



Success Story: Community Rowing

Products: Social Advertising

The Challenge

Community Rowing Inc. (CRI), based in Brighton MA, is the largest public rowing club in the U.S. With programs designed to teach an extensive range of age, skill, and competition levels, CRI makes the benefits of rowing accessible to everyone. Prior to working with ThriveHive, CRI did not feel like they were effectively spreading the word about their business. In addition to reaching seasoned rowers, they wanted to target people who had not yet experienced what rowing could do for them, along with people who were bored with their workout routines and wanted to explore new options.

CRI had two specific programs they were trying to promote: their upcoming summer youth program and their indoor rowing facility (as indoor rowing had been trending in major cities like London and NYC).

CRI's Marketing Consultant, Kelley Kassa, knew that Facebook Advertising's advanced targeting would benefit CRI, but also knew that running the ads on her own—let alone learning how to run them—would take more time than she had. In order to get the ads up quickly, and for them to successfully increase ROI, she knew she needed help.

The Solution

Kelley had worked with ThriveHive in the past with another customer, and had a great experience. So when she started working with Community Rowing, Kelley did not hesitate to reach out to ThriveHive. "I really feel strongly that ThriveHive brings expertise and knowledge to the space, so I immediately thought of them."

With Facebook Advertising, CRI could target the different decision-makers for each of their campaigns—like parents for their youth program and exercise enthusiasts for their indoor facility.

The Results

"That campaign has just been fabulous. Since we started it, Facebook has become our top referral website. To me, that means we are now reaching non-rowers, which is who we want to reach. My goal was awareness, followed by conversions, and we hit those goals!"

"We knew we should be leading the charge around indoor rowing, and Facebook Advertising with ThriveHive has helped us to get there."

- Kelley Kassa, Marketing Consultant

The ThriveHive Experience

An Expert Partner

As a marketer herself, Kelley especially appreciates having ThriveHive as an expert partner. She knew what she wanted to achieve for her customer, and ThriveHive was able to help her get there by filling in the gaps where she did not feel equipped. "ThriveHive is great at servicing businesses that don't have a marketing staff, but also good at working with professional marketers."

Security

"I suspect there are some firms out there in the paid media space where you don't really know what you're getting, but working with the ThriveHive team and knowing they are the experts gave me a lot of comfort. The team was great to work with, responsive, and really knew what they were doing."

An Interested Team

Kelley also pointed out the ThriveHive team's genuine interest in CRI's greater mission. "The ThriveHive team doesn't treat us like just another advertising client. The team is interested in who we are and our value to the greater Boston area. There's an excitement about us from the ThriveHive team, they really care about who we are and what we're doing to serve the community."



4,200

clicks to website



314

new leads