

# Turning the Page on Results

TITLE Boxing Club Parsippany experienced a 237% increase in incoming calls in a four-month period.

Here is how we did it!

## The Setting

TITLE Boxing Club Parsippany is a health club that offers intense, full-body workouts. The club's extreme exercise routines provide men and women with equally extreme calorie-burning results. In just a one-hour workout, clients can burn 1,000 calories and experience amazing kickboxing and boxing training.

## The Conflict

When TITLE Boxing Club Parsippany became a Turn the Page Online Marketing client, they were just starting out as a new business. As with most young businesses, the club was faced with the obstacle of building a solid client list. Because many incoming calls equate to leads and/or potential prospects, increasing incoming club calls became a main focus for Turn the Page Online Marketing.

## The Plot

Once TITLE Boxing Club Parsippany became a client, a three-piece strategy was created in an effort to increase incoming club calls.

### Three-Piece Strategy

- Develop new website
- Implement on-page optimization
- Create linking strategy

When it came time to develop a new website, Turn the Page Online Marketing's main focus was creating a new, more user-friendly website. Creating a site that is easy to navigate enables customers to get the important contact information they need. Once the site was created, the next step was on-page optimization. This process entailed keyword research and placement. Taking these steps is crucial, because it helps drive traffic back to client pages and ultimately the business itself. Linking, which consists of the creation of business referrals and listings, is another way that Turn the Page Online Marketing can direct traffic back to the business site. After this three-piece strategy was implemented, hosted numbers were used to measure incoming club calls.

## The Conclusion

In just four months, TITLE Boxing Club Parsippany saw a major increase in incoming calls. Throughout this short period of time, the club's incoming calls skyrocketed by 237 percent. These impressive results can be attributed to the three-piece marketing strategy that was carried out four months prior.

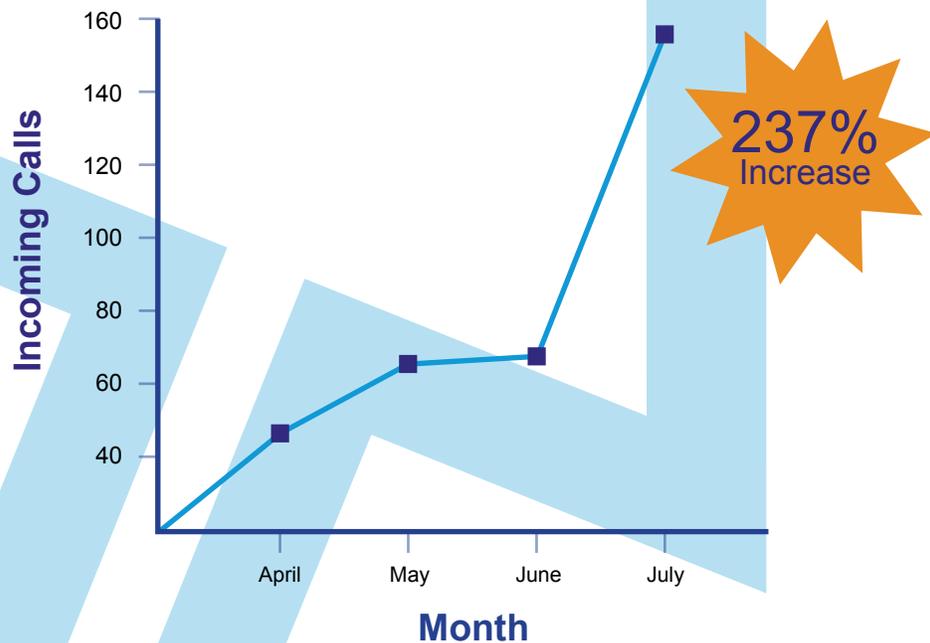
## A Never Ending Story of Success

Turn the Page Online Marketing is dedicated to helping new businesses like TITLE Boxing Club Parsippany grow. Forward thinking and comprehensive online marketing efforts were crucial to the increase of incoming club phone calls. With these strategies in place, Turn the Page Online Marketing looks forward to helping this location continue to expand their business.

One of the easiest ways to increase business is to take an existing sales channel or marketing tool and ensure that you are leveraging it fully. One of the hardest things to recognize is that you have an opportunity you are missing.

After partnering with Turn the Page Online Marketing, our business was able to increase our reach by targeting the right online prospects and allowing potential clientele to reach us online and via phone. Parallel with the increase in web traffic, the quality of our online prospects has risen and driven high-value leads that have doubled our call volume. With the tools provided by Turn the Page Online Marketing, we were able to take these leads and improve our internal processes. In addition to this, we were able to convert leads into prospects and eventually members.

~ Steve Obermeier



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