

CASE STUDY: Edge Body Bootcamp



HIGHLIGHTS

- 125% increase in membership in less than a year
- 11 new members per month on average

“ThriveHive tells us exactly what we need to do; we simply follow and execute the plan.” - Rob Henry, Co-Owner

On the walls of Edge Body Boot Camp there is a quote: “When you feel like quitting, think about why you started!”. On the walls at ThriveHive is our mission: “To help small business owners realize their dreams.” The Edge Body Boot Camp story is one that demonstrates how these two philosophies came together to enable a business and a family to grow.

The Problem

Rob Henry and his wife Missy had always dreamed of growing both a family and a business together. Not long before having their first baby, they opened Edge Body Boot Camp, a fitness center offering personal and group training. While Missy focused on helping clients get healthy and strong, Rob headed up sales and marketing.

Edge Body Boot Camp is not a franchise and Rob was faced with the challenge of developing a marketing plan from scratch. Furthermore, without a marketing background, he faced a steep learning curve.

The first customers followed Missy from a local fitness center where she was a personal trainer, but the couple needed more clients to create a sustainable business. Rob knew he had to first establish a better online presence to get found online by clients. The problem was that he didn't know where to start.

“There is a lot of conflicting information online,” says Rob, “and figuring out which methods were best for our business was confusing. I wasn't sure where to start.”

Overwhelmed and under pressure, Rob did what many small business owners do—he spent money boosting posts on Facebook. However, with no way of measuring the ads' effectiveness, he couldn't tell whether his investment was working. Furthermore,

without the proper analytics, he had no way of determining the best next steps.

To get Edge Body Boot Camp as strong and healthy as its customers, Rob needed a plan and someone to coach him.

When he found ThriveHive on Google, he was relieved to see that he could get the marketing expertise he needed without breaking his budget. After talking to a Marketing Coach and realizing that ThriveHive's style was similar to a personal training relationship, Rob knew ThriveHive would be a good fit.

“ThriveHive is the single most important decision we've made for our business.”

Solution

Rob signed up for ThriveHive's Tandem plan, which includes monthly check-ins with a Marketing Coach. The first step the Coach helped with was redesigning the website, to make it mobile friendly. ThriveHive optimized the new website for search engines which helped the site rank higher on Google. With the help of his Coach, Rob published an eBook, which attracted more leads.

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ThriveHive's Marketing Coach was like Rob's own personal trainer, providing him with the tools and knowledge to be able to put in the work on his own and achieve the results he wanted.

"For me, the monthly check-ins with my Marketing Coach is the most valuable part of the ThriveHive solution," says Rob. "Working with my Coach is like getting a degree in marketing for a lot less money."

Rather than doing everything for him, the Marketing Coach equips Rob to be able to perform them on his own. Now Rob has the skills he needs to generate more lead magnets any time he wants.

In addition to providing education, Rob's Marketing Coach works to update his marketing plan each month. "I don't have to worry about whether I'm doing the right thing based on new or updated goals. My Coach and I work together to achieve results based around monthly challenges and opportunities. I know I'm getting good advice on how to spend my time marketing my business— all I have to do is follow the plan." Execution is easier too. "ThriveHive gives me the ability to assign and track links on Facebook ads and other promotions," says Rob. "I just log into ThriveHive and take a look at my dashboard—all the numbers I need are right there in front of me."

With access to analytics on his website, blog, and email campaigns, Rob can now see where leads are coming from. "I really understand our numbers now," says Rob.

"We send weekly newsletters to current customers and monthly newsletters to prospects. They're easy to write and track because ThriveHive gives me a database that lets me separate contacts into groups based on the criteria I choose."

Rob has even started blogging. "I had never blogged before," says Rob, "but my customers love the additional information! I can tell because I can see how many people are reading our posts."

Results

Edge Body Boot Camp has increased its membership by 125% in less than a year. The gym went from 80 members in July 2014 to 180 members in May 2015. Growth is strong, averaging 11 new members per month. The ThriveHive platform enables Rob not only to track these metrics, but to also know how customers found him.

Rob's wife Missy, who had been in over her head with two full-time jobs, is finally now able to focus solely on her passion of improving lives through fitness. The couple recently had their first child, and with the income generated from the gym, Missy was able to quit her teaching job to follow her dreams of being a full-time business owner.

The Henrys have gained more time to spend with their new baby, and confidence in the future of their business. As Rob's marketing skills grow sharper, so does Edge Body Boot Camp.

"From a sales and marketing standpoint, ThriveHive is the single most important decision we've made for our business," says Rob. "I've learned so much from my Coach, and I know we'd never be as successful as we are today without the help of ThriveHive."

"Our blog helps our customers know us. They're already comfortable with us when they pick up the phone."

Working with ThriveHive has helped the Henry's dreams come true. The business owner couple looks forward to many years working with ThriveHive watching their business and their family grow.