

# Success Story: Cervizzi's Academy of Andover



## HIGHLIGHTS

- Increased visibility within the community
- Drove traffic to custom-built website
- Marketing coaching gave them the knowledge to successfully market their business to the community

## PROPEL MARKETING PRODUCTS

- Responsive Website Design
- Marketing Coaching

## A BUSINESS LOOKING TO INCREASE VISIBILITY

Cervizzi's Academy of Andover is an established martial arts school serving the greater Andover, MA area. Dedicated to the betterment of its students, Cervizzi's aims to teach them how to apply the lessons they learn in martial arts into their daily lives.

*"I was invisible in the community to the people I was reaching to serve. Despite being in a highly visible location, the community did not know my school existed, and with many competitors in the area, I was losing out to inferior schools."*

— Seth Winch, Chief Instructor of Cervizzi's Martial Arts Academy - Andover (Affiliate), Founder of SW Education Systems, Inc.

## THE CHALLENGE

Despite being in a highly visible location, Cervizzi's Academy of Andover found it difficult to get the attention of potential customers within their community. Despite having tried to boost their marketing through other marketing companies, Cervizzi's was losing business to competing martial arts schools. With little marketing progress being made, Cervizzi's decided to give Propel a shot.

## OUR SOLUTIONS

With a limited marketing budget, Cervizzi's Academy was looking to get the most bang for their buck. To attain the results they were looking for, Propel Marketing (ThriveHive?) built them a custom website, and gave expert marketing coaching based on their needs, experience, and goals

## THE RESULTS

With an updated website and new marketing know-how, Cervizzi's Academy was able to better market their business with custom strategies for social media, search engine optimization, blogging, and reaching target audiences. As a result, Cervizzi's Academy was able to improve their visibility and reach potential customers, keeping their business up-to-date and ahead of the competition.

*"The knowledge gained in the process of being coached and building the website has helped me better understand the community I am in, and how to reach those looking to learn martial arts. From the first call, I was very impressed by the professionalism, attention to detail and the coaching techniques [at Propel]."*

— Winch

