

72% Increase in Leads For South Florida Martial Arts Dojo



Goals

A martial arts dojo located in South Florida redesigned its website and needed to drive more foot traffic to its business, as well as lead generation through form submissions and phone calls to accelerate new client onboarding.

Results

Over the course of 5 months, I increased inbound leads by 72% and lowered the cost per lead by 71%. I also worked closely with the client on lead value attribution, which helped establish a ROAS and increased the total value of PPC leads by over 300%.