



8.47x Lifetime Advertising Return On Spend

Alcatraz Escape Games is a premium high-end production escape room venue. They provide themed rooms with challenging puzzles, riddles, and hidden games to solve, in addition to 'immersive actors' that upgrade the experience. Their previous marketing agency went out of business and essentially disappeared on them before we took over!

The primary goal for Alcatraz Escape Games was to drive more bookings and revenue to the business; but before we could do that, we had to recover all of their social and ad accounts, and bring order to their digital life. Birch River Design Group was able to get all of Alcatraz Escape Games accounts back and work with them to regain ownership of properties that were orphaned with the previous agency.

Birch River Design Group was then able to implement their Escape Room Marketing booking acquisition strategy which includes Revenue Tracking and Analytics, customized Google ad groups, post-experience follow up, and weekly email campaigns.

After working with Birch River, Alcatraz has achieved 8.47x ROAS, 110% increase in email list growth, and a 21.5% average open rate on email newsletters. Paired with their new-found SEO, Alcatraz also ranks #1 on Google Search for "Harry Potter Escape Room Tempe," "Horror Escape Room," and "Adult Things to Do Near Me."



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Our Wins

↑ **8.47x**
Life Time Return On Ad Spend

↑ **21.5%**
Average Email Open Rate

↑ **110%**
Increase In Email List Growth

#1 Google Search Ranking
"Horror Escape Room"

#1 Google Search Ranking
"Adult Things To Do Near Me"

#1 Google Search Ranking
"Harry Potter Escape Room Theme"

Key Actions

Weekly Email Campaigns
Revenue Tracking / Analytics
On-Page SEO
Account Recovery
WordPress Development
Post Experience Follow Up System
EscapeKit.Co
Revenue Tracking