

# CASE STUDY

## KEY HIGHLIGHTS

Splash Academy was looking for ways to innovate and move their business forward. After meeting to discuss the various potential areas for growth, it was agreed that the initial focus would be on Social Media and a new website to meet the needs of existing customers and also to attract new customers. Through a Facebook Business Page, Magnify & Grow created an arena for Splash's 'raving fans' to easily leave reviews and make recommendations to friends. A new Search Engine Optimised website brought in 9 new enquiries within 24 hours of going live.



Splash Academy is a successful business in Huntingdon, Cambridgeshire, which offers an extensive range of swimming courses and professional development opportunities. Splash was founded in 2000 by Patsy Coleman who has extensive experience as a teacher, coach and tutor, including a post as Coach to the British Paralympic Swimming Team, and is highly respected throughout the national swimming fraternity.

## BACKGROUND

Splash Academy has over **900 loyal parents** who were unable to engage and communicate with the office outside of 'office hours.' Many other services that these parents used, such as sports clubs and activity camps, used Social Media and therefore there was an expectation that Splash would have the same. Parents could leave reviews on paper for the office and frequently did but these could not be shared with existing customers or potential new customers. The website had not been updated for some time, was displaying some old information, missing some vital information and most importantly was not customer friendly both in terms of appearance and also the ease with which information could be found.

## SOLUTION

Magnify & Grow created a **Facebook page** for Splash Academy which provided information about the business itself, the Splash team, the available lessons, teacher training courses and opening times. It then began to use the account as a tool to notify parents with any exciting news, upcoming events and last minute changes. A brand **new website** was also created which specifically focused on the user and what they needed to know and how they would use the site. The site featured well laid out information built around a gallery of new photographs, taken by Magnify & Grow. It was built using a web building platform which going forward could be managed easily in-house with very little training.

## RESULTS

The Facebook account received over **300 likes** in its first 7 weeks and had **twenty 5\* reviews** in the same time, which were then also used as testimonials on the website. Magnify & Grow continued to post high quality content which meant the engagement and reach with customers, both new and old, was significant and new enquiries came in daily. The new website received immediate praise from existing customers and **9 enquiries within 24 hours** of going live. The website and Facebook Page continue to bring in **new customers**.

"At Splash Academy we run a successful business but we are so busy with the day to day running of the academy it is very difficult to find the time to innovate and move forward. Ali at Magnify and Grow has been helping us update our social media and website and these were an instant success, allowing us to engage more with existing customers and bringing in numerous new enquiries as well. Ali is a true professional with great drive, she has taken the time to understand our business and helped us implement our vision. We will without doubt be using Ali again for future projects." Patsy Coleman, Owner at Splash