



**215%**

SOCIAL AUDIENCE GROWTH  
SINCE CAMPAIGN START

**8.59%**

CLICKTHROUGH  
RATE

**519%**

INCREASE IN CONVERSIONS  
IN 5 MONTHS

## THE AXE & ALE

### ABOUT

The Axe & Ale is a family-operated axe-throwing bar in Fort Collins, CO. The facility has 9 indoor axe-throwing lanes, one outdoor lane, and plenty of beer and wine to enjoy between games.

### CHALLENGES

The Axe & Ale first opened its doors during COVID-19, creating a unique set of challenges. The team needed to not only build awareness around opening, but also effectively communicate safety precautions.

### SOLUTIONS

ReachLocal experts bolstered The Axe & Ale's online presence even before the venue opened its doors, setting the company up for success. The team built The Axe & Ale's website and social media with hundreds of pictures and helpful content to make consumers feel comfortable visiting an axe-throwing bar. Plus, ReachLocal implements SEO, listings, and social ads to help The Axe & Ale get found online.

### RESULTS

Despite a delayed opening due to COVID-19, The Axe & Ale has been extremely successful, with strong SEO and online engagement. In fact, The Axe & Ale brand had been seen 141,794 times on social media before even opening its doors. ReachLocal's consultative approach helps The Axe & Ale build a relatable brand, and targeted social ads have brought in customers from as far as Nebraska and Wyoming.

“You want people to not just see the ads, but then mobilize and get through the door. [The ReachLocal team] has done a great job in making that happen.”

*Ross Ericksen*  
Co-Owner, The Axe & Ale