



Digital Marketing for Global Fitness Franchise

PROJECT DETAILS

 Advertising & Marketing

 Jul. 2020 - Ongoing

 \$50,000 to \$199,999



"The way they built our support team is as unique as our business. It's like we all just fit together."

PROJECT SUMMARY

Ignite Visibility was hired by a global fitness franchise to develop and implement digital marketing strategies to drive sales. This includes SEO & SEM, media buying, analytics reporting.

PROJECT FEEDBACK

Since partnering with Ignite Visibility, the client has been experiencing higher conversion rates. The team expresses a genuine care for the campaign and comes up with strategies to improve awareness. The team works well with the client by practically bringing their ideas to life.



The Client

Please describe your company and your position there.

I am the head of marketing and branding for global fitness franchise Jazzercise, Inc. With 8500 franchisees in over 25 countries, we are one of the largest fitness brands and the only with 51 years of pioneering the industry.

The Challenge

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

We hired Ignite Visibility to support digital marketing efforts that drive sales to our franchise owners. This includes developing market strategies, SEO/SEM, advising on optimal placements and tactics, implementation and media purchasing, reporting and analytics and general marketing leadership.

What were your goals for this project?

At Jazzercise, our primary goal is to help as many people as we can to live healthier, happier lives through fitness. Our shared goal with Ignite Visibility has been to secure the health and wellness of our franchise so that we can continue to do that.



Allison Stabile
Director of Marketing, Jazzercise, Inc.



Healthcare

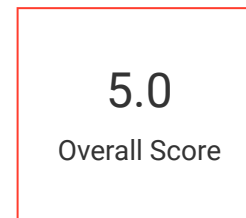


51-200 Employees



Carlsbad, California

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select Ignite Visibility?

At Jazzercise, we hire people, not platforms. The team at Ignite brought relatable ideas and have a vision for our brand. They also had a diverse product and service offering so that we can scale as needed.

Describe the scope of their work in detail.

After handing over our most recent research and brand information, Ignite handed back 3 options that would work best for our business. Since we have an in-house creative team, we chose to have their ongoing service management, SEO/SEM leadership including advertising and web, quarterly business reviews, Digital PR, various creative add-ons and media management.

What was the team composition?

Our day to day team is comprised of 3 highly-skilled thought leaders Luz Ellis, Jenna Long and Carolyn Krokus who are backed by a team of specialists, all of whom consult on our business.

The Outcome

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

We are seeing higher purchase conversion from advertising than with any other vendor but it is the attention to the account that feels the most fruitful outcome. The team is genuinely interested in our programs and promotions and in finding ways to funnel them to the gen pop. We are 6 months in and on the verge of handing them another large piece of our marketing business.





How effective was the workflow between your team and theirs?

We're pretty sure they are managing us, LOL. Luz Ellis is a strong team leader who comes ready with an agenda based around driving our business forward. We at Jazzercise bring ideas, timing, promotions and Ignite reflects back how to make the magic happen. When we need more in-depth analysis, other thought leaders are brought into the conversation. We feel well supported overall.

What did you find most impressive about this company?

The way they built our support team is as unique as our business. It's like we all just fit together - and therefore get more accomplished in less time.

Are there any areas for improvement?

We are very happy with Ignite Visibility. Our team is the best.

