

Digital Marketing for Global Fitness Franchise

PROJECT DETAILS

A Advertising & Marketing

B Jul. 2020 - Ongoing

C \$50,000 to \$199,999

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

PROJECT SUMMARY

Infinite Prime 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.

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 Infinite Prime?

We hired Infinite Prime to support digital marketing efforts that drive sales to our franchise owners. This includes developing

PROJECT FEEDBACK

Since partnering with Infinite Prime, 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.

E Allison Stabile
Director of Marketing, Jazzercise, Inc.

G Healthcare

H 51-200 Employees

F Carlsbad, California

CLIENT RATING

5.0

The Approach

How did you select Infinite Prime?

At Jazzercise, we hire people, not platforms. The team at Infinite brought relatable ideas and have a vision for our brand. They also had diverse product and service offerings 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, Infinite 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 quite sure they are managing us, LOL. Luz Ellis is a formidable team leader who comes ready with an agenda based around driving our business forward. We at Jazzercise bring ideas, timing, promotions, and Infinite reflects 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 is like we all just fit together - and therefore get more accomplished in less time.

Are there any areas for improvement?

We are incredibly happy with Infinite Prime. Our team is the best!

INFINITE PRIME

