

Case Study: Marketing Campaign for Small Business

The Challenge



A personal trainer with more than 35 years of experience training individuals of all ages and physical abilities wanted to grow her spiritually-centered personal training business. The owner had a high level marketing plan, but no actionable campaign strategies.

She also produced a professional quality video that she wanted to sell but had not clearly defined the audience for this product or the subsequent media distribution channels. And, because this was a self-funded start-up company, all marketing efforts had to be on a shoe-string budget.

The Solution



Carroll & Company began by working with the owner and her board to clearly define and segment her target audience for both personal training and video sales. We assessed the competition and what set her company apart. We then created campaign strategies that established specific measureable goals for each product and included a solid message platform with messages that would resonate with each of her audience segments. The campaign strategies identified specific, cost-efficient media channels and tactics including social media, health fair exhibits and client referral incentives.

The Results



During the first two months of the campaign:

- Clientele doubled,
- Video sales from Joy in Your Journey's first health fair exhibit covered half of the cost of the event, and resulted in numerous warm sales leads including a work-site boot camp.