Success Story: **Institute for Massage Education at KCHA**

The Challenge

Su Bibik and Rachel Fedewa were ramping up marketing efforts at the Institute for Massage Education but needed some guidance on what steps to take next.

"We were starting to focus on our marketing, our website, and social media but needed something to get us to that next level."

The Solution

Su and Rachel learned that because they are members of ABMP (the Association for Bodywork and Massage Professionals), they get access to exclusive marketing benefits offered by ThriveHive.

"ThriveHive presented to us at an ABMP forum and that's when it really rang a bell inside of me—this was the next nugget we were looking to reach more potential students. It fit a need."

Su and Rachel signed up for Guided Marketing, which includes monthly hands-on sessions with a ThriveHive marketing expert.

"Our rep works with us every month to improve our online visibility and reach more students. The monthly sessions empower us! They make us aware of what's important for our business and where we should place our marketing focus. We appreciate the personal support."

Su and Rachel also began using Perch, ThriveHive's award-winning social monitoring and marketing tool.

"Perch has been really nice and easy to use. It's intuitive. It gives me reminders. I have it right on my phone so I can quickly see where we need to focus. It has a really easy and nice flow."

The Results

ThriveHive and ABMP helped the Institute for Massage Education to:

- ✓ Increase awareness with a stronger presence on Google
- ✓ Expand knowledge and try new marketing methods
- ✓ Gain a sense of confidence through hands-on training

"When new leads are coming in, they'll say they found us on Google which is so exciting! It makes me know that I can do this. I can handle this. I can support my business in a way that helps us grow."

★★★★★
Increased from one review to **twelve 5-star reviews** on Google

150%
Increased leads by **150%**

Improved both **organic** and **referral website traffic**