

CROSSFIT
CHIMNEY ROCK
REBRAND DRIVES
15,000 VISITORS

CROSSFIT

CHIMNEY ROCK
KEY



Mike Metzger, owner of CrossFit Chimney Rock in Bound Brook, New Jersey faced a problem.

He needed to **rebrand his CrossFit gym** after parting ways with his business partner.

With a full-time job and a gym to run, Mike knew he needed to get expert help with branding for the new gym, which would include a brand new website and social media marketing.

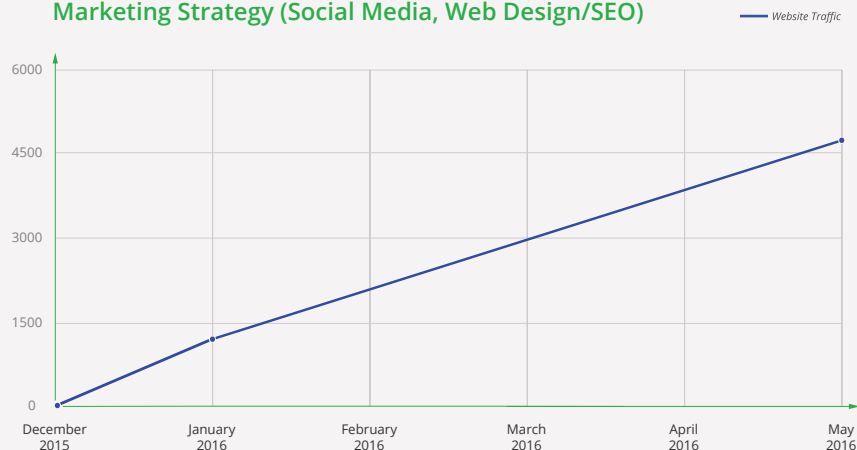
“We were starting from scratch, rebranding the gym in full,” Metzger says. “We needed to establish new Instagram and Facebook profiles, a new logo and website. Flight Media gave us a comprehensive strategy.”



INSTAGRAM

Grew to over
6k followers

Marketing Strategy (Social Media, Web Design/SEO)



Launched in December 2015 with zero presence/website traffic; in the first month, website grew to 1153 visitors; by month 6, traffic grew to 4795 visits (strategy included: managing SM, design, website SEO)

Instead of creating a website in a one-and-done approach, Flight Media built a responsive, growth-driven website, then worked with CrossFit Chimney Rock to tweak it and play around with the branding and messages -- all the while getting guidance and feedback from Flight Media's design team through the process.

"It was a little slow to start," says the CrossFit Chimney Rock owner. "We had to play around with the wording on the website a bit. Then, things started moving along quickly."

The website's design, however, got immediate attention.

"Everyone was complimentary of the website," reports Metzger. "People tell us that there's more on our website [compared to competitors] and the layout is clear so people can easily navigate around the website and get the information they want."





15K

visits over
6 months



51.6%

of traffic in first
6 months was organic
due to website SEO



75%

are returning
visitors



3-4

people are returning
to book classes,
schedule sessions

It wasn't only design that required tinkering.

"SEO takes a while, too," says Metzger. "It doesn't happen immediately. But now, we're on the first page of search if you type in our area and 'CrossFit.' We're right at the top."

Posting to Facebook daily and Instagram also helped grow the business, quickly establishing a new brand for Metzger's CrossFit gym.

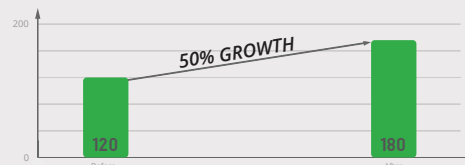
"Working with Flight Media made my life so much easier," the business owner reports. "Their quick turnaround and responsiveness was amazing. If I sent out an email, I would get a response almost always immediately. That is super important to me as a business owner. I'm dealing with a million things. If I see something

that needs changed or updated on the website, knowing I won't have to worry and follow up and write a million different emails made my life so much easier."

Small business owners like Metzger may be reticent to hand over the reigns to an outside team. But in Metzger's case, it was the best move he made.

"I've never had any other experience, as I don't anticipate we'll grow to the size of having an in-house marketing team," Metzger says. "It is cost effective though. I would have spent hours and hours figuring out what Flight Media already knows how to do."

CUSTOMERS



“Flight Media let me do what I do best: Build my business and work with clients. I put my complete trust in them to run with the marketing (building a growth-driven website and managing social media) – and they hit it out of the park.”

Metzger also has advice for other business who are on the fence about outsourcing their marketing.

“Spend time doing the the things you know how to do in your business and let other people handle your marketing,” he reports. “It’s a hugely important part of your business, because most people will get information about your business through the internet. You shouldn’t mess it up and spend countless hours poring over the project when someone else can do it very well.”

Another thing Metzger learned helped him welcome an outside team into his business.

“I have an analytical mind,” the business owner reports. “I approach a website like a document or book. How you read it is sequential. But that’s not how a website works. I didn’t know that. I wasn’t aware of how users looked for information on the web, or the way things work visually.

The way you think about setting up and designing your website is probably wrong. That was a good realization for me. Don’t trust your instincts: Let people tell you what to do. I highly recommend Flight Media for knowledge of how the digital landscape is oriented and how people use it.”