

SUMMIT CREW DIGITAL AGENCY

# CASE STUDY

ELITE FITNESS STUDIO

617.500.1626  
SummitCrew.com



# Understanding the Client

## ABOUT

They came to Summit Crew looking for assistance in growing their brand awareness and reach. They wanted to be a dominant player in the area and eventually expand to a broader market. Their goal was to reach prospective clients in their target areas and convert them into clients. Their challenge was that they only served a particular high-end client looking for one-on-one training.

## THE SITUATION

Summit Crew was set to:

- Build Brand Awareness to a niche target audience with measurable results
- Implement a strategic Digital Advertising and Local SEO campaign to reach, remarket and convert prospects
- Identify prospective client's needs, challenges, and motivations and develop a buyer persona
- Rebrand assets to match the shift in upscale clientele

## THE CHALLENGE

Summit Crew's first obstacle was identifying the target audience in this niche. Then, develop a brand look and feel that matches. They had to pinpoint and precisely target this niche to drive more reach and awareness. Develop a highly-converting website to assist the sales process.

Some of their techniques included:

- Design, develop and rebrand the client's website to identify with the new target audience
- Implement a website equipped with all the necessary tools;
  - Sophisticated email follow-up system
  - Booking directly on the site
- Develop a marketing campaign that will saturate this niche space
- Target within driving distance of their one location



**ACTION  
STEPS**

## THE SOLUTION

Summit Crew established a strategy to identify and target the correct audiences. Through extensive research, they learned that Rescue Alert was targeting system users. Summit Crew understood that caregivers and adult children were the correct audience and shifted their campaign focus. In addition to shifting the target audience, Summit Crew successfully optimized the campaigns to drive better results over time.



**ACTION  
STEPS**

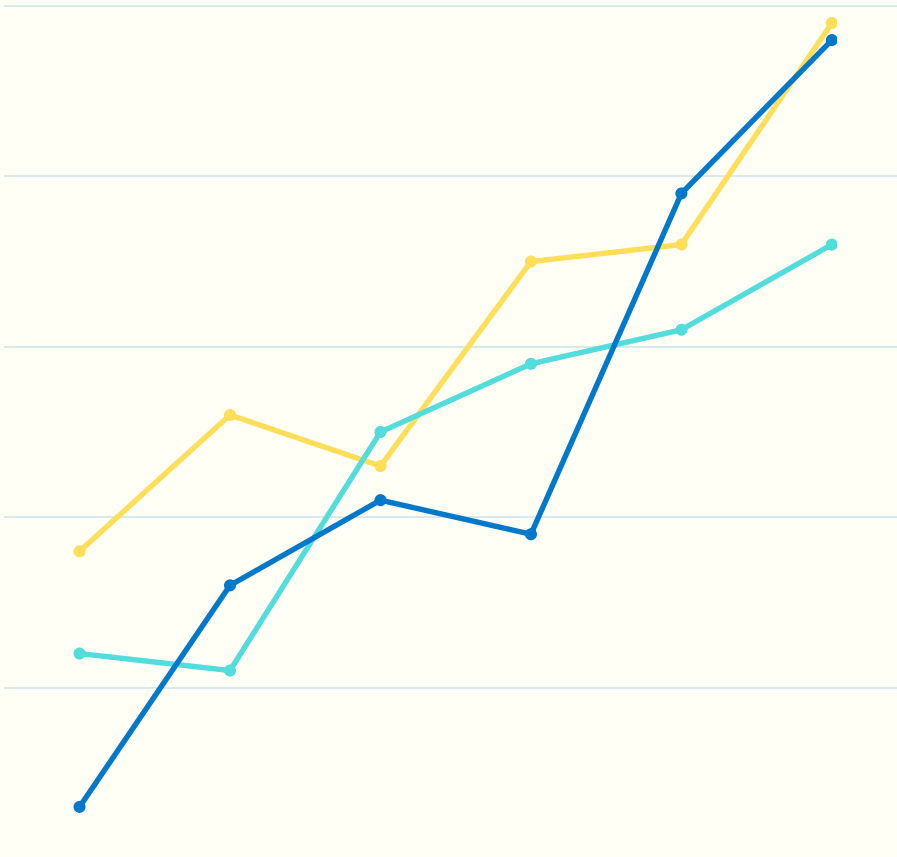
**34%**

INCREASE IN SEO VISIBILITY

**75%**

INCREASE IN LEADS

# The Results



## NUMBERS ON THE RISE

The client increased its market share by 25% in the first few weeks. Search engine optimization visibility increased by 34%. By precisely targeting the audience, grew leads by over 75% after two months. Since then, the fitness studio has gained further reach and expanded locations.