



## CASE STUDY Other Industries



### OVERVIEW

This company approached Be A Legend for help with a number of initiatives, including help with their online reputation, driving brand awareness and brand engagement to increase the number of visitors to their various locations spread out within a 50 mile radius. Be A Legend has helped increase revenue for multiple organizations in the small to midsize market, in highly competitive spaces to attract a) the right clientele; b) drive brand awareness; and c) drive brand engagement to ultimately increase revenue. After nearly 60 years in business, the marketplace had grown increasingly competitive and even though the client remained stable they knew if they did not change their marketing efforts to be highly competitive, they would soon start to witness a decline in revenue. The client's objectives included growing the number of locations to reach a wider audience, increase their existing customer base at their current locations, improve systems and processes internally to improve customer experience, and become the leading name in their industry within their local areas.



*This team is knowledgeable, attentive, and gets to the heart of our company's needs. Their reporting of results are concise and include helpful graphics data results. If you value personable and non-generic service, this is the team to connect yourself with.*

*– Denise T.  
CEO*



## CHALLENGE

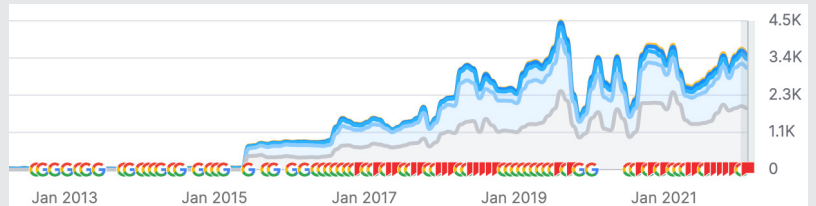
Significant threats of alternative brands had started to lead the way in the geographical locations where this client had a solid customer base prior. The client began to notice a slight decline in their customers' spending habits with their brand. Owing to an extensive competitive analysis, the data provided further evidence that there was a significant gap in the marketing efforts by this brand versus their competitors as well as a serious negative difference in their reputation. The data did indeed show a decline in the number of visitors to their website, visitors to their physical locations, ultimately leading to a threat in reduction in revenue.

## SOLUTION

Through marketing due diligence, Be A Legend offered an online reputation campaign that included the management of the campaign, marketing of their reputation, and addressing the negative feedback to improve systems and processes that we believed were at the root cause of the decline in visitors across specific locations. Be A Legend also addressed the significant gaps in marketing between the client and their competitors. A solution involving an accelerated SEO campaign was implemented to help drive brand awareness, organically, and developed to identify and re-evaluate their target audience.

## RESULTS

**833% increase in organic clicks** to the client's website driven by brand and non-brand engagement through keywords



- **Reputation rating increased** from an average of 2.3 stars to 4.7 stars
- **7300% increase in the number of feedback** collected as a result of our reputation campaign, highlighting that the positive experiences had not been identified and publicized.
- Using our software for the reputation campaign, we **dramatically increased the client's reputation** across all of their locations, making it seamless for their customers to review them while allowing the client to address the processes that needed improving to provide a superior customer experience.
- The dramatic increase in their average star rating allowed the client to shine a light on their positives and highlight their continued success, providing an opportunity to promote their implemented changes as a result of customer feedback.
- **55.6% increase in inbound links** with higher quality and quantity contributing to ranking higher in search engines
- **190% increase in driving traffic to website** through branded search terms
- Client turned around their reputation, specific to location, owing to the reputation management system
- They have new systems and processes in place with a focus on company culture and core values to improve the areas that were lacking specific to certain locations
- They have an increased presence online and are within the top 5 in a competitive industry as a result of the marketing campaign designed, developed and executed, specific to their needs, increasing from an average position of 12.

