

S O U L H E A R T

Case Study | YMCA Houston



THEIR WEBSITE NEEDED MORE TRAFFIC.

YMCA of Greater Houston reached out to Soulheart for help when membership unit sales drastically dropped for two key locations. They wanted a comprehensive review, recommendations, and an action plan to diagnose the problem and generate new sales to increase their bottom line before the end of the year. And they wanted results in 90-120 days, during a season most Y's don't grow.

GOALS

- ▶ More website traffic
- ▶ More online membership sales
- ▶ More market saturation

CHALLENGES

- ▶ Difficult web system
- ▶ Late in year = slow growth
- ▶ No landing pages created





HERE'S WHAT WE DID.

We created and implemented a three phase plan. We created three **landing pages designed to leverage** a free two-week membership. We ran Facebook, Instagram, and Pandora ad campaigns to drive traffic toward a **specific and automated membership funnel**. We ran social automation on LinkedIn to help a branch executive director capture new interest in the community and upsell new connections to become members of the YMCA or donors. Finally, we built out custom social graphics designed to create a more premium viewing experience in addition to engineering a plan to engage the social community with live videos.

01

Created landing pages with a clear funnel toward sales

02

Ran paid advertising campaigns on Facebook, Instagram, and Pandora

03

Designed social branding graphics and ran social automation to get more traction



RESULTS

- ▶ Main location exceeded membership goals
- ▶ **Increased the bottom line by 7%** year over year
- ▶ **Increased traffic 36%** to flagship location
- ▶ Reduced amount of pages per session

HERE'S WHAT HAPPENED NEXT.

Their bottom line increased and the flagship location bounced back. They took all of our recommendations and continued to run forward long after the campaigns ended. Because of the push into landing pages, the web team was more in sync and they were able to see the power of marketing automation, so they onboarded with HubSpot. **We're projecting growth of more than 10%** even in a down economy once that integration is complete.




THE YMCA OF HOUSTON

Melissa Worthington, Director of Brand Architecture

I love the "feels" that this is giving me! We really appreciate Soulheart looking out for us.

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SOULHEART

THE SEARCH IS OVER.