



Fuse Pilates® in Washington, DC quickly gained popularity with fitness classes combining the best elements of classical Pilates, barre, and yoga. They concentrate on the mind-body connection and urge all clients to work hard, have fun, and see results.

Goals

New management arrived in January 2020, with the COVID-19 pandemic shortly thereafter. Business became close to catastrophic.

- Declining studio membership
- Low class attendance
- General uncertainty about where you can go, what or who you trust

Hornstein Digital was engaged and successfully stopped the decline and stabilized the business. Through social media, website updates and direct communications we let Fuse clients know that we're here, we're on top of the sanitation, and we care.

When restrictions and the general outlook began to lift, our goals changed;

- Increasing studio membership
- Increasing class attendance
- Adding more classes

To drive these goals, HD concentrated on:

- The volume and quality of web traffic
- Social media persistence, engagement, and growth
- Targeted email campaigns

Results

As of the close of 2022 the studio is back to pre-pandemic levels of membership and has now exceeded all-time peak membership levels. Here is an overview of key RHD achievements:

- Social Media YOY:
 - Facebook Reach: +50.3%
 - Instagram Reach: +494%

- Added Pinterest and TikTok to the portfolio, garnering 1,200 more combined followers to our repertoire
 - Refreshed content and energy.
 - Partnered with many local micro-influencers and other locally owned businesses to boost reach and create mutually beneficial relationships.
- Website YOY
 - Visits +55%
 - PageViews +41%
 - Refreshed many of the crucial pages to better represent the studio's atmosphere, and vastly improve the user experience, making it as easy to use and informative as possible.