

DIGITAL MARKETING CASE STUDY

BUSINESS IMPACT

30%
enrollment increase

"We had always done word of mouth advertising but when expanding this year, we knew that advertising was a must. Doing just social media on our own wasn't working. A professional business colleague recommended the Express-News marketing team. Scared that it was going to be too expensive and that it would be money wasted, we took a leap of faith and found that it is wonderful! They work with our budget, and we have increased our students by 30% so far! No more spending hours trying to figure out my own ads, they do it all, and show us the results each month. We now have a marketing team of professionals behind us helping our small business grow!"

— Gwen Melo, Owner/Instructor, Dance Infinity SA

Dance Infinity SA

Fitness & Dance / INDUSTRY
San Antonio, TX / LOCATION

SUMMARY

The strategic combination of email marketing and targeted display ad campaigns produced fantastic results for this advertiser. Dance Infinity SA is enjoying greater student enrollment and able to spend more time on business operations thanks to our expert marketing.

CAMPAIGN GOALS

Dance Infinity SA was seeking to increase student enrollment post-pandemic and in support of their new, larger facility.

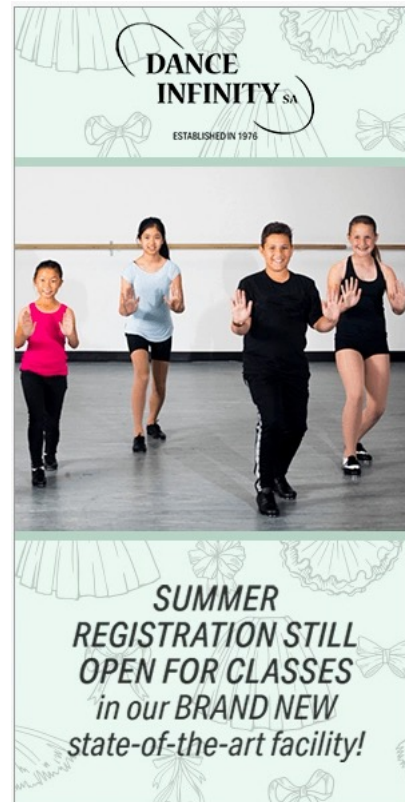
MEDIA

DIGITAL DISPLAY, EMAIL MARKETING

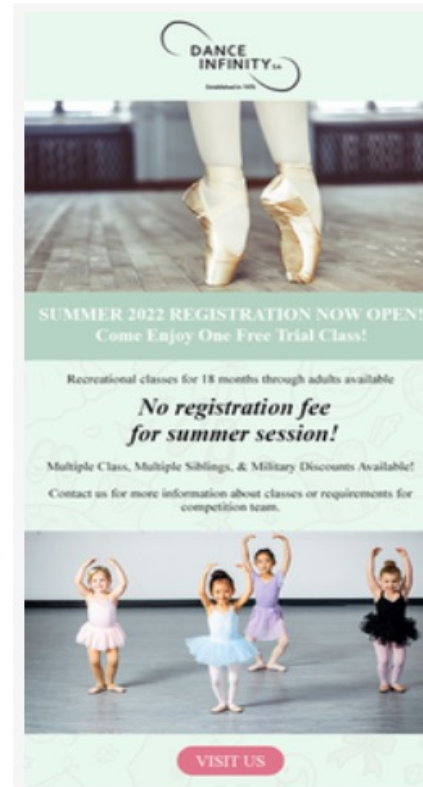
DIGITAL DISPLAY ADVERTISING



Throughout the campaign, Dance Infinity ran a variety of digital display ads online targeting specific geographies and demographics across mySA.com and the Hearst audience network.



EMAIL MARKETING



Our team designed monthly email campaigns, using Hearst first-party data to identify the right recipients matching Dance Infinity's target demographic – achieving click-to-open (CTOR) rates as high as 20% – which is significantly above industry standards.*

*Average CTOR for wellness & fitness industry is 6%.
Source: Campaign Monitor

HEARST

San Antonio Express-News | MYSA