



**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

LOCALiQ 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, LOCALiQ 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. LOCALiQ'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 LOCALiQ team] has done a great job in making that happen.”**

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