



Escape Lounge

-- Case Study



BRANDRESCUE



@BrandRescue



The Brand Rescue

Brand Rescue specializes in creating automated systems that targets leads, converts them into customers and then nurtures those leads to build trust and loyalty.

We do this in many ways. It starts by creating systems that work together seamlessly in order to learn customer behaviors and then apply them in marketing. We create design webpages that are strategically created to collect leads. We put in place softwares that guarantee frictionless experiences for your customers. We initiate sms, email and social media engagement campaigns to connect and nurture customers. In order to make them biggest marketers of the services they love. As well as rewarding them for referrals and loyalty.

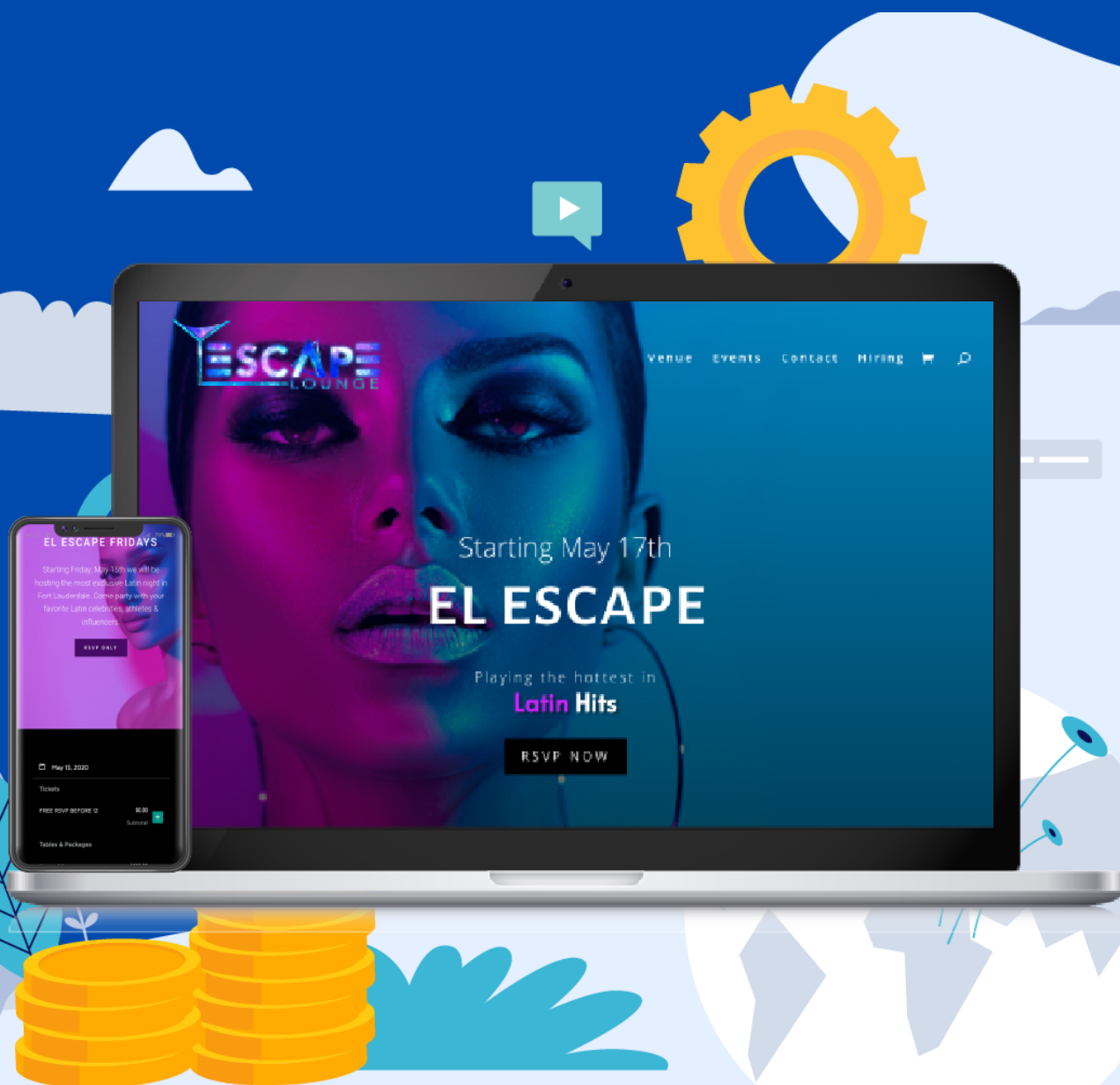
This entire process becomes streamlined and converts into an automatic sales machine that grows with your business.

WE WORK WITH BUSINESSES THAT WANT TO

- Get Leads on Autopilot
- Streamline & track their client process
- Create loyalty and recurring customers
- They want to expand

Meet Escape Lounge

Escape Lounge is a nightclub in that is best known for being the most elegant nightclub in Fort Lauderdale. With 2 floors, 3 bars and over 15k LED lights, it's a sight to see.



Before Working with Brand Rescue Escape Lounge Sees Upcoming Challenges

Personalization is the difference between a visitor and a customer

The Challenge

While the nightclub was the definition of luxury, they saw that they didn't have many returning customers.

Other nightclubs in the area seemed to have a lot of loyal customers that only went to them on certain nights.

As the nightclub industry in Downtown Fort Lauderdale became more competitive, Escape sought out to increase its visibility, they needed to stand out.

They turned to Brand Rescue, which used their team to do research and noticed a need for a local nightclub in downtown that was diverse and high-class. With Brand Rescue's direction, Escape Lounge decided to rebrand the nightclub.



"Before Brand Rescue, clients couldn't book their tables online and tracking our clients was a big challenge. Customers didn't feel identified with us and staff was doing a lot of manual phone bookings. This made VIP suffer, we needed a change. "

Edin Kurnic
GM, Escape Lounge

After Working with Brand Rescue, Escape Lounge Becomes the #1 Nightclub in SF

Automation Turns Visitors into Loyal Customers

The Solution

Rebranding meant we needed a new logo, website, nightclub theme, marketing campaign and sales strategy. Brand Rescue got to work, our goal was to make Escape Lounge a giant of the nightclub industry in Fort Lauderdale.

We created a new futuristic theme for the nightclub that embodied escaping. We built an automatic machine that allowed customers to book online effortlessly. Published a website that was optimized to our goals. Ran a social media marketing campaign that was all about the VIP experience.

At the same time, Escape Lounge was able to track their VIPs preferences and retarget them via sms and email. On top of this they were able to see and track spending in real time from anywhere. Escape Lounge now has a theme and has automated their entire marketing, client and sales process.



Results that Speak Volumes

With a single campaign, Escape Lounge saw:

- **Over 400k Impressions**
- **72% increase** in organic social media traffic
- **240% growth** in email subscriptions
- **35% increase** in quarterly revenue.

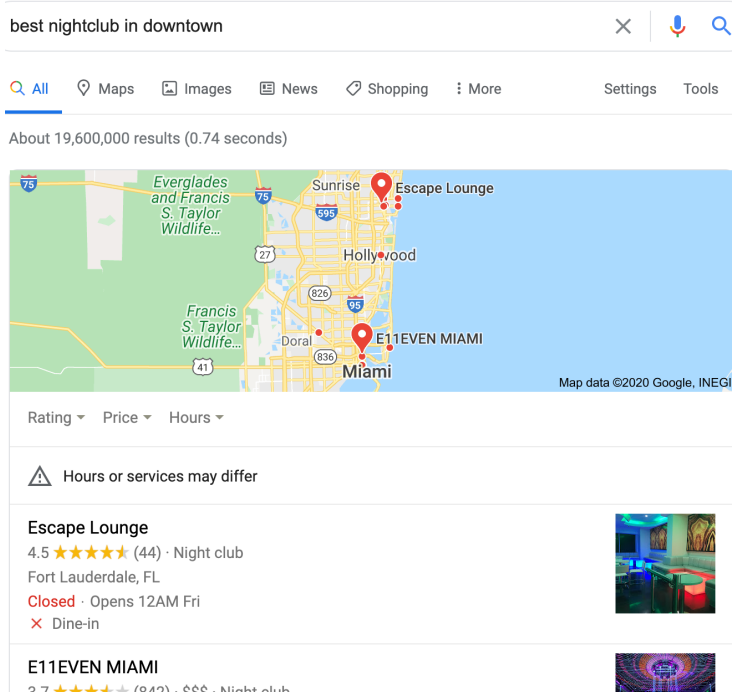
"We have multiple businesses, the fact that I can leave and I know things are running smoothly is amazing."

Edin Kurnic
GM, Escape Lounge

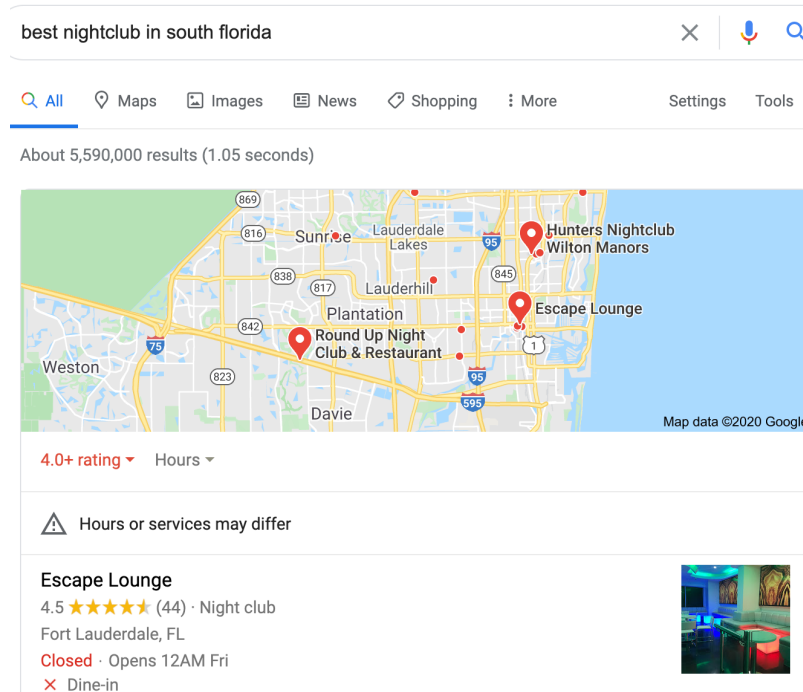


Organic Growth

Focusing on keywords and phrases we decided to build specific pages dedicated to those keywords to increase views on google.



#1 on Google for "Best Nightclub in Downtown"

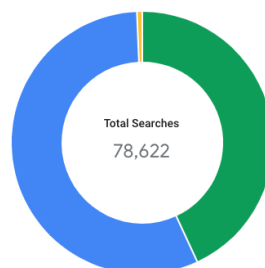


#1 on Google for "Best Nightclub in South Florida"

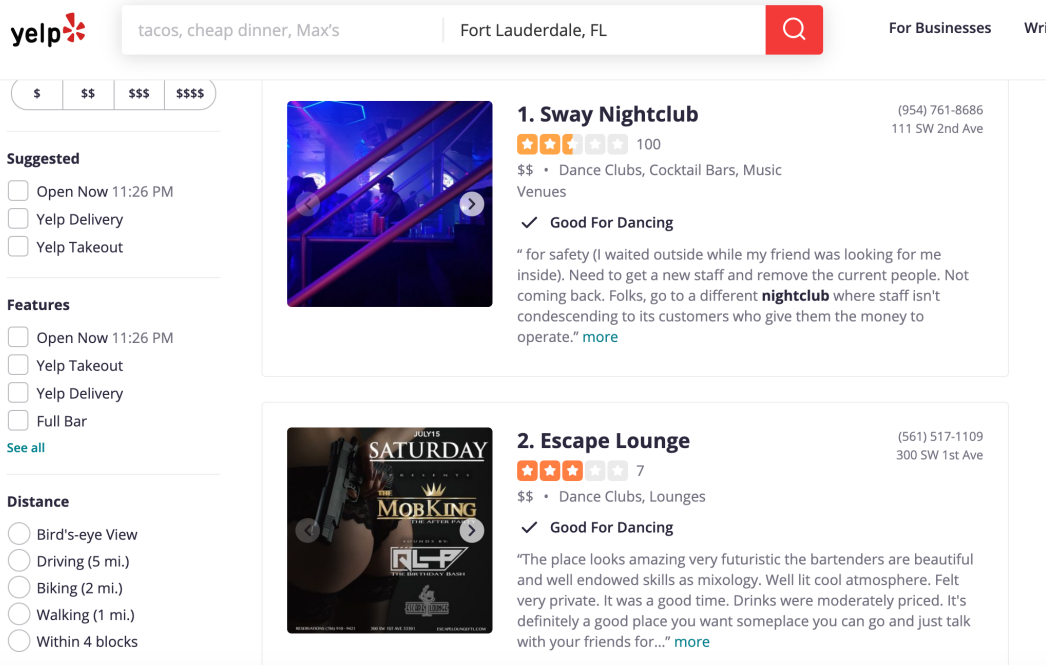
396k+ Views
in less than 2
months

75% Organic Growth
SEO made them
discoverable.

Total views 132K



- Direct**
Customers who find your listing searching for your business name or address
- Discovery**
Customers who find your listing searching for a category, product, or service
- Branded**
Customers who find your listing searching for a brand related to your business

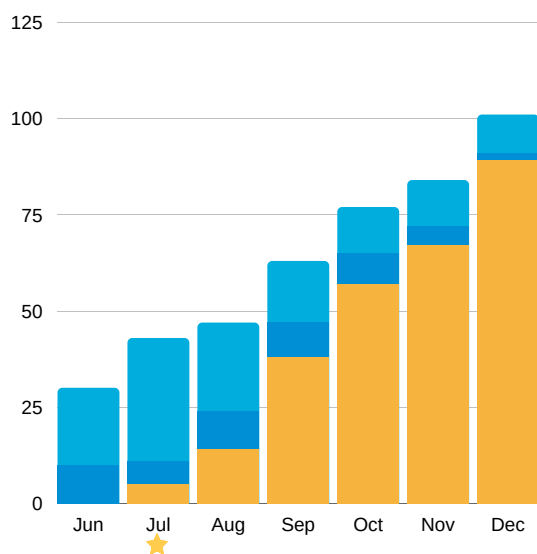


1. Sway Nightclub (954) 761-8686
111 SW 2nd Ave
100 reviews
\$ • Dance Clubs, Cocktail Bars, Music Venues
✓ Good For Dancing
"for safety (I waited outside while my friend was looking for me inside). Need to get a new staff and remove the current people. Not coming back. Folks, go to a different **nightclub** where staff isn't condescending to its customers who give them the money to operate." [more](#)

2. Escape Lounge (561) 517-1109
300 SW 1st Ave
7 reviews
\$ • Dance Clubs, Lounges
✓ Good For Dancing
"The place looks amazing very futuristic the bartenders are beautiful and well endowed skills as mixology. Well lit cool atmosphere. Felt very private. It was a good time. Drinks were moderately priced. It's definitely a good place you want someplace you can go and just talk with your friends for..." [more](#)

Organic Exposure

Once Escape became #1 on Google, Yelp followed suit and added them to their top 10 list, organically.

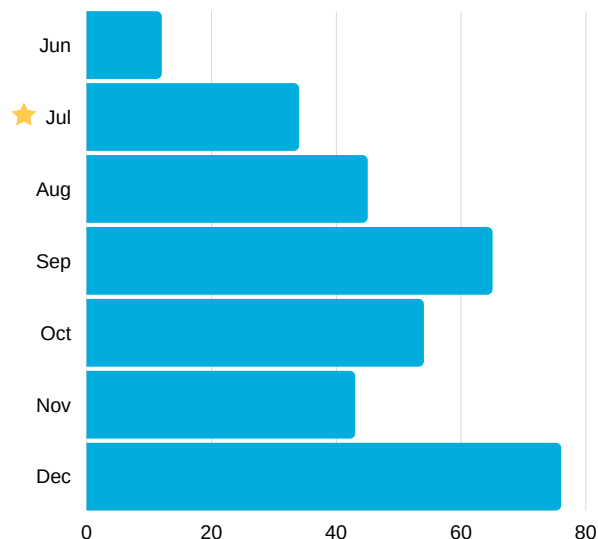


In person

Phone

Online

**VIP Bookings
went up by 50%**



Clients

**Recurring clients
increased by 25%**

Brand Rescue started working with Escape Lounge in July, 2019. Our goal was to create more online bookings so we can track the clients better. This allowed us to then use their preferences to retarget them and make them loyal customers.



Excuse the pictures, this project was done during Covid and Escape Lounge is currently closed. Once they open we will be taking better pictures. Thanks!

Before Rebranding



After Rebranding

