

From Online Interest to **More Walk-Ins**

How Our 4-Step Approach Helped a Seattle
Escape Room Attract More Customers

Client: A Seattle-based Escape Room

CAMPAIGN SUMMARY

A Seattle-based Escape Room wanted to increase local visibility, attract more customers, and turn online interest into more in-person visits.

Using our **ASSESS, FIX, BUILD, RUN.** approach, we identified gaps across visibility, conversion, follow-up, and customer engagement then built a connected growth system to address them.

BACKGROUND

A Seattle-based Escape Room wanted to attract more local customers and increase in-person visits. Despite a strong experience and positive reviews, online interest wasn't consistently turning into customers.

Target Audience:



Local residents, tourists, families, friends, corporate groups and event planners.

CHALLENGES

1

Low Online Visibility

Limited reach among people searching for local entertainment and group experiences.

2

Low Conversion

Website visitors and enquiries weren't consistently taking the next step.

3

Limited local reach

Opportunity to reach more residents, tourists, families and corporate groups.

4

Follow-up gaps

Enquiries and past visitors weren't consistently followed up with or re-engaged.

OUR 4-STEP APPROACH



ASSESS

See the full picture.

Reviewed visibility, website, lead capture, customer journey and follow-up to identify where opportunities were being lost.



FIX

Fix what's holding growth back.

Improved local SEO, website pages, CTAs and the path from interest to enquiry.



BUILD

Build what's missing.

Built targeted campaigns, CRM follow-up, automation and re-engagement journeys.



RUN

Keep the growth engine moving.

Monitored performance, optimized campaigns and continued follow-up to create more customer opportunities.

RESULTS



+120%

Increase in
website traffic



3.8x

More online
enquiries



+65%

Increase in group and
corporate customers



-40%

Reduction in cost
per enquiry



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ASSESS.FIX. BUILD. RUN.

MORE QUALIFIED OPPORTUNITIES.
MORE CUSTOMERS.