



THE PROBLEM:

York Barbell has a strong brand and has been an icon in the weightlifting industry for generations. York Barbell develops, manufactures, and distributes quality strength and fitness products that enhance athletic performance and improve quality of life. Zachary Shenk, Operations & Controller, knew there was an opportunity to increase online sales and revenues but he was missing effective digital marketing campaigns to support sales efforts. As a result, Zachary turned to DaBrian Marketing to develop the digital marketing campaigns to increase online sales.

THE CHALLENGE:

York Barbell identified several challenges they needed to be addressed with a limited marketing budget:

- How could York Barbell establish metrics to determine what existing marketing efforts were working and what efforts were falling short?
- How could York Barbell integrate new digital marketing approaches to increase their online sales while remaining profitable?
- What marketing tactics should York Barbell use to best attain (and exceed) their marketing and financial objectives?
- How could York Barbell get started with digital marketing campaigns, create a coherent schedule, and prioritize resources?

THE SOLUTION:

Zach Shenk knew that their primary opportunity for growth was in online sales. Because in-house resources lacked the time, expertise, and personnel, Zach turned to DaBrian Marketing for a solution. Zach knew the team at DaBrian Marketing and was aware of its ability to deliver digital marketing campaigns to improve online sales. As a result, York Barbell hired DaBrian Marketing to develop digital marketing campaigns to meet his challenges.

Based on the business goals and objectives, DaBrian Marketing provided recommendations to increase website traffic and improve the user experience. With clear and strategic call-to-actions and well-implemented Search Engine Optimization (SEO) the York Barbell website was updated to generate high-value online transactions.

Next, DaBrian Marketing deployed a strategy to increase exposure in the marketplace. This was done by deploying Paid Search Advertising in the form of showcase ads, shopping ads and remarketing campaigns. These efforts were complemented by the promotion of key fitness products, the creation of content relevant to potential York Barbell customers, and recommendations to post the content strategically on the York Barbell website and social media platforms.

DaBrian Marketing Group was the essential partner for designing and executing York Barbell marketing initiatives, tracking campaign performances, and increasing online sales.

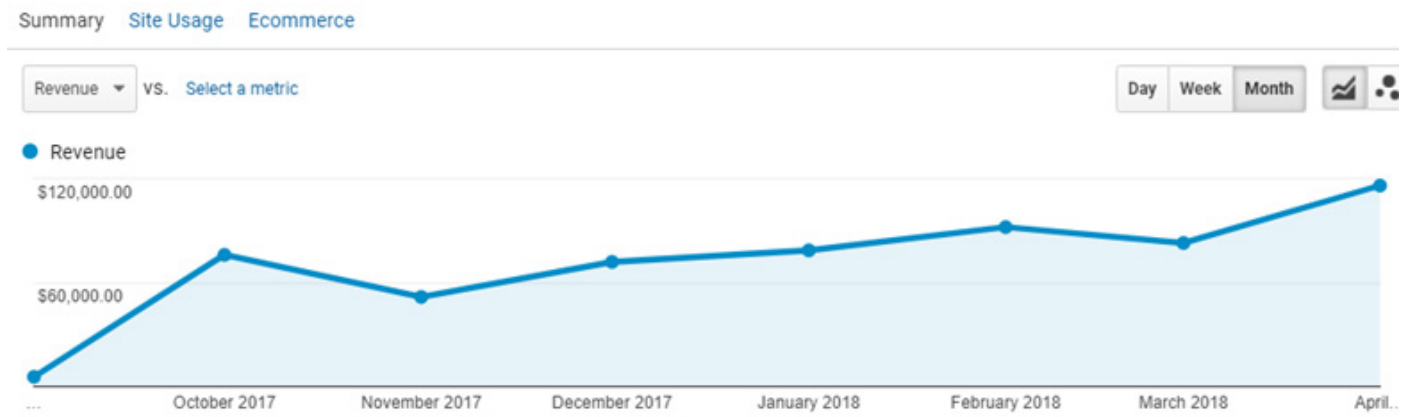
THE RESULTS:

Immediately, York Barbell was seeing results from the JumpDEMAND online marketing strategy. After 60 days, the initial month-end report demonstrated positive results. York Barbell ranked well in search engine results for targeted keywords, website traffic increased, and users were converting into more transactions - delivering higher revenues. Specifically:

- Within two months, website traffic increased by 10.13%
- The Ecommerce conversion rate increased by 128.05%
- Online transactions increased by 151.15%
- Online revenue increased by 45.70%



These initial improvements formed the foundation for increased sales growth over the months which followed, as evidenced by the following revenue graphic:



ABOUT YORK BARBELL

The York Barbell name is synonymous with the essence of weightlifting since its inception. York Barbell Company and its legendary Olympic weightlifting team, The York Barbell Club, wrote a substantial chapter in the biography of weightlifting, equipment development, and nutritional supplement industry.

Over 80 years ago, York Barbell began shaping the fitness industry through product design, education, competition, and athletic sponsorship. Named "Father of World Weightlifting" by the International Weightlifting Federation, Bob Hoffman founded York Barbell in 1932 and immediately began pioneering many of today's accepted exercise philosophies