

Educational Content

1. How-to Guides (e.g., "How to Optimize Machine Placement for Maximum Revenue").
 2. FAQs (e.g., "What Are the Compliance Requirements for Gaming Machines?").
 3. Tips and Tricks (e.g., "5 Ways to Promote Your Machines in Your Store").
 4. Industry Insights (e.g., "Top Trends in Skill-Based Gaming").
 5. Tutorials (video and written).
 6. **Responsible Play Posts** (e.g., "5 Tips for Encouraging Responsible Gaming").
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Engagement-Focused Content

7. Trivia Questions (e.g., "What Year Was the First Skill-Based Slot Machine Released?").
 8. Polls/Surveys (e.g., "Which Machine Feature Do Your Customers Love Most?").
 9. Interactive Quizzes (e.g., "Which Gaming Personality Are You?").
 10. User-Generated Content Campaigns (e.g., "Share Your Best Gaming Moment").
 11. Gamified Challenges (e.g., "Complete 100 Plays This Week to Win Extra Rewards!").
 12. **Industry-Related Questions** (e.g., "What Would You Add to Gaming Machines to Improve Customer Experience?").
 13. Nostalgia Post (referencing classic gaming or past milestones)
 14. In-house Video Meda (e.g. someone playing a COAM)
 15. Art Showcase (highlighting machine designs or artwork)
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Trust-Building Content

16. Success Stories/Case Studies (e.g., "How [Client Name] Grew Revenue by 25% with ARC Machines").
17. Customer Testimonials (e.g., quotes or reviews from business clients).
18. Brand Milestones (e.g., celebrating the 1,000th machine installed).
19. Behind-the-Scenes Content (e.g., how machines are built and serviced).
20. Employee Spotlights (e.g., featuring a tech team member who ensures smooth machine operations).
21. **Customer Highlights** (e.g., "Spotlight on [Business Name]: Our Partner of the Month").
22. **Hope Scholarship Impact** (e.g., "How Your Gaming Contributions Are Changing Lives").
23. Social Proofs (how arc has influenced current client)
24. Volunteering/Highlighting Community (Local impact)
25. Featured Employee (Work anniversaries/ Achievements / Job Description)
26. Employee Wins (Milestones)
27. Site visits (Visit some of our locations and setup tables encouraging people to checkout our games (AE Player rewards for reference)

Value-Added Content

28. Exclusive Sneak Peeks (e.g., "A Preview of Our Newest Gaming Titles").
29. Discounts or Promotions (e.g., "Upgrade Your Machines This Month and Save 20%").
30. Loyalty Program Updates (e.g., new features or tiers).
31. "Did You Know?" Series (e.g., historical facts about gaming).
32. Partnership Announcements (e.g., collaborations with key businesses).
33. **Winner Highlights** (e.g., "Meet Our Latest Big Winner: [Player Name]").
34. Passive Revenue Post
35. ARC Mission post (reinforcing ARC's mission statement)

Entertaining Content

36. Relatable Memes (e.g., gaming humor or client-relatable content).
37. Fun Facts (e.g., "Did You Know? Gaming Generates [X]% of State Education Funds").
38. Throwback Posts (#TBT) (e.g., early designs of gaming machines).
39. Contests/Challenges (e.g., "Name Our New Machine Contest").
40. **Game Highlights** (e.g., "This Week's Most Played Game: [Game Title]").
41. **Art Highlights** (e.g., showcasing the machine designs or themes).
42. **Machine Highlights** (e.g., focusing on innovative features or top-performing models).

Content for Social Responsibility

43. Community Impact Stories (e.g., businesses benefitting from ARC partnerships).
44. Updates on Scholarships or Charitable Initiatives (e.g., "Meet Our Hope Scholarship Recipients").
45. Environmental Sustainability Tips (e.g., how ARC contributes to greener operations).

Data-Driven Content

46. Infographics (e.g., "The Economic Impact of Gaming in Georgia").
47. Reports and Whitepapers (e.g., "Annual Trends in COAM Gaming").
48. Benchmark Comparisons (e.g., "How Your Business Stacks Up in Revenue Growth with Gaming Machines").
49. **Show Winning Players or Numbers** (e.g., "Top Winnings from Our Machines This Month").
50. Player base (Currently over 20,000 gamers are playing ARC machines)

Event Content

- 51. Announcements (e.g., "Exciting New Game Releases Coming Soon!").
- 52. Live Streams (e.g., Q&A with the ARC Team or product demos).
- 53. Event Recaps (e.g., highlights from industry trade shows or local gaming events).
- 54. Installation Celebrations (similar to AE)
- 55. Webinar Announcements

Inspirational Content

- 56. Motivational Quotes (e.g., "Success Is a Journey, and We're Here to Support Yours").
- 57. Thought Leadership Articles (e.g., "Why Gaming Machines Are Essential for Retail Growth").
- 58. Predictions and Forecasts (e.g., "What's Next in the Gaming Industry?").
- 59. Welcome New Partners
- 60. Partnership-centered post
- 61. How ARC can make a difference for [TARGET AUDIENCE]