



## Case Study

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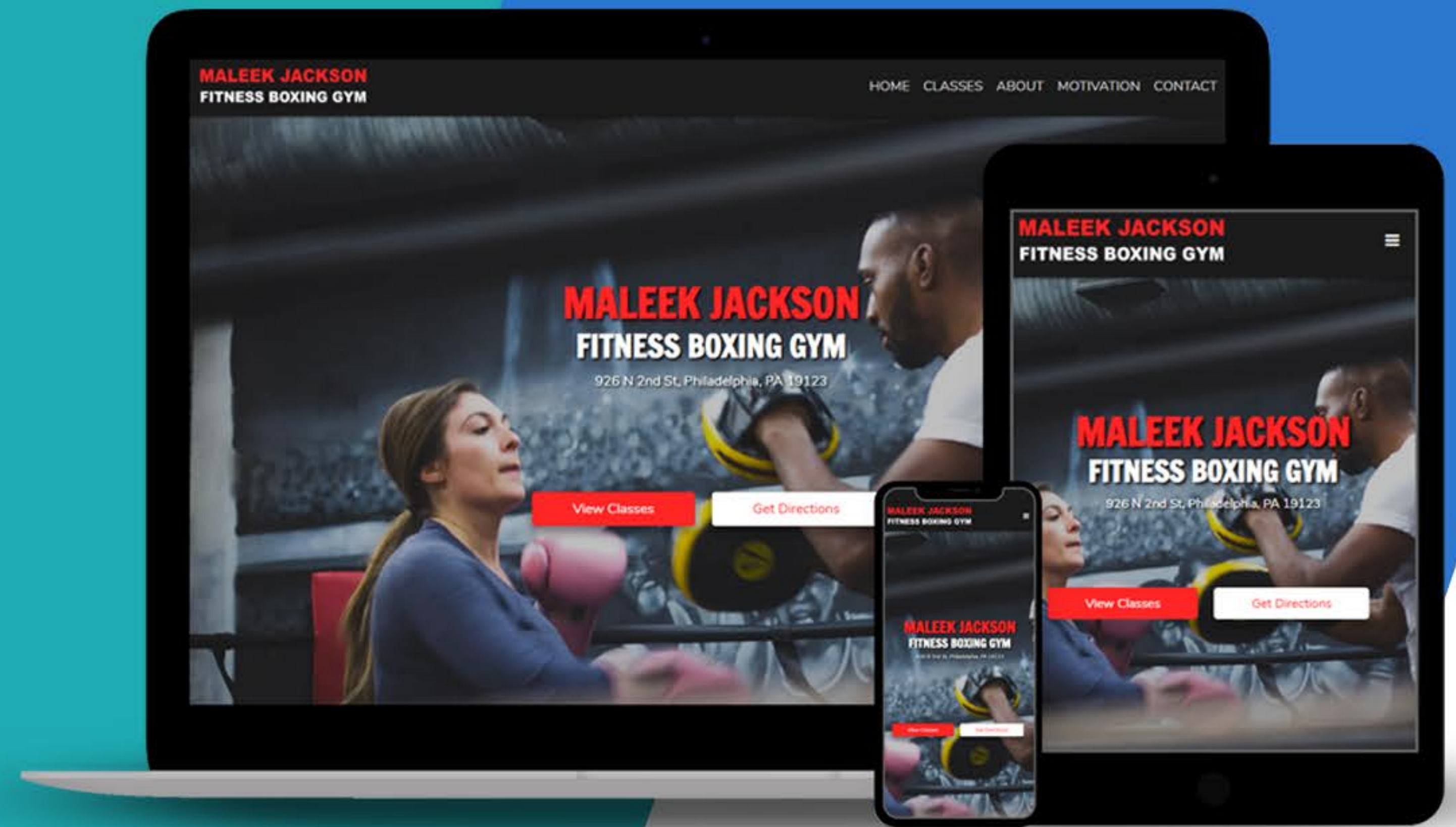
# Maleek Jackson Fitness Boxing Gym

Immediate customer traction is difficult to achieve, however Maleek had a backlog of clients from the day he opened his doors.



# Our Client

Maleek Jackson knows all about pain and struggle. He was born in the heart of South Philadelphia and became involved in a life of crime during his teenage years. At the tender age of 16 he was sentenced to 8-16 years in the State Penitentiary. After spending ten years of his life in prison, Maleek decided to start all over. He discovered his love for boxing and fitness in prison, and he decided to turn his dreams into a reality. Today, Maleek is considered the top personal trainer in the Philadelphia area.



## The Challenge

Like so many small business owners, Maleek needed a website that would deliver great results. His website goals were all about building brand awareness, growing sales and improving conversions.

He was looking at a number of possible solutions to help promote his business, but he needed to find a firm who could take on responsibility for marketing so that he has time to focus on other aspects of business development. When Maleek started talking to us it became clear that we could manage all the online marketing and our prices were very competitive. Our full suite of services, including web design, customer service, local search engine optimization and mobile responsive solutions met his needs perfectly.



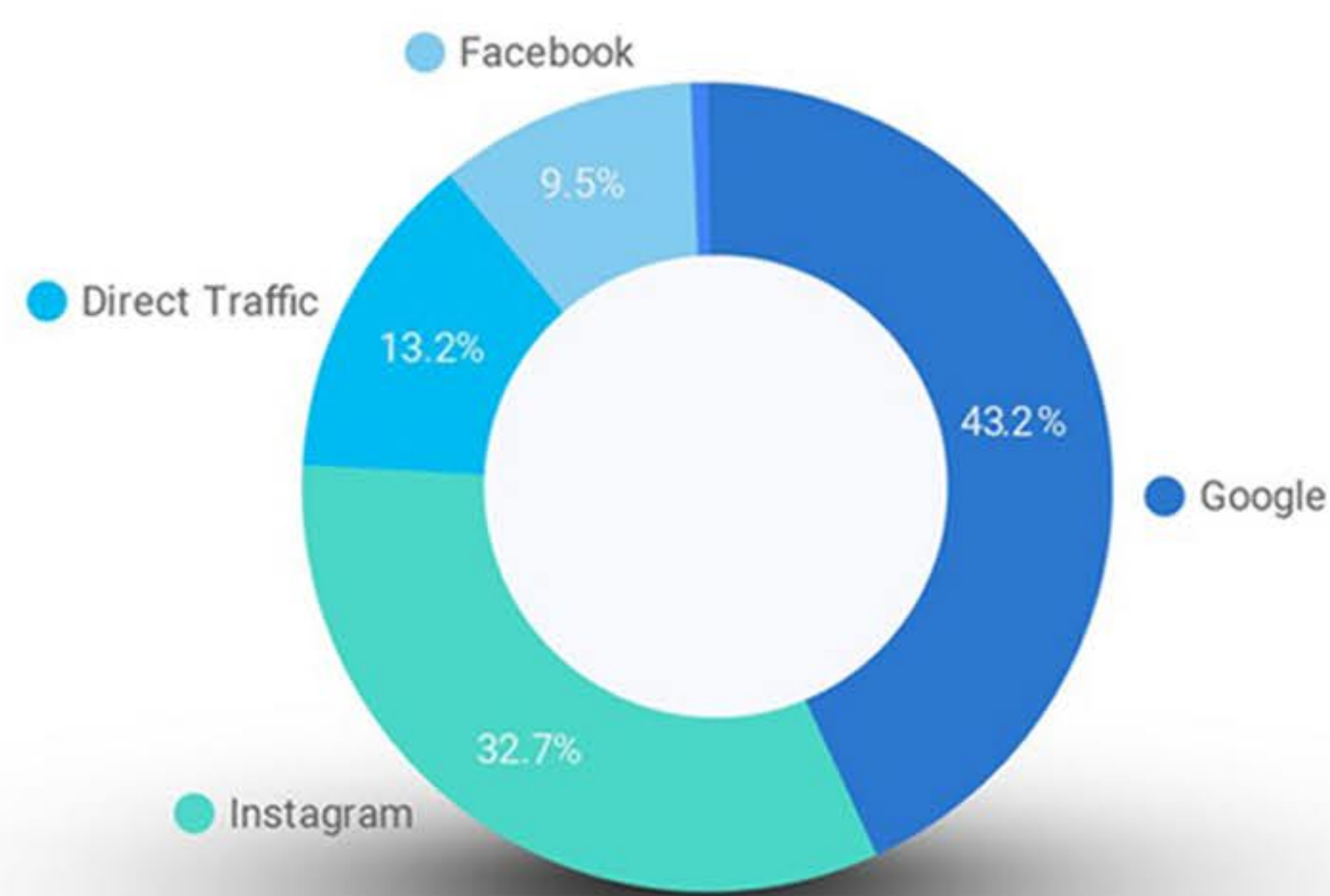
## Our Approach

We always take the time at the start of a project to understand our client's requirements and the goals they have set for their website. We then work with each client to create a website which looks incredible, works across different platforms and is designed to be an effective digital marketing platform.

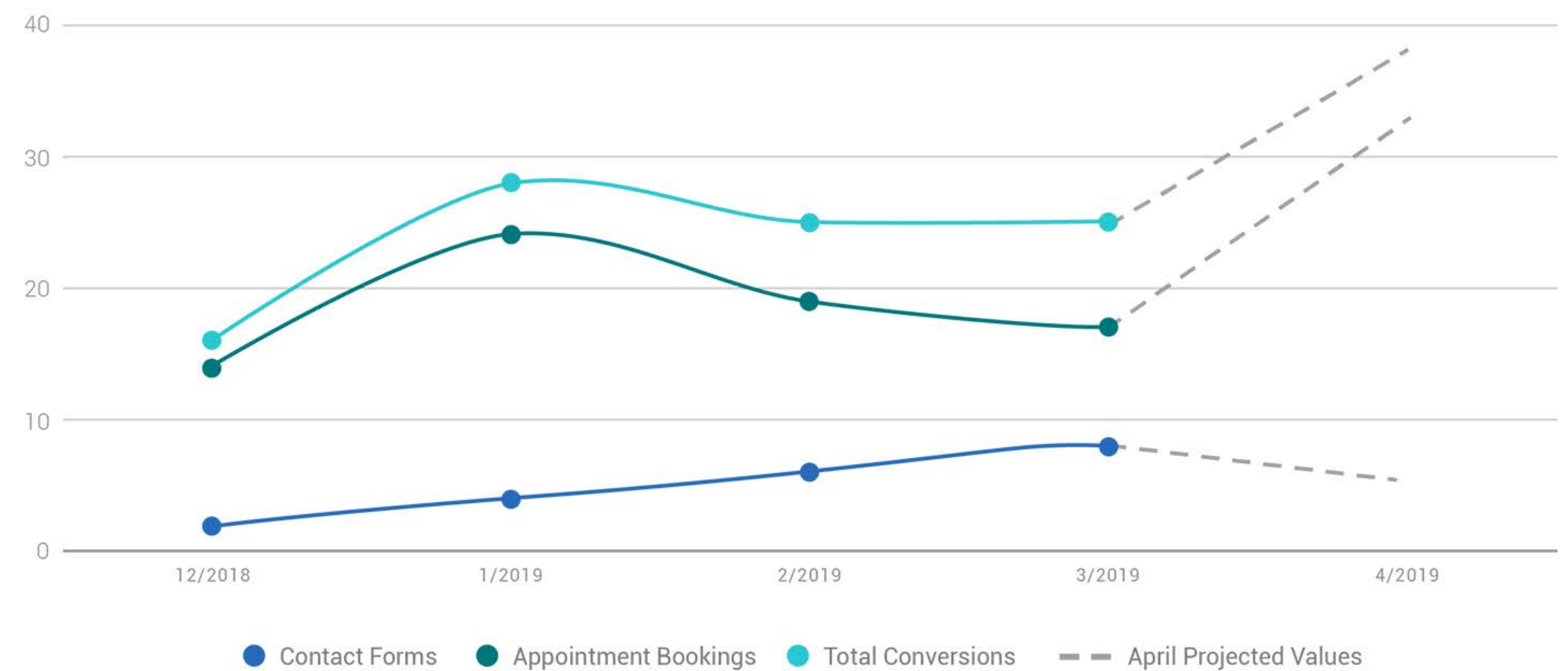
After talking to Maleek we created a beautifully designed website which really sells the business, and we included an online appointment booking system. This additional feature would make it easy for people to arrange a training session immediately and also provided a method to be able to measure the effectiveness of the website.



Traffic Source Breakdown



Maleek Jackson Fitness Conversions by Month



## The Results

Around half of the 1,700 visitors to maleekjacksonfitness.com each month find the website from organic searches (around 50%) or from social media (around 40%). These impressive figures show how well our websites reach new audiences. Most of these visitors are from the Philadelphia area, reinforcing the way we design our websites to reach our client's most important target markets.

*"Vitriz is the best website development company in Philly, they've increased our sales over 40% in the past couple months. The team was extremely responsive and made a serious effort to bring my vision to life, I couldn't be happier."*

*Maleek Jackson*

## Long Term Relationships

We believe in building long-term relationships with all our clients, so every month we send recommendations to everyone we have worked with, featuring ways to improve their website, suggestions to increase website traffic and ideas to convert more website visitors into customers. We purposely go above and beyond to ensure our clients are always seeing a return on their investment for two big reasons —

1. Entrepreneurship is the vehicle to break income inequality and create generational wealth. A collection of successful ventures transform communities for the better, we love playing our part in seeing this happen.
2. Over 60% of new business comes through referrals, when our clients win we win.





Maleek Jackson

Jack Perrotta

## Hundreds of Stories

Maleek is not alone. We have numerous clients with website success stories to share. Our focus on long-term relationships to deliver impactful results for our clients is key to our success and our clients satisfaction

*"Our company has been working with Vitris for 2 years now and we couldn't be more satisfied with their work they have done for us. Jack in particular has been so patient and accommodating, from starting up our website and managing it throughout the years. We highly recommend them."*

*Mike D'Mario  
Preferred Home Improvement Owner*

Vitris has lowered the cost of effective digital marketing by building a cutting-edge, in-house application for online presence management. Our design team makes it easy to launch a high-quality website that you'll be proud of and then we get to work building your online presence, delivering new leads and helping your business improve its revenue.

Your site is the foundation of your internet marketing efforts. Make it a Vitris website and see the results from day one! Build your brand, earn your customers' trust, generate site traffic, gain qualified leads, and everything in between with custom content marketing, then let us do the hard work with regular reviews and recommendations for improvements whilst you focus on meeting the needs of all your new customers!