

MODERN FIT

We took an online fitness and weight loss company from \$0- \$250K in 3 months. They're now on track to do \$1MM in their first year.

\$3.6MM

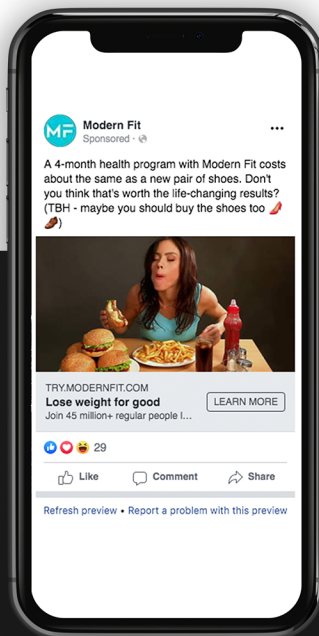
ARR in first
6 months

1500%

Increase in website
organic traffic

6x

Return on marketing
spend



THE PROBLEM

The fitness space is crowded and extremely competitive. Modern Fit struggled with which channels to pick and with their funnel. They had 0 traffic and were truly starting from scratch. They had a 0.1% conversion rate from site visitor to purchase. Budgets were limited, as they are a startup, so we needed to be very effective in our approach.

THE STRATEGY

We decided to focus our marketing efforts on SEO, Facebook/Instagram, Google and Reddit Ads. For SEO, we began by doing a full site audit and keyword research. We gave the Modern Fit team a list of a couple hundred keywords that were low competition and likely high conversion for their site. We then got our content team to begin writing articles. Once articles were written and on the site, we did an on-page audit to better the link structure and speed of the site. We then began backlink acquisition to raise the site's trust and citation flow along with page rank. Within 3 months we were ranking top 3 for about 20 key terms. Within 6 months we're ranking top 3 for a couple hundred key words.

For our paid strategy, we started with Reddit, as this was a very low-cost way to get data and conversion was high. We deployed about \$200 a day at a 6x return on ad spend. These gave additional budget that could be deployed to Facebook for scale. On Facebook, we focused on a low bid strategy with a dozen or so ad sets. Within a few weeks, we were on track to do \$250K in revenue just in the first 3 months. We added Google and Bing ads to the mix and are utilizing a single keyword ad group strategy, resulting in about 10 conversions per day. Overall, we're now spending a total of \$5,500 per day on ads for Modern Fit and we're on track do \$3.6MM in annual recurring revenue. Paid traffic is steady for Modern Fit, while organic traffic continues to grow each day. Even if anything were to happen on any of the ad platforms (algorithm changes, competition, etc), having a solid base for SEO makes Modern Fit's business extremely defensible.

THE RESULT

Increased annual recurring revenue from \$0 to \$250K in the first 3 months, and onwards to \$3.6MM in month 6. Organic traffic up 1500% and increasing week over week. Profitable, with an over 6x return on marketing spend, with a budget of \$5,500 per day that we grew from \$0.