



Formerly known as MAONrails

Client Case Study

Gym saas management
platform becomes industry
leader through Content & SEO

GOALS!



12X ROAS

Facebook ads ROAS



60% CTR

Improvement of ads CTR



1500+

lead magnet quarterly downloads



260%

10,000+ ranked keywords achieved



Our Approach

Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



Marketing objectives and strategy

Expectations and outcomes

Objectives

Our primary objective was to outperform competitor paid ads campaigns & SEO strategies through analysis of successful marketing funnels, creative video content, and key content articles that focused on SEO-sales keywords.

Strategy

We focused on improving their bottom-of-funnel ad campaign CTR by 40% across 6 months through new ad creatives and targeted landing pages while developing educational articles that gym owners searched to better understand their needs/wants to see over a 260% increase in organic traffic.



Company

GymDesk

Website

gymdesk.com

Company Focus

Simplified billing, enrollment, member management, and marketing features that help you grow your gym or martial arts school.



Findings

The website was overoptimized which overwhelmed the target audience. We saw that throughout all of the marketing channels, our messaging needed be tightened and our CTA's much more simpler.



Findings

The competitors were beating out for organic keywords with much simpler content and page designs. This further proved our need to create compelling content and simpler UX throughout.





Our Market Strategies for Success

Improved retargeting ads optimization

Completely re-optimized the entire retargeting ads funnel for abandoned cart consumers.

Developed a quarterly content calendar from written, ebook, and interactive videos.

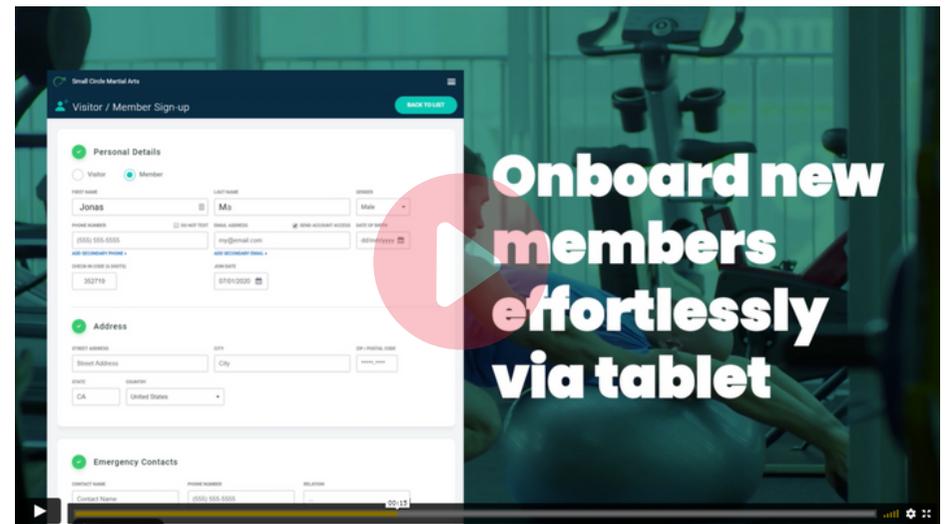
We created multiple pieces of content throughout the entire funnel process to educate, engage, and convert.

Designed creative based on audience affinity

Worked to design ad creatives that would speak to the target audience and immediate needs to manage their gyms.

Promo Video Content to Convert Through Ads

We improved the initial ad campaigns CTR rate by 60% by implementing an explainer video through Paid Social.



Membership Contract Form [Template]

The contract template allowed us to offer a free and garnered over 500 new monthly downloads from targeted prospects.



FREE Ready To Use Membership Contract Template

Save on legal fees with our ready-to-use membership contract for gyms and martial arts schools. Set clear expectations with transparency and make sure your memberships terms are well defined.

[DOWNLOAD NOW](#)

Martial Arts on Rails Sponsored · 🌐

👤 Martial Arts School Owners 🔥 Save on lawyer fees with our Ready-To-Use Martial Arts Gym Membership Contract ...See More

Membership Contract SAMPLE DOCUMENT

MAILCHIMP
FREE Membership Contract Template

[LEARN MORE](#)

Membership Contract SAMPLE DOCUMENT

SEARCH FOR A MEMBER TO ADD TO THIS FAMILY ACCOUNT

Q James M | X

- James Madison + Add
- James Manson + Add
- James Mardan + Add

Active

WELCOME BACK! Albert Anislow

MESSAGES

- Muay Thai sessions left this week: 9
- Endless MMA sessions left this week: 5

AVAILABLE SESSIONS

Choose the sessions that you want to check out

Sessions in Progress

Muay Thai

- 5:30PM Kickboxing - Beginner

Upcoming Sessions

Muay Thai

- 6:30PM Muay Thai - Intermediate

Brenton Way Inc.

"Stunt Ideas" to build unique traffic backlinks

We created a 15-page
SEO backlinking
strategy to dominate
the most difficult
keyword rankings
opportunities.

Stunt Ideas - MAonRails.com

Background	1
Ideas for a Link Building Stunt	1
Recommendation	2
Needed for the Project	3
Promotion of the tool.	3
Cost Approximately	3
Things that would impact cost (Not exhaustive)	3
Develop by MAonRails Inhouse, or by BrentonWay	3
If by BrentonWay.	3
Recommendation	4

Background

To rank for the most competitive terms relating to Martial Arts Software, MAonrails.com needs links. One of the most cost effective ways to get links, is to build a fun tool that websites will link to for the interest of their own site users.

This type of link building tends to be more cost effective and less risky than link buying (\$300-\$1000 a link going prices in the US) or article marketing (far fewer links generally result from article marketing, so many multiple articles need to be written, and a much bigger outreach performed.

Ideas for a Link Building Stunt

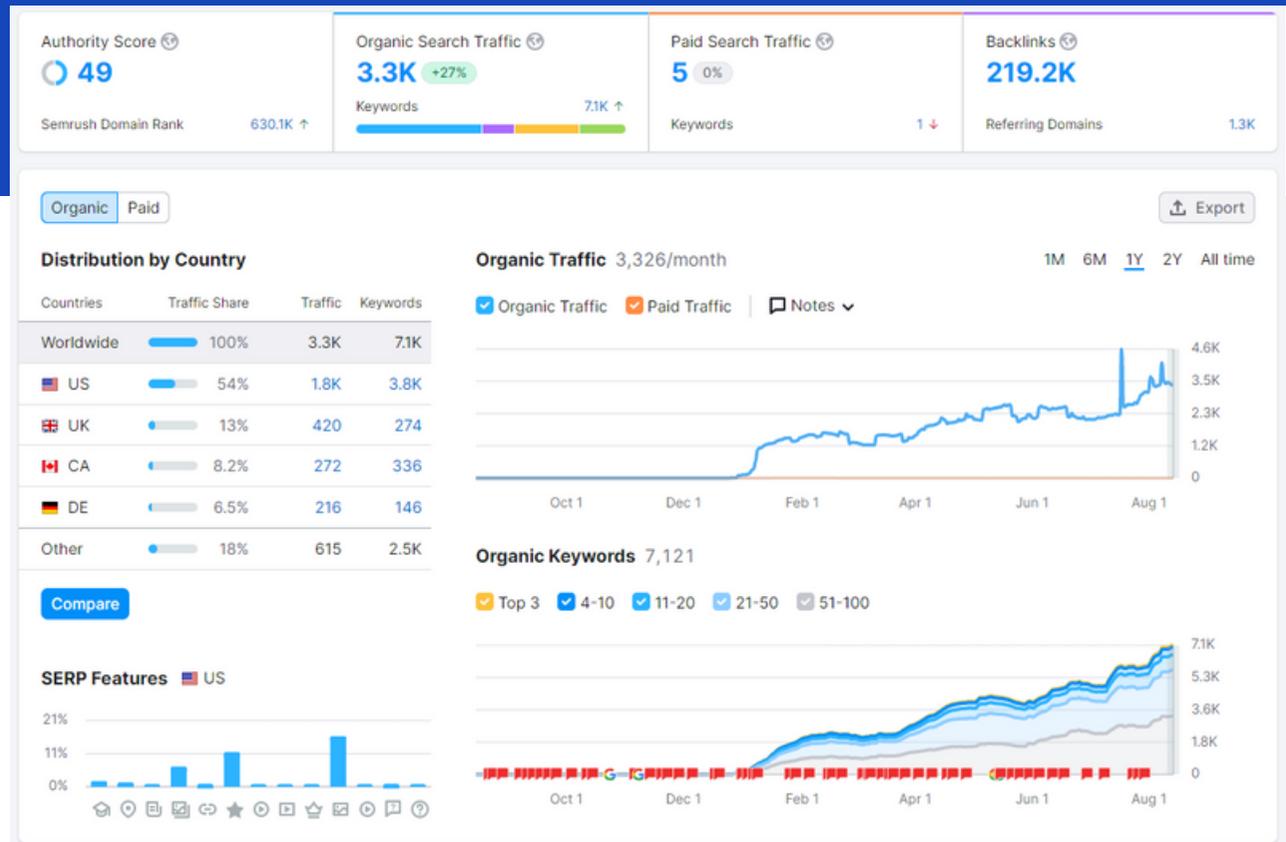
a. How long will it take me to get a black belt?

A dynamic tool which looks at factors such as age, athleticism, discipline, available time and then provides the user with both a time estimate. Animated character whose belt color, and age changes depending on the settings.

SEO Traffic Increase

CAMBRIDGE STRATEGY	TACTICS	CHANNELS	JANUARY	FEBRUARY	MARCH
Brand Conversions					
?	Adding testimonials to our discipline specific landing pages	- Content Writing - SEO	Taking testimonials from the interviews to add them to the specific discipline landing pages		
?	Gather testimonial videos to influence customers to convert	- STRATEGY	Strategize on what the testimonial video will be about	Script, prepare the interview process, and create testimonial videos	
?	Focus on converting new visitors from the website on Email	- EMAIL	Create lead magnets of the homepage	Finish drip email sequences of the new customers to the email campaigns	
Brand Reach					
X	Discipline specific landing pages	- Content Writing - SEO - ADS	Research all of the specific disciplines available for SEO	Write content for discipline landing pages and start driving ads to the landing pages. Check with Olivia to make sure landing pages are finished to start landing page campaigns	
?	Build a widget for backlinks	- SEO	Complete analysis of backlinks for client done		
?	Contribute SEO content pieces	- Content Writing - SEO	Top 5 best market arts platform		
X	Comparison pages with competitors	- Content Writing - SEO	marketplace directory	Kidzale performed	
?	Competitor backlink swoofing	- SEO	New Team member joined 01/21 now working on this. Update in 1 week		
?	Create Technical website SEO doc for client	- SEO	See attached file		
X	Comparisons page vs excel sheets, etc	- Content Writing - SEO			materials vs excel materials vs quizbooks materials vs google calendar
Brand Recognition					
?	Consider Scholarship Offering	- SEO	See attached file. Can create articles on the landing page. Shared with JESSICA, LARA, LUCAS, and LUCAS	February Start	
X	Promo video to improve ad performance	- Video Content	Finish the treatment and begin work on the video	Analyze the impact of the video and prepare new treatment for other sites	
?	Run promotional offers to increase social media followers	- SOCIAL	Use this coupon to get \$30 off		
?	Lead Magnet Gym Marketing Guide 2021	- EMAIL		Create the E-book & Landing Page	Drip Sequence
Brand Awareness					
?	Lead Magnet Gym Survival Guide	- EMAIL	Create the survival Guide & Landing Page	Create Drip Sequence & Launch	Optimize Landing page
?	Lead magnet for Membership contract template	- EMAIL - Content Writing - SEO	Create the landing page for the lead magnet		
?	Membership contract template	- Content Writing - SEO	Research and finalize on the drip sequence and also the treatise offer	Define and create drip sequence	Optimize the landing page

Increased organic traffic by 260% through a full-funnel content strategy across 2 year span



Recap of our performance

12x Facebook ads ROAS

1 to 12 dollar return on Facebook ads spend across 1 year subscription.

1,500 new avg. ebook downloads

1,500 new ebook gated content downloads per month.

60% increase in Ads CTR

60% increase in the click throughs to the website from conversion ad campaigns.

260% increase in organic traffic.

Ranked for over 10,000+ keywords to increase organic traffic by 260%.





Interested? contact us

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brentonway.com

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