

# TARGETED DIGITAL STRATEGY DRIVES INCREASE IN STUDENT REGISTRATIONS

## > THE CHALLENGE

An Arthur Murray Dance Studio franchise in New Jersey was experiencing low search visibility in their expanding market. The center was looking for more student registrations and inquiries. They realized they could be missing hundreds of potential leads in the local area. Their website was also not mobile-friendly. Arthur Murray sought NJ Advance Media, to help improve their prospecting results and provide deeper insights to their campaigns.

## > THE STRATEGY

Our digital specialists started with an audit of their current approach, competitive landscape, website functionality and engagement. After reviewing the results of our research with the client, we **built a new mobile optimized, responsive website** to serve as a solid foundation of their organic and search campaigns. Better written content, keywords and tags were the next step toward giving visitors a better experience on the website. The **new pay-per-click campaign with call tracking** incorporated a keyword bidding structure for Google Ads to help reduce costs per keyword over time. Our digital experts **provided continuous monitoring, optimization and reporting** to build and guide Arthur Murray's campaign intelligence so they could make more informed decisions about their results and return on investment.



**3x** the Industry Conversion Rate

## > THE RESULTS

- **Calls and form fills increased 132%**  
The new mobile responsive website and improved keywords led to more quality conversions
- **Cost per Click dropped 14%**  
Continuous optimization and monitoring the bid process improved the efficiency of the SEM program
- **Strong ROI supports continued, focused investment**  
Superior results have encouraged the Arthur Murray Cranford studio to recommend NJ Advance Media to other dance studio franchise owners, and those owners have also made referrals.

NJ Advance Media is now working with Arthur Murray studios in New Jersey, Illinois, Maryland, Minnesota and Pennsylvania.

*"As a business owner of a dance center, I couldn't understand the numerous impressions and click reports I was getting from other companies. I could only measure the success of the website by getting new customers. From the moment we switched to NJ Advance Media, the number of new customers increased significantly. Our media consultant, Ron Ostroff, is always available with a solution to any of my questions or concerns. I highly recommend this company."*



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