



Digital Marketing Services for Health & Fitness Firm

PROJECT DETAILS

 Digital Marketing

 Dec. 2018 - Ongoing

 \$50,000 to \$199,999



"They have a full team of experts who specialize in each area of their digital services."

PROJECT SUMMARY

Ignite Visibility provides digital marketing services for a fitness firm. The team specifically works on SEO, paid ads, and consulting. They are responsible for boosting the client's ranking and engagement.

PROJECT FEEDBACK

Since Ignite Visibility took over the company's project, their online enrolments soared while their CPC decreased. The team also has successfully raised the client's site traffic. They are approachable, effective, and efficient.



The Client

Please describe your company and your position there.

EōS Fitness is rapidly growing its high value low price (HVLP)® fitness gym chain, operating and planning over 75 locations in Arizona, Nevada, Southern California, Florida and Utah. EōS' model is a disruptive force within the fitness club industry, providing serious fitness for everyone, while offering an unmatched array of amenities starting at just \$9.99 per month. I am the VP of Marketing, overseeing all company marketing, communications and brand.

The Challenge


For what projects/services did your company hire Ignite Visibility?


Ignite Visibility manages our SEO and all paid advertising, as well as consulting on all digital projects.


What were your goals for this project?

An increase in engagement on our paid ads, a better optimized website and to rank higher on organic searches.

 **Shilpi Sullivan**
VP of Marketing, EoS Fitness

 **Healthcare**

 **1,001-5,000 Employees**

 **Carlsbad, California**

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select Ignite Visibility?

We vetted out a few agencies and Ignite was the winner by a landslide. They have a full team of experts who specialize in each area of their digital services.

Describe the scope of their work in detail.

On the SEO side, they create content for the website including our localized gym pages as well as blogs throughout the month. They help manage the e-commerce tracking on our online enrollment site. They create and deploy our paid search and paid social advertising. They constantly come to the table with new ideas and recommendations based on current trends and opportunities.

What was the team composition?

We have a several person team ranging from a Sr. SEO Specialist, Sr. Paid Social Specialist, a Paid Search Specialist, an Account Coordinator and a Client Success Manager. We also have direct access to their CEO and VP of Business Development.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Our online enrollments have increases, our cost per click has decreased and our website has more traffic going to it from organic sources.

How effective was the workflow between your team and theirs?

It is fantastic. We have bi-weekly calls set up and are in contact communication daily.





What did you find most impressive about this company?

They truly do care about their clients and the success of their clients. The entire team is very knowledgeable and approachable.

Are there any areas for improvement?

There is always room for improvement with anything and anyone. They are definitely a feedback based organization, always asking for feedback and implementing change based on feedback. We are consistently collaborating with each other to ensure positive outcomes.

