

SCOPE

Dates of Engagement

July 2018 through
June 2019

Services Provided

- › Market research
- › Positioning
- › Marketing planning
- › Rebranding/logo design
- › Messaging
- › Website redesign
- › Marketing execution
- › Lead generation
- › Reporting and measurement



Year One Case Study – Body Techniques

MARKETING CHALLENGE

Body Techniques is a San Francisco Bay-based provider of corporate stress management services. Company leaders enlisted the expertise of the Marketri team to help develop the company’s marketing program and set Body Techniques up to reach its aggressive growth goals.

When Marketri began working with Body Techniques in July 2018, the firm had landed a national contract with Google to provide employee massage services. Company leaders wanted to invest the new revenue into a strategic marketing plan and proactive marketing outreach. At that point in time, Body Techniques had a confusing offering, poor positioning, and a lack of modern marketing practices in place.

- **Confusing Offering** – On its B2C website, Body Techniques presented two distinct offerings— local massage, yoga, and fitness services and national corporate massage programs for corporations. Including B2B services under its B2C umbrella effectively hid the B2B services from potential enterprise customers.
- **Poor Positioning & Messaging** – The firm’s organizational structure resulted in effectively no B2B presence, as the company had been leveraging a weak “corporate wellness” position in its sales collateral. Body Techniques’ leaders wished to gain additional tech giants as clients, but it had difficulty in gaining traction with new prospects.
- **Lack of Modern Marketing Practices** – The company employed outdated marketing and sales tactics. Its website did not drive any B2B leads, was ineffectively designed compared to competitive offerings, and lacked modern functionalities to attract and track new prospects. The firm relied primarily on word-of-mouth and had no formal sales strategy. Without modern marketing practices, substantial growth was impossible.

MARKETRI SOLUTION

July 2018 through January 2019

The Marketri team quickly got to work, the first six months of which focused on laying the foundation for Body Techniques’ future growth. This included conducting market research, creating a strategic marketing plan, developing strategic messaging and positioning, rebranding the firm, and redesigning the company’s website.

- **Strategic Marketing Plan** – Marketri used our research findings to direct Body Techniques’ positioning and guide its messaging, as well as to prepare a detailed marketing communications plan with recommendations related to technology, automation and email, collateral, social media, website/SEO, and analytics.
- **Positioning & Messaging** – The Marketri team conducted keyword research to gain a better grasp on the types of terminology consumers use when searching for corporate massage services. The results indicated that the term “workplace stress management” was a better representation of the firm’s services than the more generic “corporate wellness.” The team then focused on positioning Body Techniques as a “workplace stress management partner” for the B2B space, emphasizing its ability to design holistic programs and offer more than its corporate massage-centric competitors.
- **Rebrand** – Marketri led a strategic rebrand of Body Techniques to better communicate its position and connect to its HR and C-suite target buyers. This included a new logo, fonts, and colors. As an added service, Marketri created a matching identity for the local studio, which was renamed “Bespoke Wellness.”



before



after

- **Redesigned Website** – Marketri oversaw the development of a new, dedicated, B2B-focused website for Body Techniques that clearly expressed its service offerings to its target audiences. The new website was built to drive leads, track where leads originate and where they convert, and to support lead nurturing efforts through tailored content.

February through June 2019

With the foundation laid, it was time to implement the plan.

- **Tactical Execution** – A variety of tools were implemented to drive leads to Body Techniques' new website. These included email blasts, PPC campaigns, SEO optimization, and social media posts and announcements. Through keyword research, a content strategy was implemented to determine what types of new content to create—largely blog posts—as well as what types of updates to make to existing content.
- **Measurement** – Measurement tools, including marketing automation, analytics, and lead scoring, were implemented to track leads from the website and deliver additional customer insights.

RESULTS

Marketri's work modernized Body Techniques' marketing practices and positioned the client on the path to achieving its aggressive growth goals. With the new brand, positioning, messaging, and website in place, lead generation and organic search rankings were largely improved.

- **Lead Generation** – In less than one year, Body Techniques went from no online B2B lead generation to tracked website inquiries from companies such as Apple, Old Navy, Fiserv, and Softbank. Additionally, many of the inquiries were multi-service, meaning the prospect was interested in a combination of on-site massage, yoga, meditation, fitness, or acupuncture services—a clear point of differentiation and an opportunity for the organization to drive more revenue per client.
- **Search Rankings** – Marketri's efforts resulted in a 700% increase in organic search rankings since April 2019. The firm now ranks on the first page of Google for the keywords "Corporate Massage Benefits" and "Benefits of Corporate Massage Therapy."
- **Tracking & Analytics** – Lead tracking was improved with the ability to now track where leads enter the website and where they convert. These efforts also resulted in a sharp decrease in the homepage bounce rate, an increase in traffic to the Body Techniques homepage, and greater visibility of qualified lead development.

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