



Case Study: Integrated Inbound and Outbound Marketing Leads to Impressive Revenue Growth

A \$1.5 million gym specializing in gymnastics tutoring has established itself as the go-to gymnasium for talented young athletes aspiring to become accomplished gymnasts. From beginners to junior Olympics level teams were represented and the gym's membership steadily increased over the years to over 800 gymnasts, representing one of the biggest boys and girls teams in Northern California.

However, two specific issues started to become obvious. First, membership started to stagnate as new membership drastically slowed down. Second, during the June to August summer vacation gym membership nearly halved while overhead stayed almost the same.

BroadVision Marketing analyzed the situation including:

- Assessing the current and past marketing plan and marketing activities.
- Evaluation of current target market and competitive activities available to target market.
- Size of the target market and which marketing tactics present the best opportunity to present value proposition to target market.
- Competition during summer vacation and the cost structure of these competitors
- The average value of a member over its lifetime.
- Size and validity of current mailing lists.

The result of this thorough analysis was the development and implementation of long-term, focused marketing strategies which took into account:

1. The client's vision to be a leading force in helping parents and the community to raise young people healthy of body, mind and spirit.
2. The need of parents and students for regular interaction and consistent communication and feedback.
3. The need of parents and the community for a safe and constructive environment for children to grow into healthy young people.

All of this occurred while the young gymnastics students mastered physical and mental skills that not only made them excel at gymnastics but also as productive members of the community. Over the next three years the client's membership increased by over 35% and its summer camp program revenues increased over 500%.

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