

CASE STUDY

DIGITAL MARKETING CAPSTONE
UTAH VALLEY UNIVERSITY | SPRING 2020



TOTAL MUSCLE THERAPY

ABOUT TMT

Total Muscle Therapy specializes in sports and injury massage therapy. Collectively offering over 10+ years' experience working with professional athletes and teams. Their focus is to help you achieve your fitness and athletic goals whether you're an elite athlete or just a weekend warrior. The owner, Erik Brimhall, has excellent industry experience and brings quality insight and service to every service.

THE CHALLENGE

The challenge for Total Muscle Therapy was to see if additional marketing strategies could be justified as an added expense to the company. Total Muscle Therapy wanted to see if additional marketing channels could be used to boost appointments and better the patients experience. Many of our strategies had to be altered due to the COVID-19 Pandemic, so our results are limited.

THE SOLUTION

The Total Muscle Therapy Marketing group created a digital marketing strategy that covered areas we thought we could focus our efforts in. These areas include Google Reviews and Ads, Influencer campaigns, email campaigns, and creating a CRM. Our success in each of these areas will be measured by an increase in social media following, increase in appointments made, an increase in website traffic, and an increase in clicks, impressions, and clickthrough rate.

THE DELIVERABLES

1 / CRM

- Convert 450 records to digital contacts on Hubspot.
- The information in our CRM was needed for all our deliverables.

2 / GOOGLE REVIEWS

- Collect information from Hubspot to send out 415 review requests through Local RVW.
- The Google Business page had to be updated with new information before we could proceed.

3 / INFLUENCERS & SOCIAL

- Execute 6 Influencer Campaigns.
- Run a social media campaign to bring awareness to the business operational hours during COVID-19.

4 / PAID ADS

- Create a paid advertising campaign to generate at least 5 leads.
- Design a new landing page with a Hubspot integrated form to collect leads effectively.

5 / EMAIL CAMPAIGNS

- Educate, updated and keep brand in front of customers.
- Achieve 20%+ engagement rates on all emails.
- Launch 6 different email campaign.

THE RESULTS

1 / CRM

450

Digital Contacts were created in Hubspot

2 / GOOGLE REVIEWS

415

415 Google Review
Requests Sent

1

Review received
before COVID-19.

3 / INFLUENCERS & SOCIAL

4

Appointments
booked from "We
are Still Open" Post

5

Influencers posted.
6 website clicks a day.
30 profile visits a day. 4k
impressions.

4 / PAID ADS

20

Ads Ready. Campaign includes 5 Ad
Groups, 43 Keywords, and 10 Extensions

5 / EMAIL CAMPAIGNS

28%

Average Open Rate
Across Emails

2

Average Clicks per
Email

CLIENT TESTIMONIAL

"I want to thank all those that participated in the Digital Marketing Project for Total Muscle Therapy. Each student did an outstanding job in helping TMT create and implement new process to help us grow our business. I'm extremely grateful for everyone's positivity, excitement and ingenuity. TMT was heavily impacted by Covid-19 and because of their creativity we were able to find new clients as well as keep our current clientele informed about the precautions we were taking to ensure their safety. I can not be more grateful for the time and effort everyone put into my business. I felt like everyone saw the potential and vision of what TMT is and can be and I'm extremely grateful that everyone took ownership in their assignments. We had a great team of students that communicated very well with me and kept me informed about new strategies and concepts that we are now going to adopt. Special thank you to Lauren, Morgan, Jake, Jonah and Russ. You will never know how grateful I am for each of you. Thank you for your help in helping me , my family, and my business."

- Erik Brimhall, Owner of Total Muscle Therapy