.49 AUD
- Purchase your lure module
- Exit your menu
- Walk to your nearby PokéStop
- Tap the Pokéball to open your menu again
- Tap the 'items' option
- If you are at a PokéStop, you will be able to tap on your lure module and activate it.
- Watch the players come!
- The lure module will have your character's name attached to it too (which should be your business name). A bonus bit of awareness!

## 2. Encourage patrons to set their own lures

You can see in the app who has used a lure on your nearby PokéStop. By offering your customers a reward (such as a free coffee or a discount on a meal) for using one of their own lures, you can attract additional customers to your shop. Another great thing is that Pokémon GO players travel in groups, so you may end up with three or more paying customers by offering a discount to one of them for placing a lure near your shop.

### TIP

Blackboards outside of your café or restaurant work well but, if you can find a way to leave a poster at the PokéStop detailing your discounts and offers for Pokémon GO players, even better! For example: "Free drink with any meal for Pokémon GO trainers who use a lure here!".



## 3. Freebies/discounts in exchange for photos of Pokémon caught in your café or restaurant

Pokémon GO uses what's known as 'Augmented Reality' where players are able to actually see and catch their Pokémon in the real world (through their smartphone).

If people are catching all sorts of Pokémon in your café or restaurant, you can ask your patrons to send screenshots to a mobile number or an email address in exchange for a discount or freebie.

You can then use this content for your social media channels to promote your business as Pokémon hotzone!

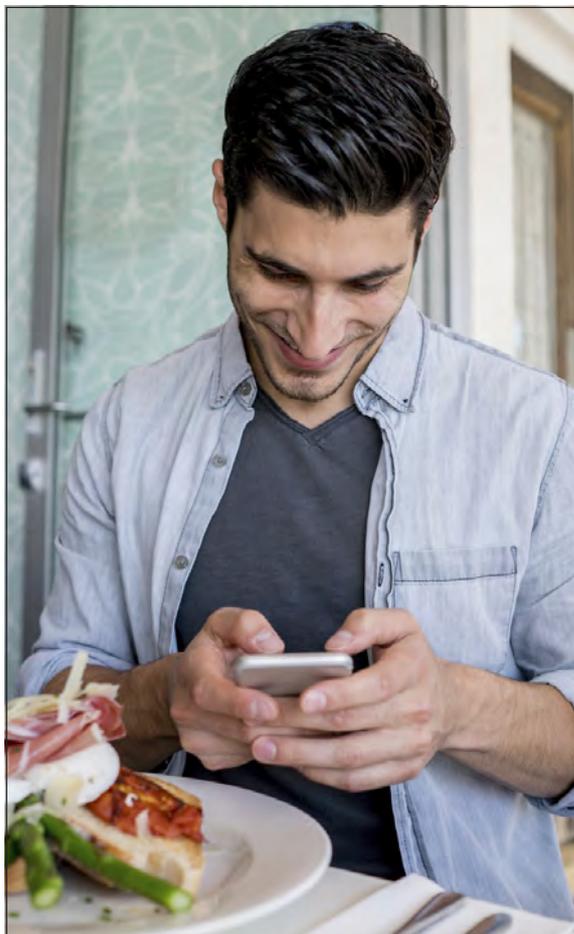
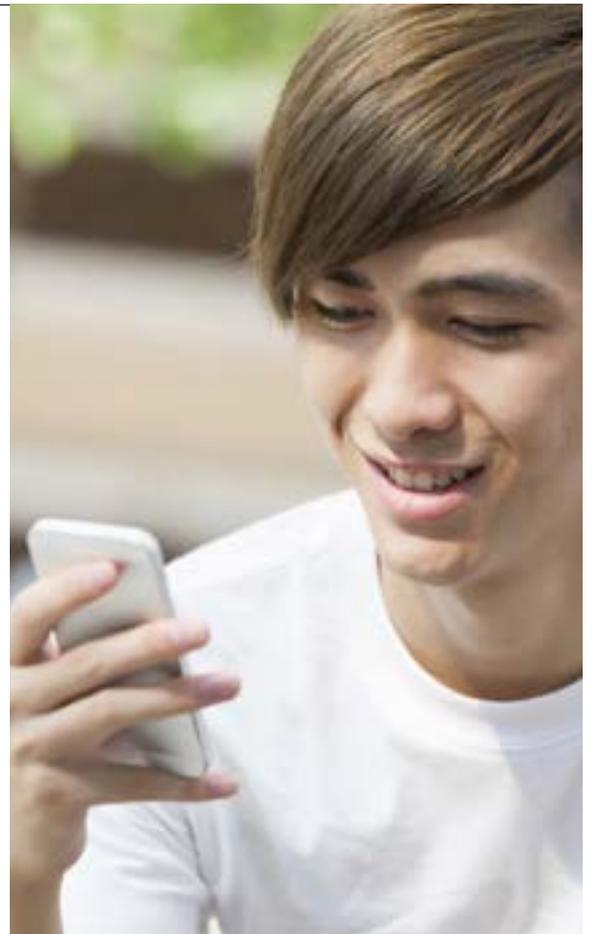
Why not go one step further and keep an in-store leaderboard of the number of different rare Pokémon that have been caught within your café or restaurant? You can hang this leaderboard up on a wall as a Pokémon Hall of Fame!



## 4. Team logo/insignia chocolate coffee stencils

Take a break from your normal coffee art and serve your cappuccinos with a custom coffee stencil featuring different global Pokémon GO teams.

It's highly likely this would prove as an 'Instagram-worthy' shot which gives your café more exposure on social channels.



## 5. Team discounts

Some clever businesses around the world have already started advertising team specific discounts. One pizza restaurant even made their products MORE expensive for an opposing team (tongue in cheek of course!)

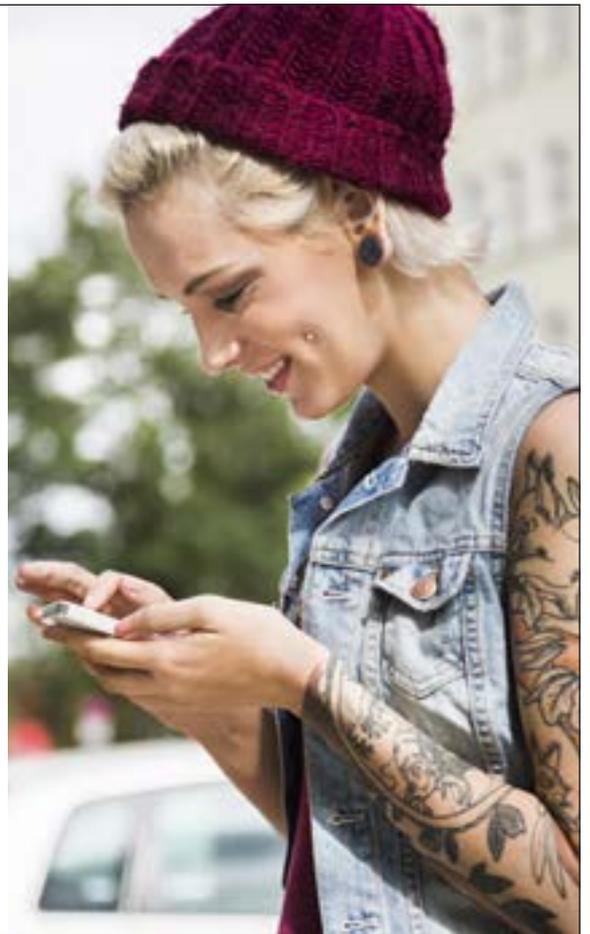
## 6. Host a Poké hunt

If you have a decent social media presence, let your audience know that you will be hosting a Poké hunt around your local areas (starting and finishing at your café or restaurant of course!)

You can even pre-set lure modules for all attendees so that participants have a better chance of catching some rare Pokémon along the way.

### TIP

Keep an eye out for any local Pokémon GO events that may be attracting people to your area. By joining in on the craze with your own advertising, it could net you additional business.



## 7. Create customised Pokémon products

Can you make something delicious that resembles a Pokémon or Pokéball? Check out what Doughnut Time created (below).

Pokémon related menu items would be the perfect product/freebies to spruik at your nearby PokéStop, on your social media channels or out the front of your business.



## 8. Pokémon GO charging stations and free wifi

A simple yet super effective tip; provide dedicated Pokémon GO charging stations. The average active app usage time of 43 minutes will be chewing up a huge amount of phone battery for players.

Offer a place for them to have a rest, grab a bite and recharge their devices so they can continue on their hunt!

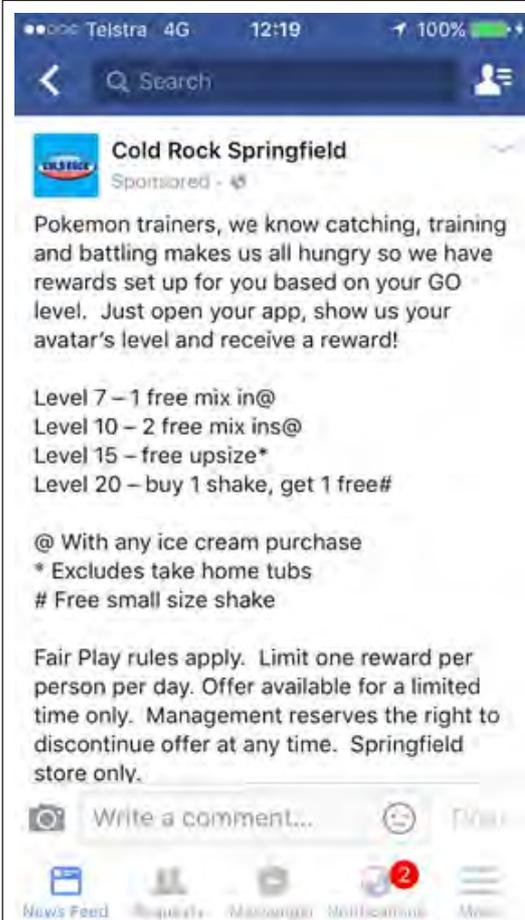
Free wifi is a bonus too as those data roaming fees will be adding up!



## 9. Have rewards set up for Pokémon GO levels

When there is an incentive in place, this is a great way to encourage more trainers to drop by when they reach a certain level.

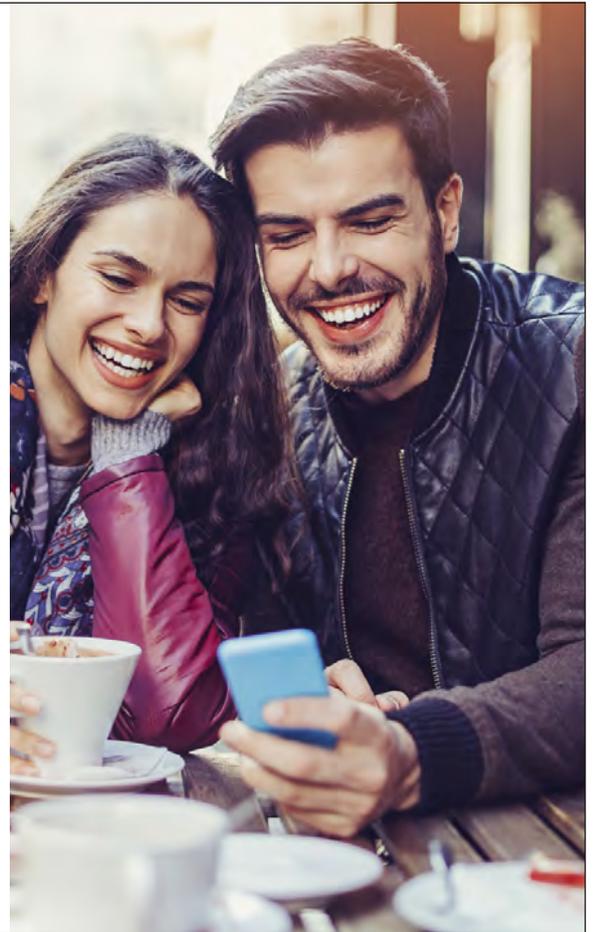
Just like Cold Rock have done, you can offer promotions such as a free upsize, 2 for 1 or free add-ons.



## 10. Sponsored Locations

While this option wasn't yet available at the time of developing this resource, the Financial Times have revealed that the developers plan on letting advertisers create sponsored locations to drive foot traffic and revenue for their businesses.

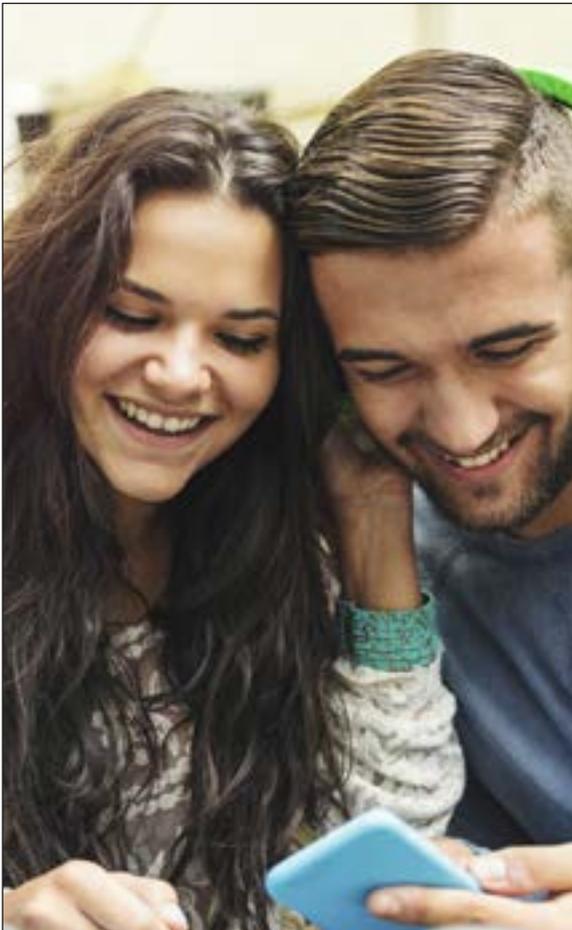
Watch this space!



## 11. Request a Pokéstop

If there are no Pokéstops nearby then you can submit a request for your business to be a new location. There will be some turnaround time on its creation, but it's totally free.

While you wait don't forget that you can still join in on the fun by offering a team discount eg. "Mystic Monday - 10% for all team Mystic Trainers."



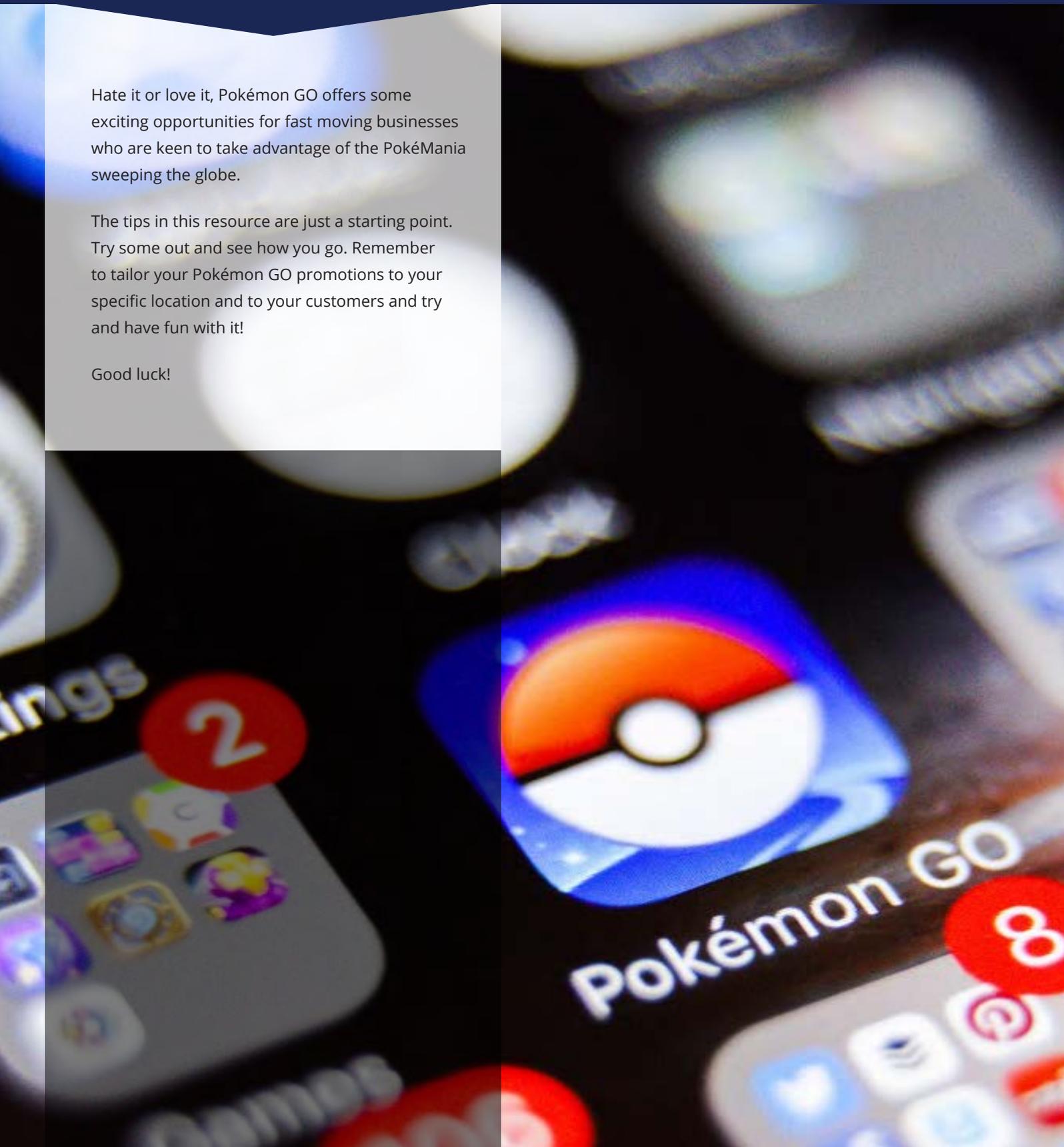
# Summary

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Hate it or love it, Pokémon GO offers some exciting opportunities for fast moving businesses who are keen to take advantage of the PokéMania sweeping the globe.

The tips in this resource are just a starting point. Try some out and see how you go. Remember to tailor your Pokémon GO promotions to your specific location and to your customers and try and have fun with it!

Good luck!





**silverchef**  
hospitality equipment funding

This free and simple guide has been brought to you by Silver Chef, an Australian hospitality equipment funder who has the best interests of hospitality businesses at heart.

The team who curated this guide have years of marketing experience and more importantly, have been training Pokémon since 1996.