



# *Client*

## CASE STUDY

### **INDUSTRY**

HEALTH AND FITNESS

### **GOALS**

ATTRACT 50+ NEW CLIENTS, INCREASE RETENTION RATE OF & UPSELL DIRECT DEBIT FOR CURRENT CLIENTS, EXPAND INTO CORPORATE, CONFERENCE & SPORTING MARKETS/ STRATEGIES FOR NEW PRODUCT OFFERINGS OUTSIDE OF CLASSES (LEVERAGED PRODUCTS)

### **ONGOING RESULTS**

IN 3 MONTHS, 235 NEW CLIENTS AND GROWING, CORPORATE/ CONFERENCE ENQUIRIES AND BOOKINGS, PROMOTIONAL MATERIAL, NEW EVENTS, NEW PRODUCTS, PROMOTIONAL AND PERSONAL

## Client Background

Over the course of three months, the brand executed a targeted series of marketing initiatives that not only refined its messaging, brand position and digital presence, it also significantly engaged the local community at a minimal cost.

This case study outlines how we built a multi-channel strategy—from website updates and social media campaigns to corporate outreach and themed events— to help build a robust marketing funnel and set the stage for retention and continued revenue growth for our yoga studio client.

## Challenges

Despite the client's diversified offerings, there were several challenges to address:

- **Competition:** Several new gyms, pilates & yoga studios opened in the local area making it even more important to have the Brand's unique point of difference stand out
- **Brand Perception:** While the brand had a solid reputation, it moved to new premises a year ago so there was an opportunity to further develop it as a vibrant beacon in the local community, position it at a higher level relative to its current audience and grow market share.
- **Market Reach:** Certain programs, like the mid-morning classes, corporate sessions and sports yoga were underleveraged or non existent so ripe for expansion.
- **Streamline revenue channels to increase conversion:** The client needed to streamline multiple revenue channels—from promotional products and email sequences to evergreen corporate opportunities —while ensuring consistent growth.
- **Strategic Alignment:** A disconnect existed between the business strategy and marketing execution, making it challenging to prioritise high-impact, low-hanging fruit for revenue growth. Amendments were made.

# Our Strategic Approach

## Phase 1: Laying the Foundation

The first month's focus was on revitalising the digital identity and building a robust marketing funnel that converted whilst positioning the company in the right light to its ideal clients. Also setting metrics to define success.

### Key actions included:

- **Website Updates & Brand Launch:** The website was comprehensively updated to reflect a refreshed brand narrative. Landing pages were refreshed and new ones created. A series of launch posts were shared across social media to ensure a consistent, engaging story from the outset, re-engaging past and current members whilst informing new potential clients. Newsletters, pop ups and interactive pieces were updated to reflect the new Brand.
- **Seasonal Campaigns & Community Engagement:** A seasonal giveaway was launched to attract new leads, supported by daily gift promotions that maintained audience engagement. Short, high-impact, locally targetted, low spend, social media ads were run with a defined local targeting radius, specifically aimed at filling morning classes and promoting introductory offers, class passes and gift vouchers.
- **Email & SMS Optimisation:** Existing email sequences were reviewed and revised to improve conversion rates, with plans to incorporate text messaging to further extend reach and immediacy.
- **Local Community Focus:** Engagement efforts included enhancing the local community page and delivering targeted messaging to a key demographic segment, thereby building local relevance and trust.

### Outcomes:

These initiatives resulted in a revitalised online presence and the creation of a new lead funnel, setting the stage for increased engagement and future growth.

## Phase 2: Expanding the Reach

Building on the initial foundation, the following month's initiatives aimed to broaden the audience and tap into corporate markets.

### Key actions included:

- **Corporate Outreach & Website Enhancements:** A corporate flyer was developed to promote upcoming industry events. Simultaneously, further refinements were made to the website layout to better reflect the updated brand vision and improve user navigation.

# Our Strategic Approach

- **Professional Network Engagement:** A targeted campaign was launched on a professional networking platform, focusing on event organisers and larger businesses. This direct outreach was designed to secure corporate partnerships and identify new event opportunities.
- **New Year Promotions:** A New Year campaign was rolled out, featuring digital ads and social media posts promoting a special introductory offer to drive new memberships. Two open house events were organised to provide prospective clients with a first-hand experience of the brand, and on-site product promotions further stimulated immediate engagement.

## Outcomes:

The initiatives successfully broadened the audience beyond the existing community, resulting in increased website traffic, enhanced social engagement, and positive responses from corporate outreach.

## Phase 3: Celebrating Community and Connection

In the final month, the focus shifted to celebrating community and deepening personal connections through themed events.

## Key actions included:

- **Themed Campaigns for Connection:** A “Month of Connection” campaign was launched to promote a “bring a friend” class session, inviting new participants to experience the brand’s unique offering. A celebratory event was also held, featuring exclusive treats and additional offers designed to reward loyal clients.
- **Social Media & Event Marketing:** A focused social media push highlighted community events and brand experiences, culminating in a paid event that not only generated revenue but also reinforced community bonds through a fun, inclusive gathering.

## Outcomes:

This phase deepened community engagement, enhanced brand loyalty and generated positive buzz, further laying the groundwork for continued revenue growth.

## Results

These comprehensive changes delivered transformative results:

1. **235 new customers +**
2. **10 x 6 month memberships**
3. **4 x 12 month memberships**
4. **6 x Corporate enquiries**

## Set up for future success

By integrating digital upgrades, corporate outreach and community-based events across this 3-month period, our client successfully transformed its marketing strategy. This integrated approach not only revitalised its digital presence and broadened its audience but also fostered strong local and corporate relationships. The combined initiatives have set the stage for ongoing sustainable growth and long-term success in an ever increasingly competitive market.

