

INDUSTRY

Sports, Exercise,
Martial Arts

TIME FRAME

1 year



100K+
VIDEO
VIEWS

↑ 32%
WEB
SIGNUPS

↑ 35%
WEB
TRAFFIC

750+
MONTHLY
LEADS

< \$30
CPL

CLIENT

Our client is a large franchised martial arts training program, with locations throughout the Mid-Atlantic.

TARGET AUDIENCE

Men, women, teens and children who want to achieve peak fitness and learn self-defense skills.

CHALLENGES

Growing enrollment, achieve a better than \$45 Cost Per Lead, and create a digital marketing initiative that drives demand and takes clients away from competitors.



SOLUTIONS

</> Digital Branding

In collaboration with our client's video team we created video assets to be served as YouTube pre-roll ads. Topic and interest based targeting strategies for customers looking for fitness advice on that social network were implemented.

Display Advertising

Incorporated a digital advertising strategy that blended topic and interested based targeting with media placements.



SOLUTIONS

Message Development

Reinforced a consistent brand messaging across both display and YouTube advertising that was continuous through offline TV, radio and print marketing channels.

Pre-testing for TV

Based on our data collected from YouTube video advertising, we were able to consult on the performance of multiple video creatives, and the best performers were used for television advertising.

Search Campaigns

Focused on identified key industry search terms.

Remarketing Campaigns

Moved potential clients through the conversion funnel after not converting on their first touch.

Focused Landing Pages

Were designed, and their performance analyzed and refined through heat mapping, visitor recordings and landing page testing.



SUCCESS BEYOND EXPECTATIONS

Dragon360 Delivered Results that Exceeded Client's Expectations in All Key Performance Indicators.