

Strong By Alex

Case study

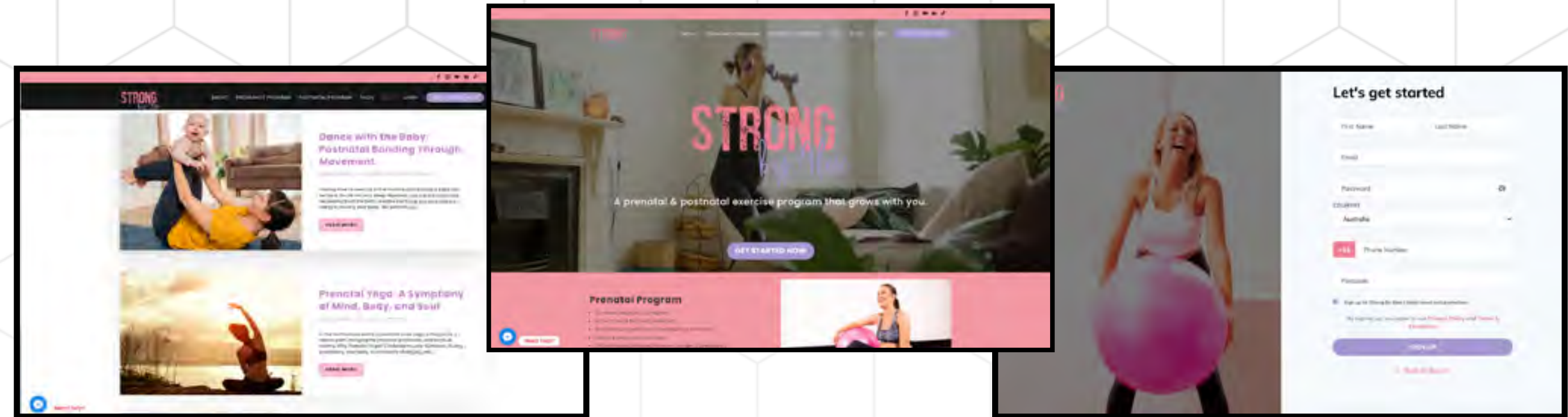
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Client: Strong By Alex

Industry: Pre & Post Natal
exercise programs

Target audience: Expectant mothers/
New mothers

Services: Marketing audit, App and
Website Upgrades



Overview

Strong by Alex provides comprehensive online home workout programs tailored for pregnant women and new mums. The program offers modified exercises for each week of pregnancy, ensuring safety and continual improvement. Postnatal recovery is approached gently to rebuild muscle strength and mobility through expert-prescribed home workouts.

Scope

In 2021, Alex enlisted Cyrius to enhance her start-up app and website. Previous engagements with marketing teams and consultants had left Alex feeling misguided and lacking direction. A thorough review and audit were needed for the live website, marking Stage 2 of app and website development. Alex engaged Cyrius for a review of her marketing activity to elevate her business profile further.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Objectives

Cyrius' Digital Strategy team designed a 6-month campaign to boost Strong by Alex's brand profile, emphasising sales and engagement. Marketing goals included cost-effectiveness, competitor alignment, and sustained customer engagement. Key focus areas included conversion, long-term value, customer service, audience understanding, and refining marketing activities.

Solutions

Commencing with an SEO Digital Audit, Cyrius identified platform issues and analysed current SEO activities for an enhanced user experience. Activities spanned content marketing, SEO, SEM, and SMM. Improvements targeted sales, retention, engagement, and brand awareness. Enhancements included updates to home page content, the creation of new pages (e.g., About page), an accelerated and planned social media posting schedule, and a comprehensive review of legal and payment aspects. Technical issues, such as site visibility, redirects, metadata, and keyword gap analysis, were addressed. Testimonials and expanded FAQs enriched brand credibility.

Outcome

Strategic initiatives led to increased exercise program sales, the cultivation of a loyal customer base, improved brand connection, and heightened brand awareness. The revamped website offered a more user-friendly experience, and additional content enriched the user journey. Testimonials in both written and video formats strengthened brand credibility, and expanded FAQs provided more comprehensive information about the services. The overall outcome was a successful positioning of Strong by Alex as a leading home workout guide for pregnant women and new mothers, attracting many new publicity opportunities for Alex to be interviewed by magazines and podcasts, further establishing her credibility and profile.

What they said:

“Stefan and the Cyrius team have provided a very personal service to me, to walk me through all the complexities and rescue my online presence to a point where I can now start to really shine in my business.”

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Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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