PBHQ Launches Specialized Marketing Services for Paintball Fields

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Monett, Missouri - July 30, 2026 -
PBHQ, a comprehensive business management platform for paintball field operators, has announced the formal launch of its dedicated marketing services division designed specifically for the paintball industry. The new division offers field owners an integrated approach to digital marketing that connects website development, targeted advertising, and customer retention strategies into one cohesive system.

The marketing services address a critical challenge facing paintball field operators who often struggle to maintain consistent player traffic while managing day-to-day operations. PBHQ Marketing for Paintball Fields combines four interconnected components: custom website design optimized for booking conversions, Google Ads campaigns targeting local activity seekers, Meta advertising reaching families and groups planning outings, and automated email and SMS campaigns powered by a specialized customer relationship management system.

"Paintball fields have unique marketing needs that generic agencies often miss," said Trevor Convirs of PBHQ. "Our approach recognizes that success requires more than just running ads. Field owners need a system that finds new players, converts them into bookings, and keeps them coming back. That understanding comes from years of working directly with field operators and seeing what actually drives growth."

The website development service creates custom sites built around each field's specific booking flow, ensuring visitors can easily navigate from discovery to confirmed reservation. These sites integrate seamlessly with PBHQ's existing booking software, creating a streamlined experience from first click to field arrival.

The advertising component deploys targeted campaigns across Google and Meta platforms, reaching potential customers at different stages of their decision-making process. Google Ads capture people actively

searching for weekend activities and group outings, while Meta campaigns proactively reach families, coworkers, and friend groups before they begin their search.

The customer retention system uses automated email and SMS campaigns to maintain engagement with past players, promote upcoming events, and keep fields top-of-mind between visits. This ongoing communication helps fields build a loyal player base rather than constantly seeking new customers.

Pricing for the marketing services is customized for each field following an initial consultation, allowing PBHQ to tailor strategies based on local market conditions, competition levels, and growth objectives.

The launch of these marketing services represents a natural expansion of PBHQ's mission to support paintball field growth. The company already provides operational software including booking management, digital waivers, event coordination, and payment processing, serving as the operational backbone for paintball fields nationwide.

PBHQ was founded by Trevor Convirs, a software engineer with extensive paintball industry experience. The company combines technical expertise with deep industry knowledge to develop solutions that address the specific challenges paintball field operators face.

Beyond software and marketing services, PBHQ also operates Field Intelligence, a research division that surveys paintball fields across the country and publishes free reports on pricing trends, operational benchmarks, and growth strategies, contributing valuable data back to the paintball community.

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PBHQ

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