



# Case Study

A LOOK AT [ATOMIKCLIMBINGHOLDS.COM](https://atomikclimbingholds.com)

# Identifying The Problem

- ▶ Atomik Climbing Holds was established in 2002. A well known name in the rock climbing world, they enjoyed a steady revenue stream over the years. But while they enjoyed consistent financial success, their sales had plateaued over the years, both on the wholesale and online sectors. In Jan, 2015, Elite was hired by Atomik Climbing Holds for their digital marketing needs
- ▶ While their website had a decent traffic flow, the traffic consisted primarily of people who were already familiar with the company. They did not come up on search results for any of the search terms rock climbing enthusiasts look for online. They did not have any paid ad campaigns running. Their social media presence was almost non-existent. While the indoor rock climbing had grown to a \$400 million industry, Atomik's sales had stayed flat at roughly around \$2 million per annum, roughly 15% of which was from online sales

# Phased Digital Exposure Increase

## Phase One (Month One thru Three)

Improve Website U/X

Enhance & Expand Online Reputation

Identify and Improve Organic Search Exposure

Setting Up Paid Advertising on Google AdWords and Display Ads with A/B testing – Limited Budget

Expanding Social Media Presence Across Multiple Platforms

Increasing Engagement with Existing Customers Thru Email Marketing

## Phase Two (Month Four thru Ten)

Continued Organic Search Optimization  
Identifying Display Ads as Least profitable, elimination. Expansion of Paid Search Campaigns

Setup of Google Shopping and Amazon Campaigns

Commencement of Targeted Facebook and Instagram Ad Campaigns

Commencement of Retargeting Ad Campaign

## Phase Three (Month Eleven to Present)

Organic Search campaign reached maximum exposure

Paid Search campaign constitutes less than 10% of online sales revenue and is phased down to Phase One levels

Google Shopping Campaign Eliminated

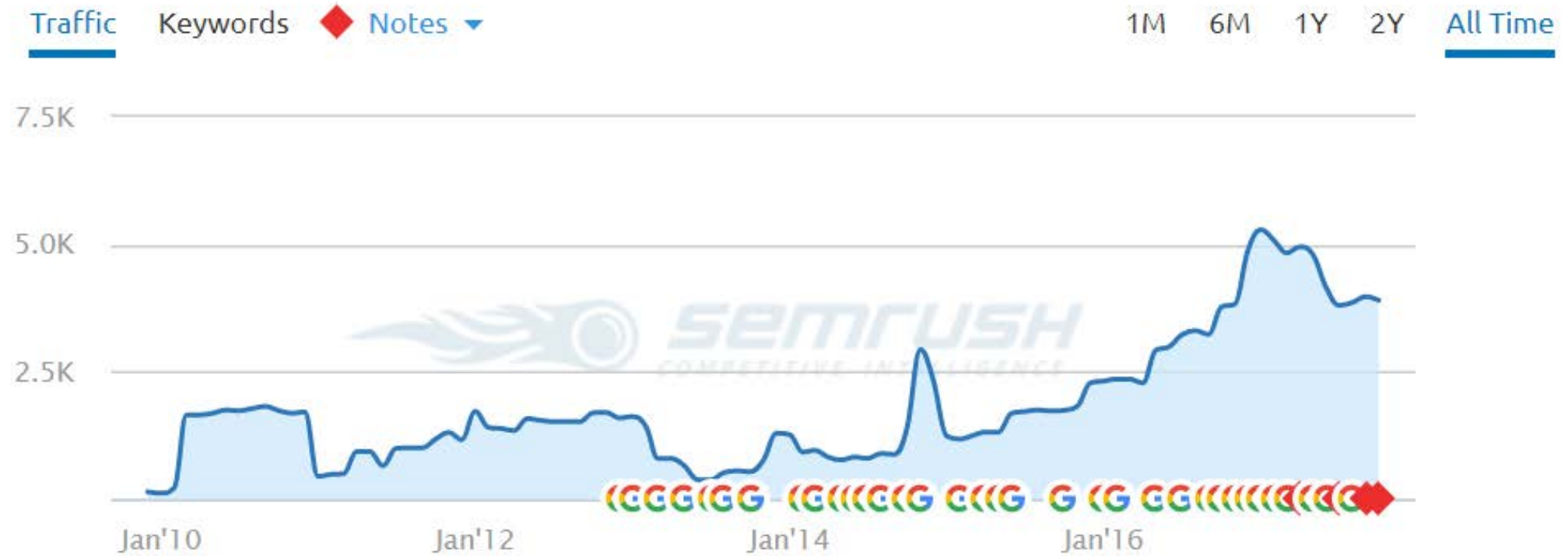
Social Media Ad Campaign Eliminated

Customer Retention Programs Established – Customer Database Management/Promotions/Loyalty Programs

# Atomik Climbing Holds Today – Organic Results

| Search Terms             | Google | Bing | Yahoo |
|--------------------------|--------|------|-------|
| Climbing holds           | 2      | 2    | 1     |
| Kids climbing holds      | 3      | 1    | 2     |
| Rock climbing holds      | 3      | 2    | 2     |
| Climbing wall holds      | 3      | 3    | 2     |
| Rock climbing wall holds | 3      | 2    | 3     |
| Rock climbing grips      | 6      | 1    | 1     |
| Rock wall holds          | 5      | 3    | 3     |
| Cheap climbing holds     | 1      | 4    | 4     |
| Bouldering holds         | 2      | 2    | 4     |
| Climbing grips           | 4      | 4    | 8     |

# Atomik Climbing Holds Today – Organic Traffic



# Atomik Climbing Holds Today – Facebook Traffic

Atomik Climbing Holds

@AtomikClimbingHolds

Home

About

Photos

Events

Videos

Posts

Notes

Community

Create a Page

Like Follow Recommend

Call Now Message

Status Photo/Video

January 2015, Atomik Holds Had 265 Followers On Facebook.

Outdoor & Sporting Goods Company in Provo, Utah

Always Open

Community See All

Invite your friends to like this Page

8,372 people like this

8,182 people follow this



# Atomik Climbing Holds – Instagram Traffic




Instagram | Search

atomikclimbingholds [Follow](#) [...](#)

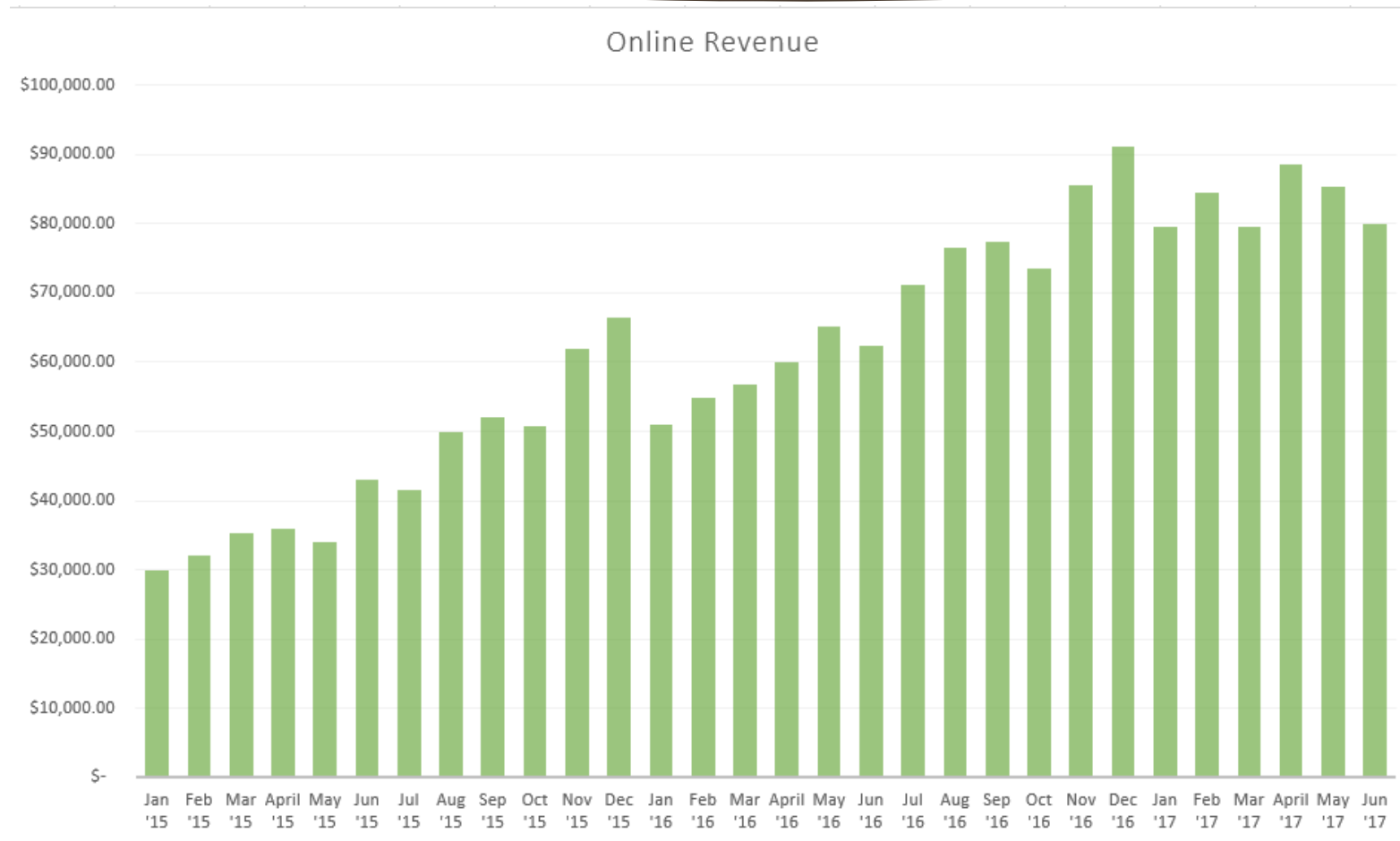
452 posts 5,778 followers 83 following

Atomik Climbing Holds Many products as seen on NBC's American Ninja Warrior, System walls, hanging Ninja balls, massive line of climbing holds. [goo.gl/LhuFDr](http://goo.gl/LhuFDr)

Atomik Climbing Holds did not have an Instagram Account in January 2015



# Atomik Climbing Holds – Online Revenue Progression





# Atomik Climbing Holds – Post Elite

- ▶ Atomik Climbing Hold's High Visibility helped them land an exclusive contract with the NBC TV show American Ninja Warrior. The show's tremendous popularity took the company's revenue generation to a whole new level.
- ▶ As a result, in July of 2017, Atomik set up it's own in-house digital marketing department. Elite assisted them with the transition till September of 2017, providing guidance and training.
- ▶ As of September '17, Atomik Climbing Holds is no longer a client of Elite Digital Corporatoin. We would like to think that we had a big role in the company getting to where they are today. Work with us, and there is a high probability that we can help your company enjoy similar success.