

JEREMY BUENDIA

A CASE STUDY

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About The Campaign

Jeremy Buendia is a highly influential bodybuilder who has won multiple Physique Olympia titles. Before coming to Boost Media Group, he had a large following but was not capitalizing on his popularity. Other than some minimal income from affiliate sales and apparel, Buendia was unable to turn his followers into customers, meaning he was unable to turn a large profit. His monthly sales average was below \$1,000/month and his web presence was limited to social media channels, which he updated when he had time.

Boost Media Group built jeremybuendiafitness.com from scratch, created an organized content marketing plan, and developed multiple income streams. The efforts of Boost Media Group took Buendia's average monthly sales from a mere \$1,000/month to \$50,000/month in under a year.

This was not a fluke. The Boost Media Group team attacked this project with expert knowledge, organized planning, and passion. While every client is unique, the data within this eBook will break down how Boost Media Group was able to rocket the Jeremy Buendia project to success, and give you a solid idea of how our team could create a successful and profitable campaign for your company as well.



CHAPTER 1: Website

Jeremy Buendia's website does all that it needs to showcase his overall brand and push sales. We make sure that this continues 24/7 by making use of powerful design and compelling calls-to-action along with the inclusion of on-site customer service.

Website Re-design

As the potential first impression, it was imperative the website expressed the correct message to the audience, while providing seamless functionality. BMG established what would be most important to the target audience and proceeded accordingly:

- Included proper branding to express a clear message
- Ensured the interface was user-friendly and responsive across multiple devices
- Researched and tested the functionality and trends of competitor sites
- Ensured the foundation of the site was one that could be expanded upon for future growth
- Built an online storefront with custom landing pages for each product or service



JEREMY BUENDIA



MEMBERSHIP

ELITE VIP MEMBERSHIP!

GET HUNDREDS OF VALUABLE RESOURCES FROM JEREMY BY JOINING



GET JEREMY BUENDIA'S VIP MEMBERSHIP NOW!

WITH 7 DAYS FREE TRIAL

LEARN MORE NOW!

Here's What You Will Receive:



FOLLOW THE 12 WEEK OLYMPIA SERIES

Watch Jeremy as he preps for olympia week by week.



MEMBER DISCUSSION BOARD COMING SOON

Get access to our member discussion board and discuss topics with other members on jeremybuendiafitness.com



Specialized Marketing Funnels

The team at Boost Media Group makes use of specialized marketing funnels, gently pushing customers along to promote the best possible chance of purchase. At the same time, we do not ask too much of anyone on any single page, which helps avoid user frustration. By breaking the purchasing process into various pages, we can ask for information in smaller chunks, thus encouraging the customer to continue providing information and eventually completing the purchase.

Marketing funnels help track the stages that customers travel through in order to arrive at a purchasing decision.

Example of a Marketing Funnel:

1. User sees an advert on social media, through email, etc.
2. Once interested in the product, such as an ebook, the user can enter their email address to begin the purchasing process. If they decide not to continue with the purchase, we will later email them based upon their interest.
3. We will then make use of re-targeting via both Facebook and AdWords, along with emails, to gently lure them into making a purchase. At the same time, we will provide them with special offers and discounts.

Tracking Cart Abandonment

By tracking cart abandonment, we are able to recover sales while measuring the rate of departure from the site. We do this by using a funnel, i.e., the steps leading up to the final purchase. The percentage of abandonment is shown on a Funnel Visualization page. By setting up specialized funnels for particular Jeremy Buendia products or categories, we are provided with important and actionable information. With this data in hand, we are then able to develop a sophisticated strategy to reduce the amount of shopping cart abandonment.

Limited Time Offers

Experience has taught us that people frequently procrastinate when purchasing, which is why using a limited time offer is a great direct marketing technique. All buying decisions take mental effort and with so many to be made on a daily basis, it is no wonder that many get delayed. When customers cannot make up their mind, the website loses a sale. This is why using a limited-time offer is such a wonderful tool. Taking a tip from the psychology of sales, when a yes-or-no decision has to be made quickly, it is more likely to be an affirmative one. This method also taps into the idea that people don't like to miss out on a good deal, so rather than saying, "Save 20%," we will use "Save 20% - offer ends this Friday" or something similar, a method that is far more likely to result in a sale. By highlighting the end date, using a clear call to action, and ensuring that the cut-off date is adhered to, followers realize that the limited-time offers have real value. BMG also implemented countdown clocks on limited-time offer landing pages, further increasing the sense of urgency. This has proven to increase sales on a continuous basis, provided we offer a variety in promotions.



BMG currently runs approximately 40 evergreen funnels - landing pages that can be “turned on” at any time - in order to re-run a past promotion. These promotions are generally reused 4-5 times per year, strategically timed as to prevent customers from seeing the same deal every time.

Upsell Funnels

At BMG, we use upsell funnels to encourage Buendia fans to buy more. This is done by offering upgrades, more costly items or add-ons that complement the intended purchase. When they are chosen, the final purchase price is increased, providing a powerful way of bringing in more dollars. For example, if a customer purchases a spot in a Buendia Fitness Challenge, we may direct them to an upsell funnel that gives the customer an opportunity to purchase a coaching package at a discounted price. The immediate upsell catches the customer when they are already in the mood to buy, and thus they are more likely to be tempted by a complementary product or service, especially if that item is offered at a significant discount.

Email Collection

Collecting emails from Buendia followers is a crucial part of the Buendia online marketing strategy. Emails allow us to build brand equity, engage with clients in a personal way and, most importantly, boost revenue. By collecting emails from current and potential customers, we are able to build a valuable database. The ROI on email marketing is impressive and it builds improved communication. We don't only make use of emails for selling, but for keeping in touch as well. Frequent emails allow us to engage with the Buendia target audience, share content, and stay at the forefront of their minds. Email is also used to improve feedback from existing customers, hence playing a leading role in the reputation management strategy that we have in place.

Emails also help to increase engagement via social media. This is done by creating custom audiences, enabling clients on the subscriber list to be targeted. Because they are already familiar with the brand, marketing results are much better than when working with an unknown audience. Emails can also be used to target clients on other platforms, such as Facebook Ads.

Privacy & Cookies Policy

JEREMY BUENDIA

VIP

MEMBERSHIP

7 FREE DAYS
— OF EXCLUSIVE CONTENT CREATED BY —
4X OLYMPIA PHYSIQUE CHAMPION
JEREMY BUENDIA

— GET ACCESS NOW —

>> Over 150 workout videos from Jeremy
>> Tips, tricks, and Recipes for optimizing your nutrition and supplementation
>> Monthly Group Q/A calls With Jeremy

Name

Email

START TRIAL

Norton SECURED

EVOGEN



Robust Membership Section

When it comes to building growth, the best way to do this is by ensuring that customers return to make repeat purchases. This is essential as it makes sure that the money spent on acquiring new followers has been invested well to build sustainability. Customer loyalty is key to all businesses and by them coming back to buy frequently, real growth has been achieved.

CLIENT TESTIMONIALS

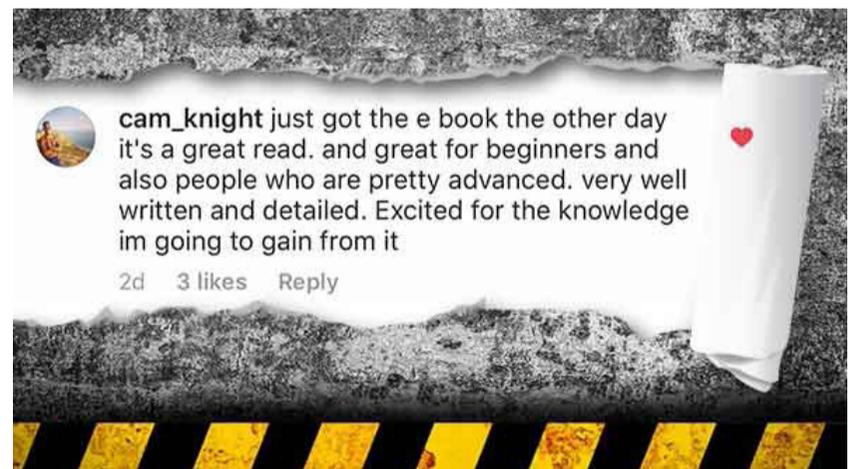
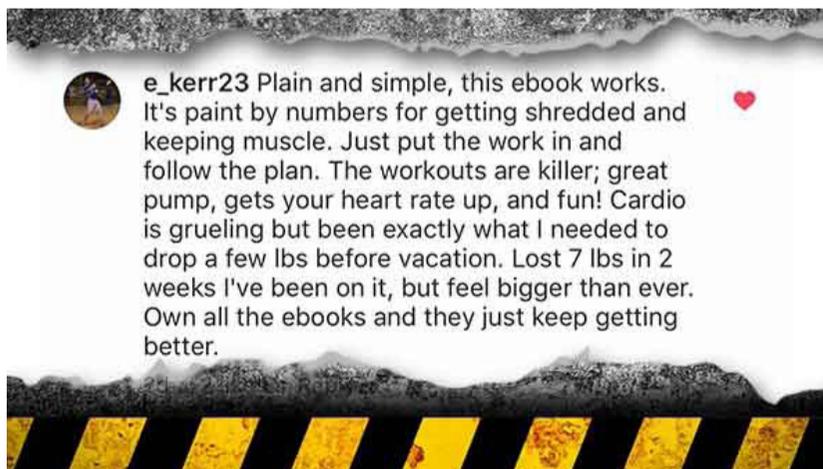
Jeremy Buendia is at the top of his game for a reason. I knew that if I wanted to break past any barriers and plateaus to reach my ultimate physique potential, I had to join Team Buendia. It's been over a year now since I've joined and it's the best decision I've made in my fitness journey thus far. I've experienced more changes in my physique this past year under Coach Jeremy's guidance than I have had training on my own for 15 years. Utilizing the unique training, diet, and supplement program that is provided, I have been able to make unbelievable transformations while enjoying the process of communicating and being motivated by Coach Jeremy. The knowledge Coach Jeremy has also really surprised me at times such as knowing I had tension on my right trapezius by just looking at a photo of mine. I have goals of stepping on the Olympia stage and I know I have the best coach to get me there. In Coach Jeremy I trust.

David Kim

Testimonials

- 78% of consumers say they trust testimonials as much as a personal recommendation
- 68% of consumers say testimonials are more believable when balanced feedback is provided

BMG collects testimonials in written, photo, and video form in order to maximize their effectiveness across all platforms. Every testimonial is genuine; never forced or sales-focused, as these types of reviews would only hurt sales and the overall brand.



We collect testimonials in the following ways:

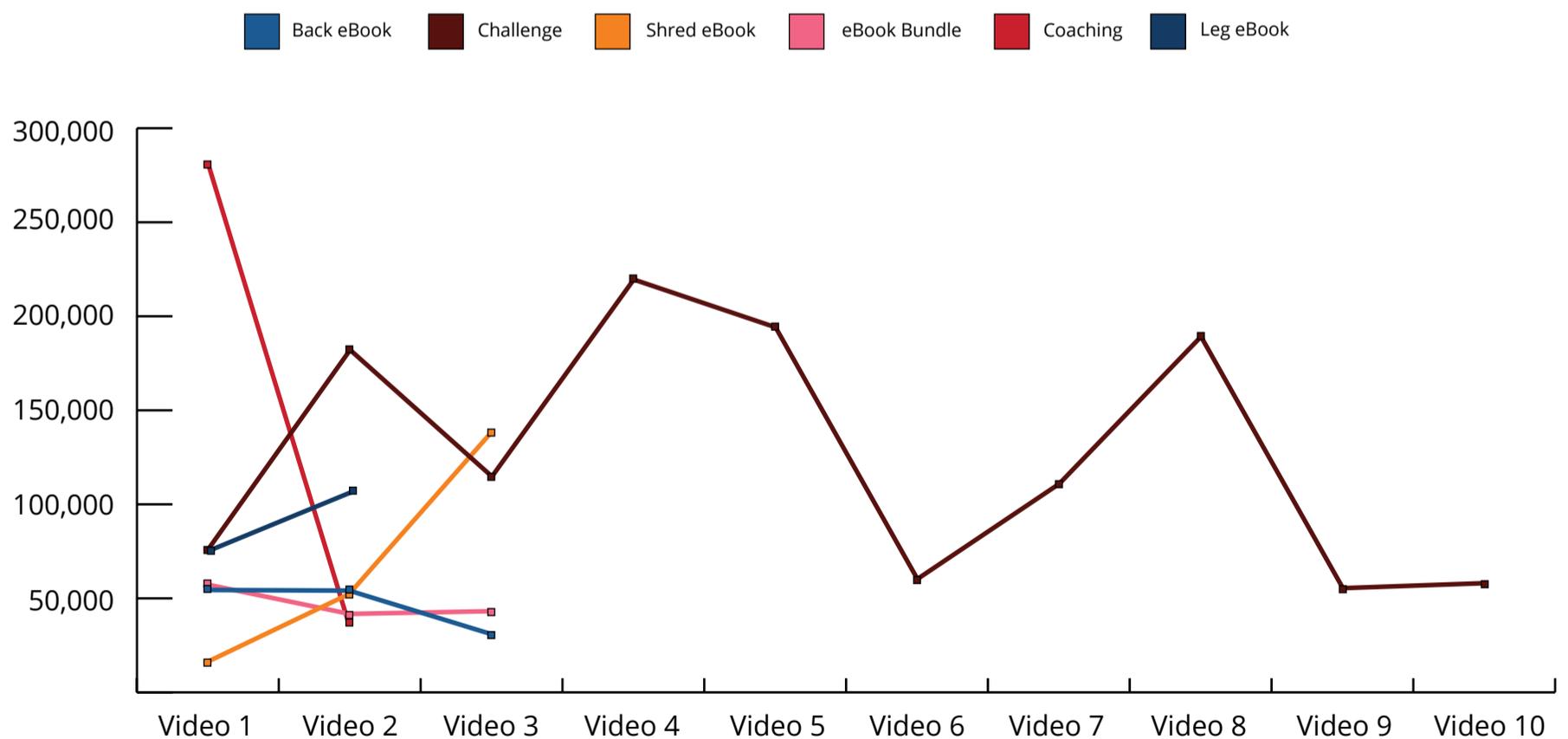
BOOST.IO

This deals with the collection of customer testimonials

DIRECTLY FROM JEREMY BUENDIA

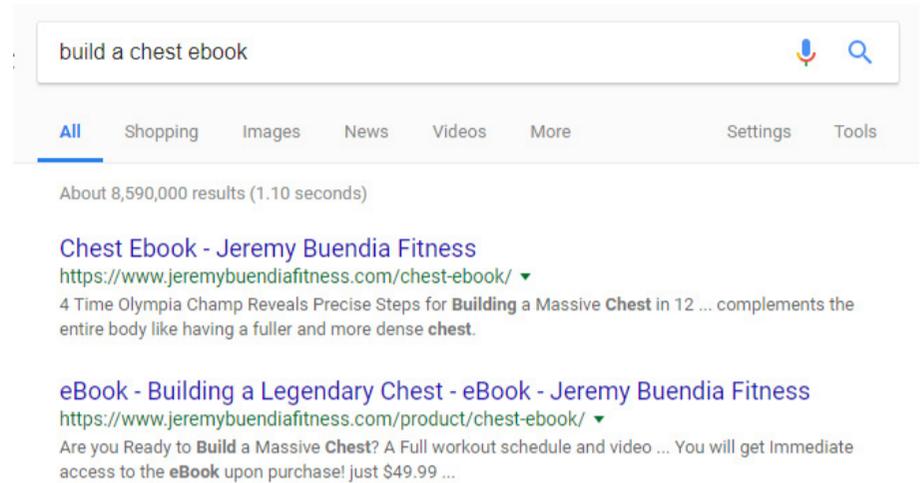
Whenever Jeremy receives testimonials directly from customers, including before and after images, we make use of them.

Testimonial Views



SEO

Search engine optimization is vital to the Buendia website. It allows the online content to be optimized for search engine recognition, thus improving search engine rankings.



This is how we use SEO to help grow the Buendia business whilst achieving set targets:



SEO helps to promote the website on social media. Those searching using Yahoo or Google often share details of the site on Twitter, Facebook or Google+.



Viewers put more trust in sites that are ranked highly. Frequently used keywords are included to take care of this.



We use SEO to ensure that the website is ahead of the competition. For example, if there is another site offering the same product, the customer is more likely to buy from the one that is higher in the search engine results.



The bulk of search engine users click on the top section shown on the results page. By making use of good SEO techniques, we do everything possible to get the Buendia website to appear in one of these top positions.

We use SEO to improve the searchability of the website, ensuring that the millions of users on the internet each day looking for Jeremy Buendia find what they are looking for.

REPORTING

Our reporting would not be complete without the use of Google Analytics. A vital digital marketing tool, it enables the team at BMG to see the real-time results of each campaign. This way, we can compare data and keep track of how well the website is performing. We are also able to see how Buendia followers are interacting with the content on the website, monitoring every aspect of interaction throughout the customer journey.

Three of the most important statistics obtained are:



BOUNCE RATE

How many visitors have left the website after viewing just one page.



PAGES/SESSION

The average number of pages viewed by each person (excluding those bounced).



AVERAGE SESSION DURATION

The average amount of time spent on the website by each person (excluding those bounced).

By looking at these stats for each page of the Buendia website, we have a good understanding of how well they are performing and which may need optimizing to improve user experience.

ZOHO DESK

By utilizing Zoho Desk we are able to provide support to all Buendia customers. By assigning, tracking and setting up alerts with Help Desk tickets, we ensure total satisfaction and a first-class customer experience.

The Zoho support system includes the use of:



Ticketing system for each inquiry



Integration with chat (SalesIQ) and emails



Ability to respond to customers who have chatted with us offline

SALES IQ

SalesIQ provides us with advanced capabilities as we are able to track each visitor to the website and provide live chat support. It is a great way to engage users on an individual basis, build a rapport, and gather statistical data that enables us to improve performance on a continual basis. Operating as part of the Buendia website, it takes an overview, reporting on the number of visitors and their location. Operator activity and department usage is also recorded.



CHAPTER 2: Email Marketing

Email marketing forms an important part of the service provided to Jeremy Buendia by Boost Media Group. By making strategic use of email marketing, we build and maintain trust and loyalty in the Buendia brand. It enables us to create relationships with prospective clients, create leads, and maintain contact with current customers.

BMG works to collect emails for Buendia in a variety of ways, including:



Sales IQ - online chat system on website) - users are asked to enter their email in order to begin chatting



Zoho Desk - (our ticketing system) - when users send us an email, we use this to track their issue



Freebies - including things such as sneak previews of ebooks



Purchases - all purchases require email address input



Facebook advertising

The BMG team makes use of email marketing in the following ways:



Segmented Lists



Specialized Tags



Targeted promotions

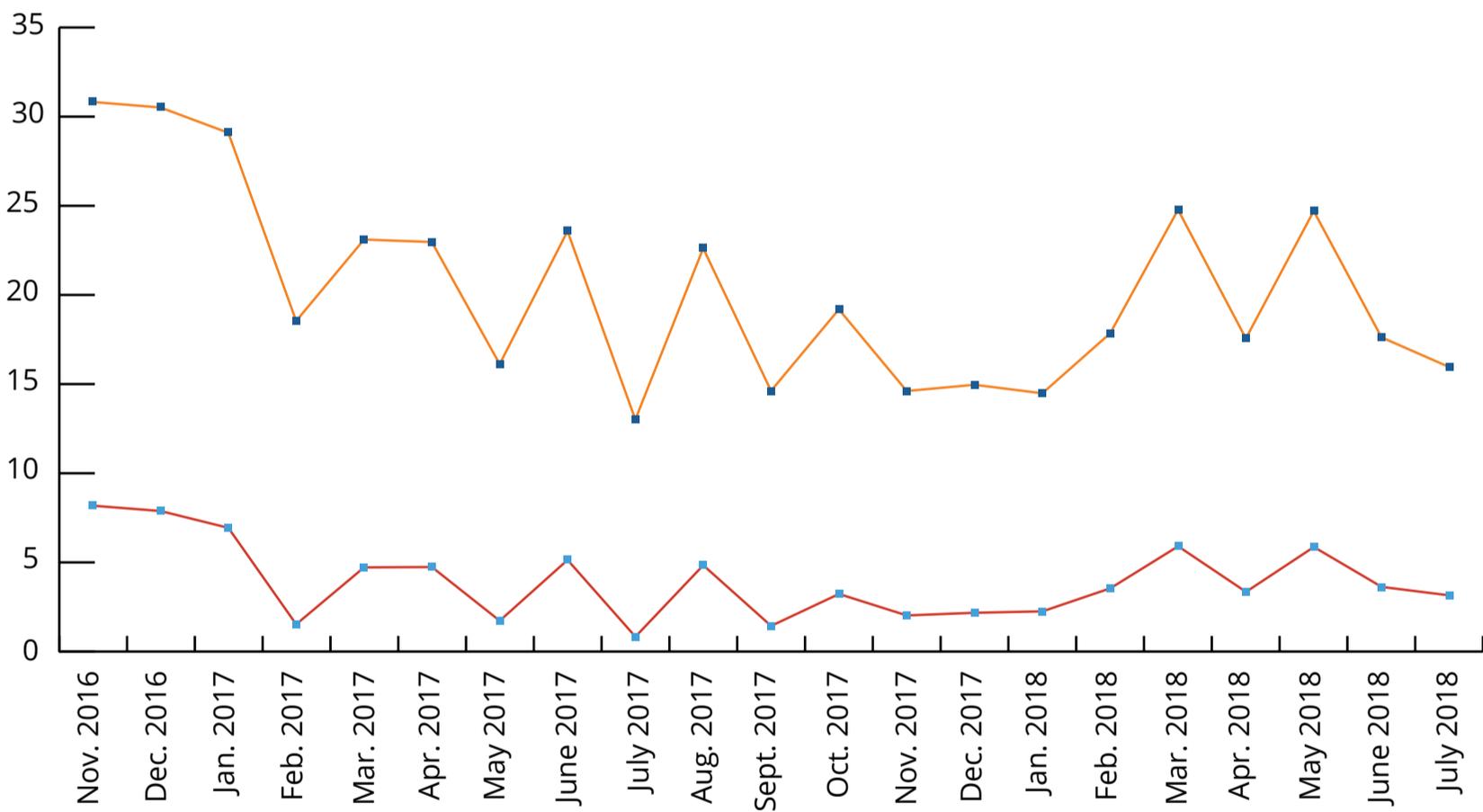
- Segmented Lists - lists are created based on different tags. Tags include things such as demographics, past purchases, past open rates/habits. etc.
- Specialized tags - we currently employ 143 different tags, which enable us to focus in on specific target audiences.
- Targeted promotions
 - Automatic resend for unopened emails - for certain promotions, we will automatically resend emails to any subscribers who did not open the first time around in order to reach them at a time when they are more likely to read the email.
 - Email-list exclusive deals - email subscribers are often provided with access to deals and exclusive promotions in advance. For challenges, subscribers are given first grabs at last-minute spots.
 - Inspiring a sense of urgency with expiring deals - our deals always have a short window; we include a countdown on the landing page so that when readers click through the email, the timer begins.

The following data covers November 2016 to July 2018:

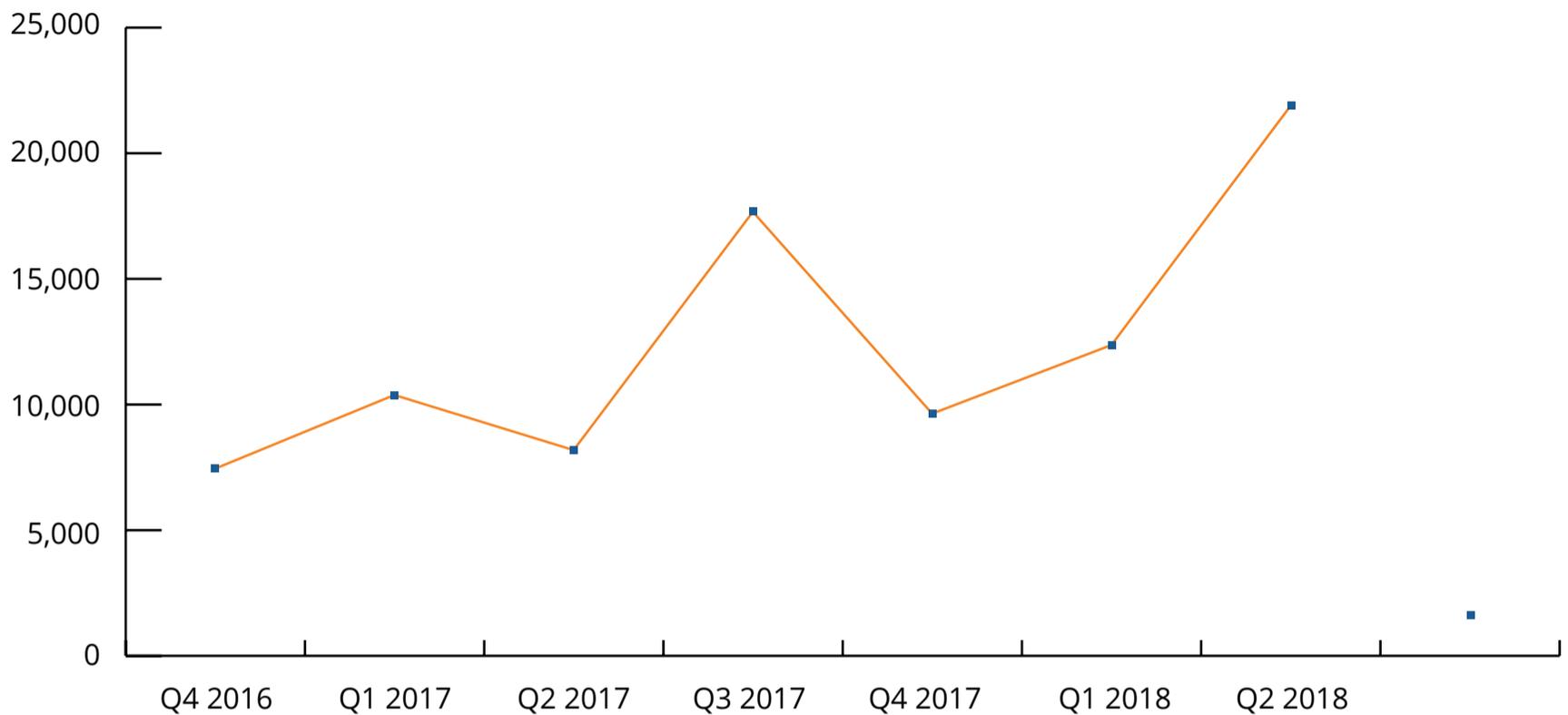
Number of Emails Sent	Average Open Rate	Average Click Rate
1,013,622	18%	4%

Email Open and Click Rate Trends: Nov. 2016 - July 2018

■ Average Click Rate
 ■ Average Open Rate



New Email Subscribers Gained Q4 2016 - Q2 2018



Collecting email addresses is paramount to the success of our email marketing. We do this via all purchases and also through Facebook ads.

By creating personal email messages that have been carefully targeted, loyalty and repeat business for the Buendia brand is encouraged and maintained.

BMG does not only use email for the sake of sales. In order to further build trust and loyalty among Buendia fans and customers, we also frequently send "value only" emails. Value only emails do not include any promotions or point to any particular Buendia products and services. These emails offer things such expert advice related to bodybuilding, supplementation, and nutrition or links to recent blog posts and video content created by Jeremy Buendia. Value only emails help maintain a high open rate for emails, which in turn leads to greater sales when we send emails that promote a specific item.

CHAPTER 3: Multiple Income Streams

Prior to working with Boost Media Group, Jeremy Buendia's income was limited to occasional affiliate sales & clothing, which brought in a very minimal and inconsistent income. BMG worked to create a variety of products and services so that we could depend on multiple income streams. Here's a look at each income stream, along with sales data.

E-BOOKS



As a fitness expert and a four-time champion of Physique Olympia, Jeremy Buendia possessed a great deal of valuable knowledge and expertise. However, before BMG came along, he had no proper way of sharing this or of making money from it. With this in mind, the team at Boost Media Group got together with Buendia and came up with a plan that would enable us to work together effectively, producing a steady stream of income.

Jeremy Buendia provides his knowledge and video demonstrations of movements, while BMG handles:

- Proofreading/Editing
- Graphic design
- Video editing
- Video links
- Promotional calendar
- Promotional images
- Product landing images

BMG carefully lays out a design plan and graphic designers ensure that each and every page has a relevant and eye-catching look. We also handle video design, adding music and branding to each exercise video in order to show that Buendia is not just another random bodybuilder by focusing on the fact that he is a four-time champion of Physique Olympia.



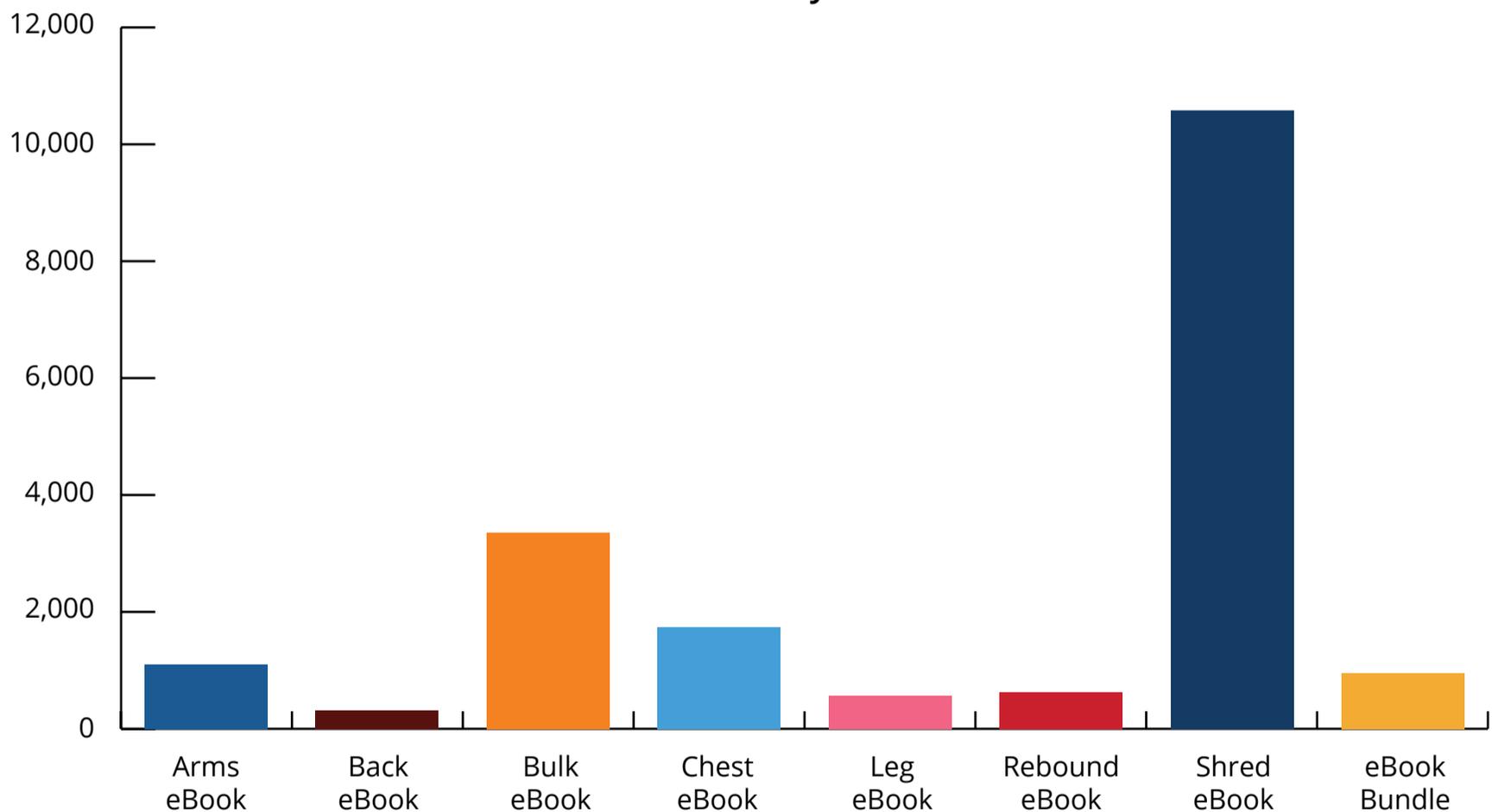
Jeremy Buendia currently has eight ebooks that have been produced by us, and we continue to work with Buendia to add to his library.

Progress over time has been exceptional in terms of sales made and revenue accrued:

**The following table shows unit sales for each ebook
between November 2017 through May 2018**

Arms eBook	1,101
Back eBook	315
Bulk eBook	3,356
Chest eBook	1,737
Leg eBook	570
Rebound eBook	635
Shred eBook	10,562
eBook Bundle	958

Total eBook Unit Sales
Nov 2017 - May 2018



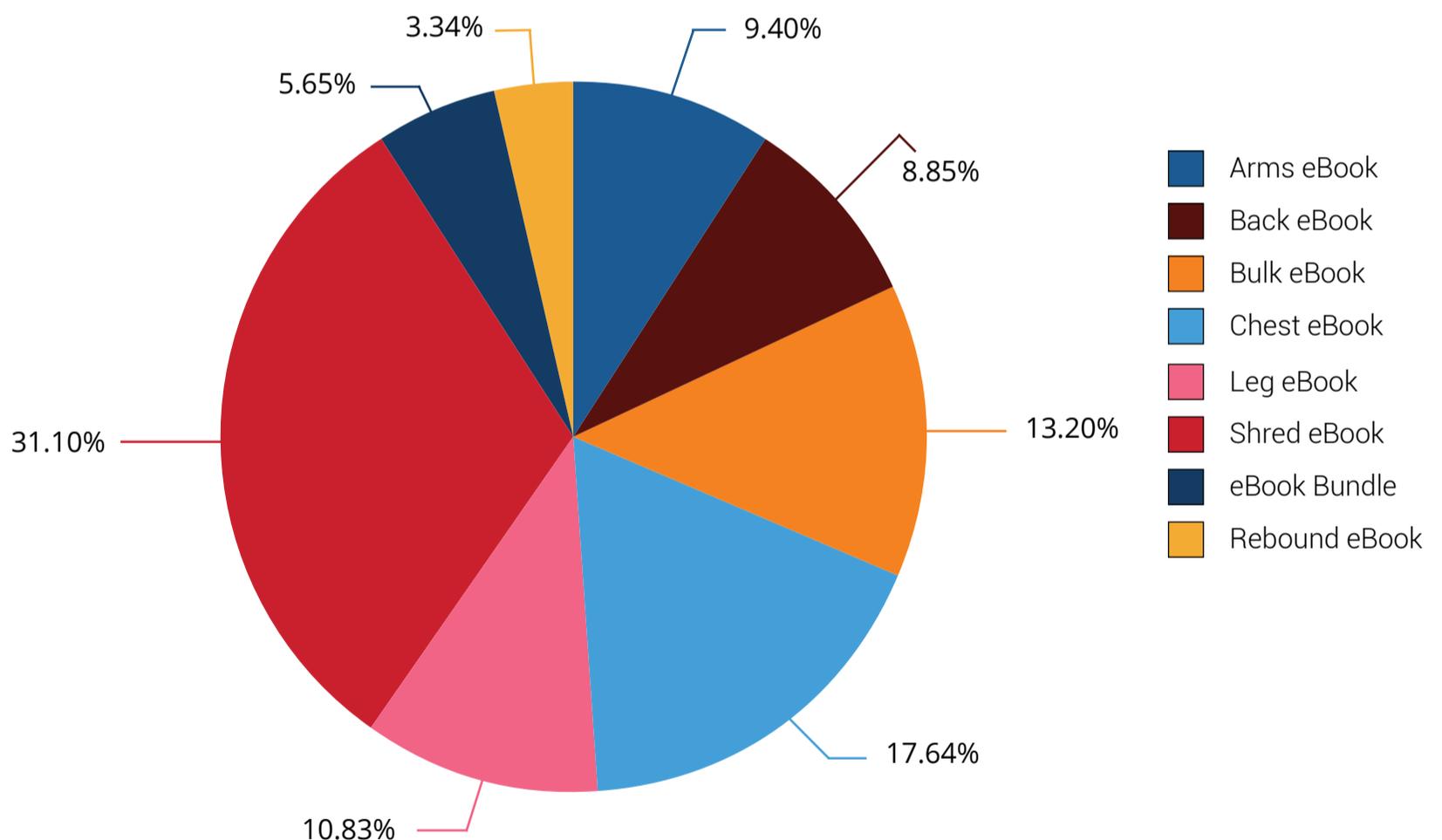
Overall, from November 2017 through May 2018, 19,234 ebooks sales were made.

Now we can take a look at how the eBooks bring in a continuous stream of income. For example, the Arms ebook sold 79 units in its first month of 2017 and has gone on to earn a significant income over time through promotions run by Boost Media Group. This ebook in particular still averages 62 sales per month and other ebooks surpass this average. By analyzing the average monthly sales brought in by each ebook, we can see that they provide a steady stream of income.

AVERAGE MONTHLY SALES

PRODUCT	AVG. UNITS SOLD
Arm eBook	62
Back eBook	79
Bulk eBook	186
Chest eBook	87
eBook Bundle	68
Leg eBook	63
Rebound eBook	32
Shred eBook	704

Breakdown of Average Monthly Sales for the First Three Months after each eBook was introduced



These ebooks are just one of the income streams that BMG has worked to create for Jeremy, but it's clear that they continue to bring in an average of 1,281 unit sales per month.

MEMBERSHIP

The website, Jeremybuendiafitness.com, has been set up by Boost Media Group. It has a membership option available which provides interested clients with the option to sign up for a regular monthly subscription. The very first subscription purchase was made on July 25th, 2016 and has continued to grow ever since. We will take a look at the figures a little later.

Before we do that, what is it that encourages would-be members to sign up? They certainly get a lot for their money as once they become a fully-fledged member, clients receive:

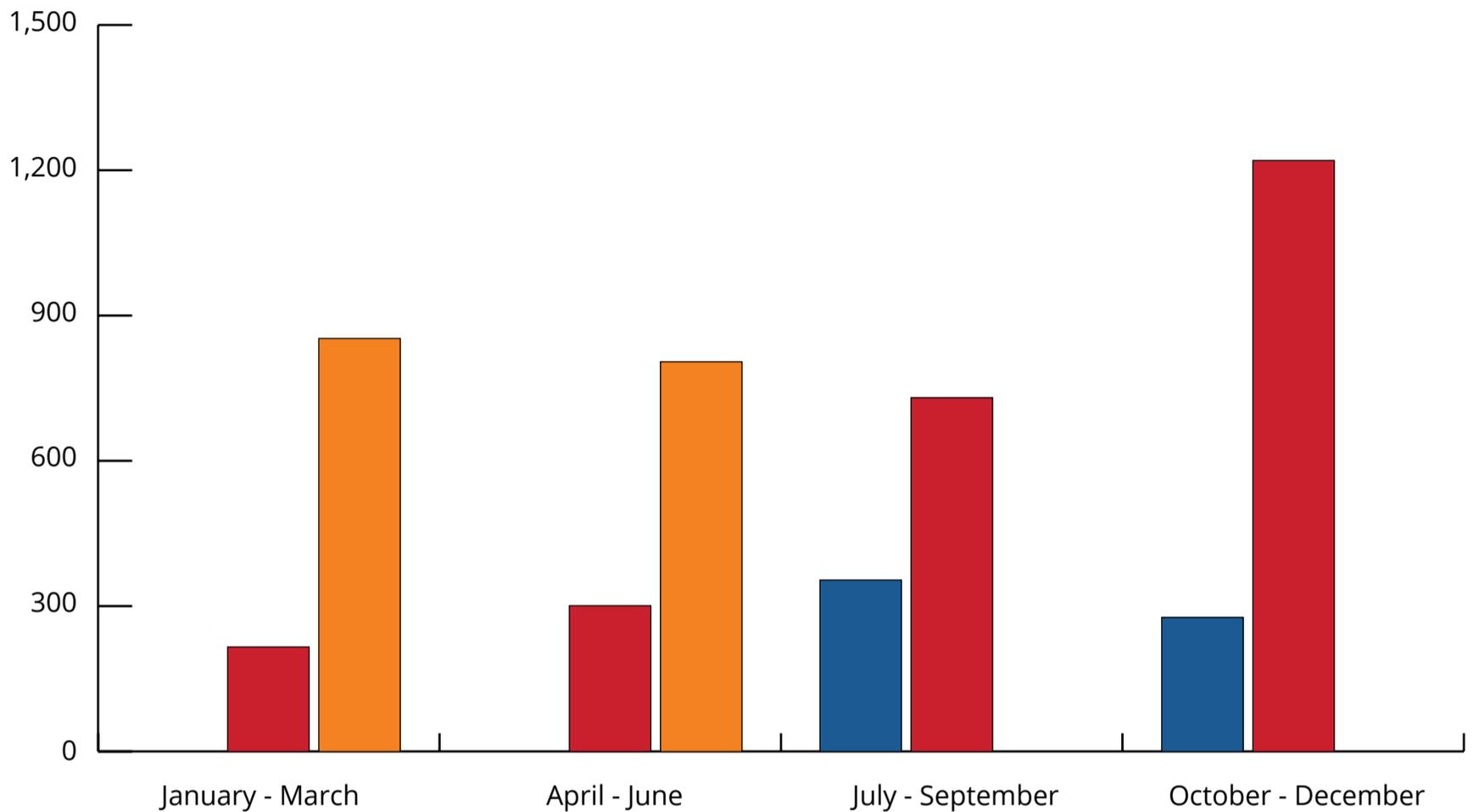
- Access to over 150 workout videos
- Lots of really useful information such as tips, tricks and recipes for optimizing their nutrition and supplementation
- The ability to view an animated How-To video gallery
- Exclusive use of a Shred Macro Calculator
- Regular monthly Q&A sessions with Jeremy Buendia

To give some idea of the growth of membership sales since inception in July 2016, the figures for each quarter have been as follows:

2016	
July - September	355
October - December	278
2017	
January - March	217
April - June	302
July - September	731
October - December	1220
2018	
January - March	853
April - June	805

VIP Membership Sales

■ 2016 ■ 2017 ■ 2018



This shows just how popular the membership option is with the followers of Jeremy Buendia. Much like ebooks, memberships require minimal ongoing work while bringing in significant amounts of steady income.

COACHING

As part of our service, Boost Media Group put together a Coaching Program that allows fans and clients to purchase online coaching programs. These directly connect them with trainers certified by Jeremy Buendia. Landing pages were set up on the website, enabling clients to communicate with the coaches.

Coaching programs include services such as:

1. Custom Workout Plan
2. Custom Cardio Plan
3. Custom Diet Plan
4. Detailed Supplement Plan
5. Bi-monthly Check-Ins and Adjustments

These are available over 4, 8, or 12 week periods, allowing users to choose the most suitable option for them.

In order to add interest to the site, BMG also requests current and past clients to provide plenty of feedback, consisting of videos and written testimonials. By branding these videos, they can then be used for promotional materials as well as marketing materials to increase coaching sales. Viewers are encouraged by seeing how well other members have done, particularly when they see the before and after images. When the results are impressive, they are encouraged to take part themselves.



Coaching programs are especially versatile, as they can be sold to the same customers more than once simply by retargeting them with specials and new motivation.

CHALLENGES

Boost Media Group works with Jeremy Buendia on a regular basis to run Fitness Challenges. These have one purpose and that is to enable clients to pay to participate in a challenge with a specific goal, such as shredding or bulking. The challenges last 8 weeks. There are two options, one including just an eBook and the other, an eBook with a coaching plan. As for the eBook included, this will be one of Jeremy's eBooks. For example, where a shred challenge is involved, they will receive a copy of Shred with Buendia. If they opt to pay for coaching as well, they not only receive the eBook but also eight weekly check-ins with a certified coach who has worked with Jeremy and who is well aware of his techniques and processes. The idea is for participants to feel as if they are working with Jeremy himself.



Prizes are offered to make the challenges even more exciting; these vary but may include a personal meeting with Jeremy Buendia as well as prizes from his key sponsors. Winners are chosen based upon the before and after photos, illustrating just how much progress they have made during the set challenge period.

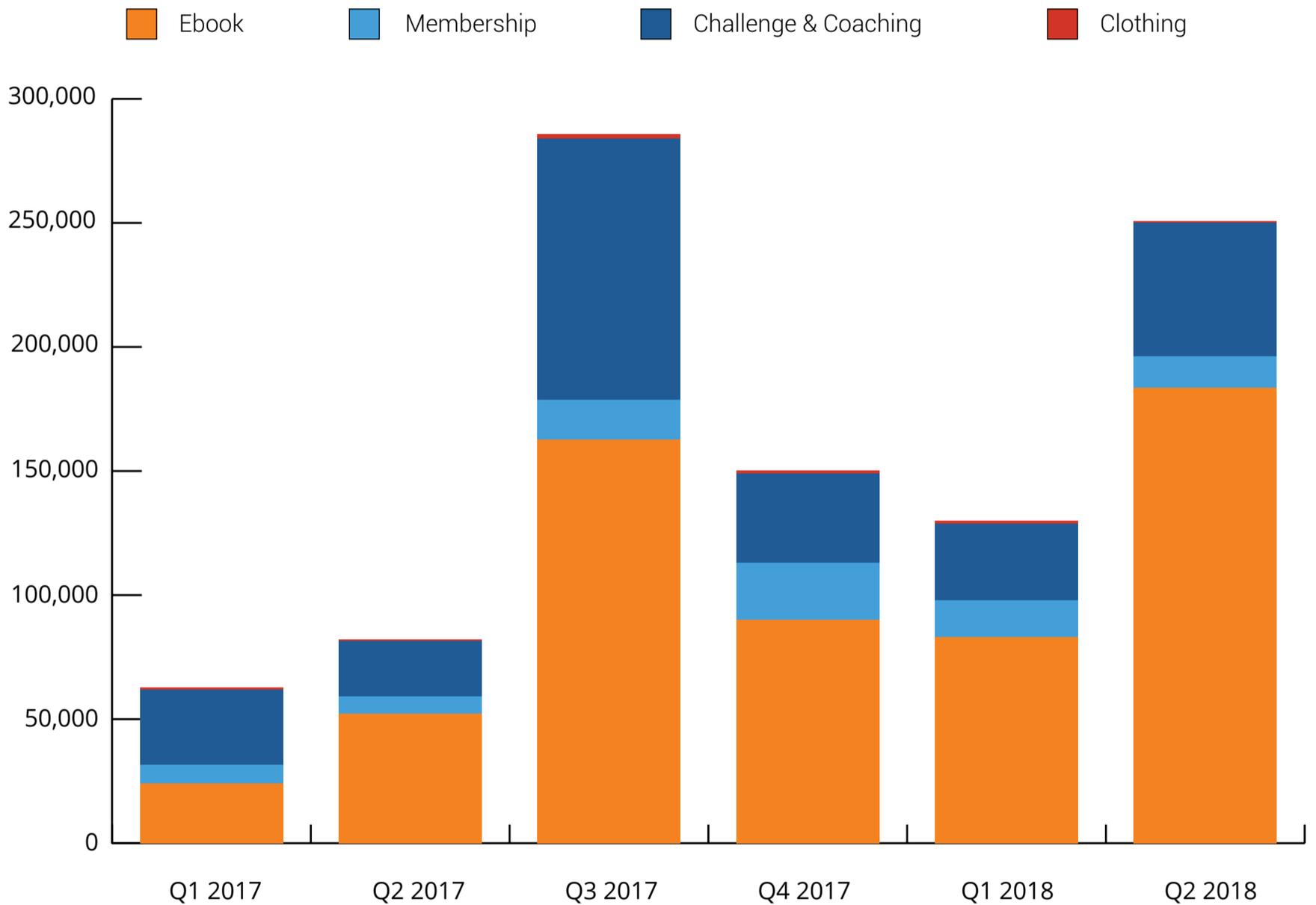
BMG creates all of the promotional graphics and landing pages and also handles the marketing and publicity campaign for each challenge.

As a part of this service, BMG organizes and creates all of the following:

1. Last-minute sales to encourage people to sign up before cut-off.
2. The promoting of upsells to anyone who purchased the challenge with just an eBook minus the coaching, offering a discount to anyone who adds the coaching as an afterthought.
3. Retargeting to sell just a coaching upgrade to clients who purchased the corresponding eBooks prior to the challenge.
4. Using retargeting for people who have viewed the challenge landing page but did not go on to complete the purchase.
5. Working to collect before and after photos and progress photos throughout the period of the challenge. These are often used on social media to increase brand awareness.

Multiple income streams ensure that sales remain high throughout the year.

Quarterly Income Earned by Product



CHAPTER 4: INFLUENCER MARKETING

A four-time Olympia Champ, Jeremy garners a great deal of recognition and respect within the bodybuilding and fitness sector. It was essential that Boost Media Group incorporated this into his brand. For this reason, a badge was created to reflect this. It is stamped onto everything that he does, alerting new audiences to his credibility and reminding existing ones of his reputation and prowess.

SOCIAL MEDIA

By creating a flow of continuous quality content control, we ensure the constant use of effective influencer marketing.

Let's take a look in more detail at how we harness his credibility and turn it into dollars.

Social Media Content Calendar

It is imperative that we maintain a regular content calendar to ensure audience engagement and keep the algorithms happy. Before Boost Media Group came along, Jeremy did not post regularly. He was too busy to keep up with a regular content calendar. We have overcome this problem by creating a baseline for him so that his accounts are always covered with fresh new content, ensuring that he can still post on his own if he wishes.

We work to match Jeremy Buendia's unique voice so that our content blends seamlessly into messages posted by Jeremy himself. Brand and voice consistency are key aspects of maintaining the trust of the audience.



But why is it important to post regularly on social media, and how does it affect Jeremy's success as an influencer whilst boosting sales?

- **Increased visibility** - Social media provides a great way of increasing brand awareness. When posts are made regularly, the reach is wider.
- **More conversions** - Increased visibility = more conversions. No matter what is shared on social media, it potentially brings viewers to Buendia's site, hence more chances of sales.
- **Building loyalty** - Once viewers begin to like what they see, they will continue to come back for more. This takes time and patience, but a good creative marketing program will bring positive results.
- **Maintaining customer interest** - If posts are not made regularly, customer interest will wane. Regular updates prevent customers from seeking out competitors.
- **Building credibility** - By using activity to provide customers with a good understanding of what Buendia does, his brand is open to scrutiny, along with his vision and mission. As viewers identify with this, they see that he is reliable and ethical, building credibility and trust.
- **Customer satisfaction** - When customers post reviews, we pay attention to them. Customer dissatisfaction can spread, so it should never be allowed to germinate. By providing readers with advice and feedback, Buendia's great reputation is maintained.
- **Public relations** - Using PR in the right way keeps Buendia at the front of people's minds. By using social media as a PR vehicle, customers and the media can be informed of exciting news and events.
- **Market research** - It is imperative that we know who Buendia's customers are and by regularly posting content, valuable insight can be gained as to what they like and dislike, etc.
- **Brand authority** - Well-informed posts work to establish competency and authority within the niche, allowing customers see Buendia as an expert.
- **Personal connection** - By using social media to connect with them on a higher level, users see Jeremy Buendia as a person and not just a name.



4X OLYMPIA PHYSIQUE WORLD CHAMPION

SHRED WITH BUENDIA

JEREMY FIT BUENDIA FITNESS

JEREMY FIT BUENDIA FITNESS

BULK WITH BUENDIA

By 4X Olympia Physique World Champion

Jeremy Buendia

JEREMY FIT BUENDIA FITNESS

12 Week Program to

BUILDING A LEGENDARY CHEST

By 4X Olympia Physique World Champion

Jeremy Buendia

JEREMY FIT BUENDIA FITNESS

12 Week Guide

BUILDING LEGENDARY ARMS

By 4X Olympia Physique World Champion

Jeremy Buendia

12 WEEK GUIDE TO BUILDING LEGENDARY LEGS

BY JEREMY BUENDIA

4X OLYMPIA PHYSIQUE WORLD CHAMPION

JEREMY FIT BUENDIA FITNESS

JEREMY FIT BUENDIA FITNESS

21 Day Program to

REBOUND LIKE THE CHAMP

By 4X Olympia Physique World Champion

Jeremy Buendia

JEREMY FIT BUENDIA FITNESS

12-WEEK GUIDE

BUILDING LEGENDARY SHOULDERS

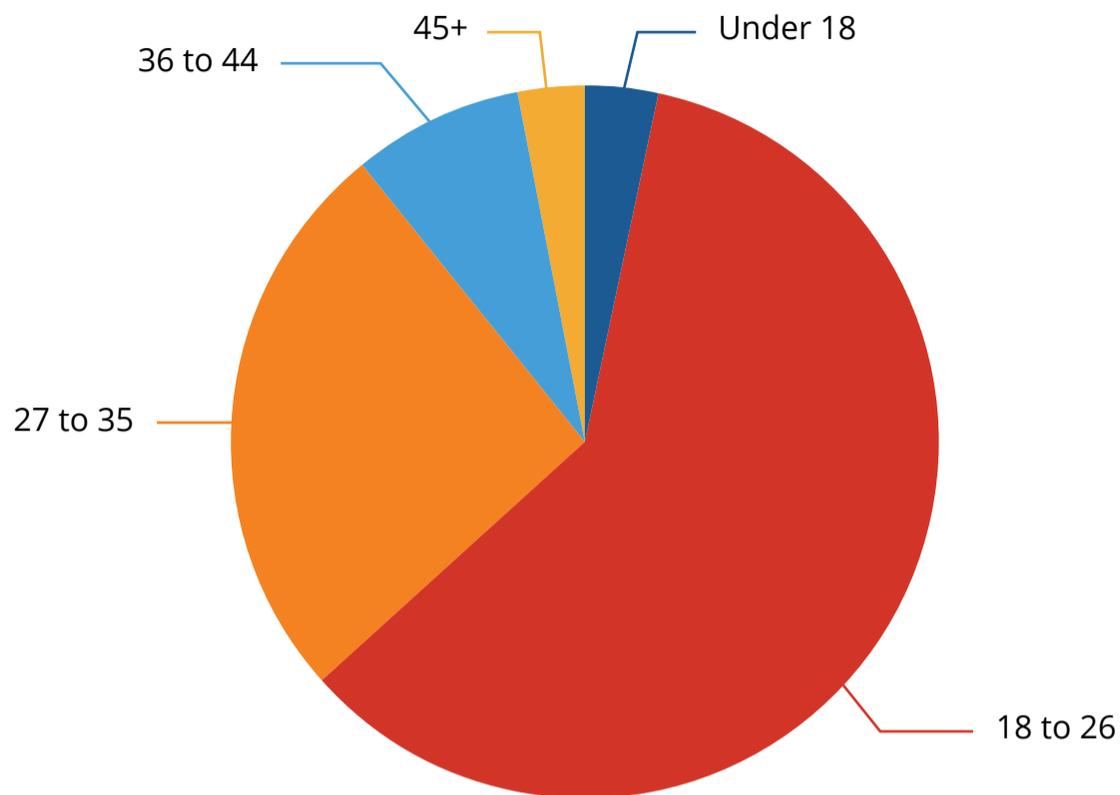
JEREMY FIT BUENDIA FITNESS

4X OLYMPIA PHYSIQUE WORLD CHAMPION

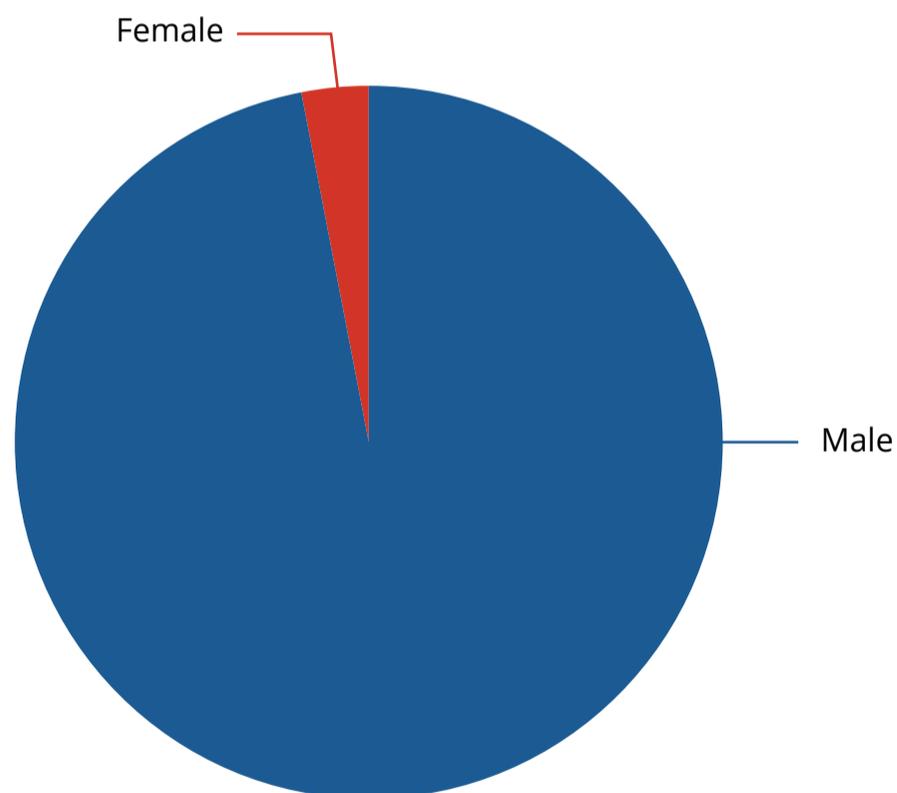
12-WEEK GUIDE: BUILDING A LEGENDARY BACK

BY JEREMY BUENDIA

Distribution of Clients by Age Group



Distribution of Clients by Gender



At BMG, we know that social media provides an invaluable marketing tool. By using it in the right way, it provides Buendia with many benefits while being far less expensive than other marketing methods.

INSTAGRAM

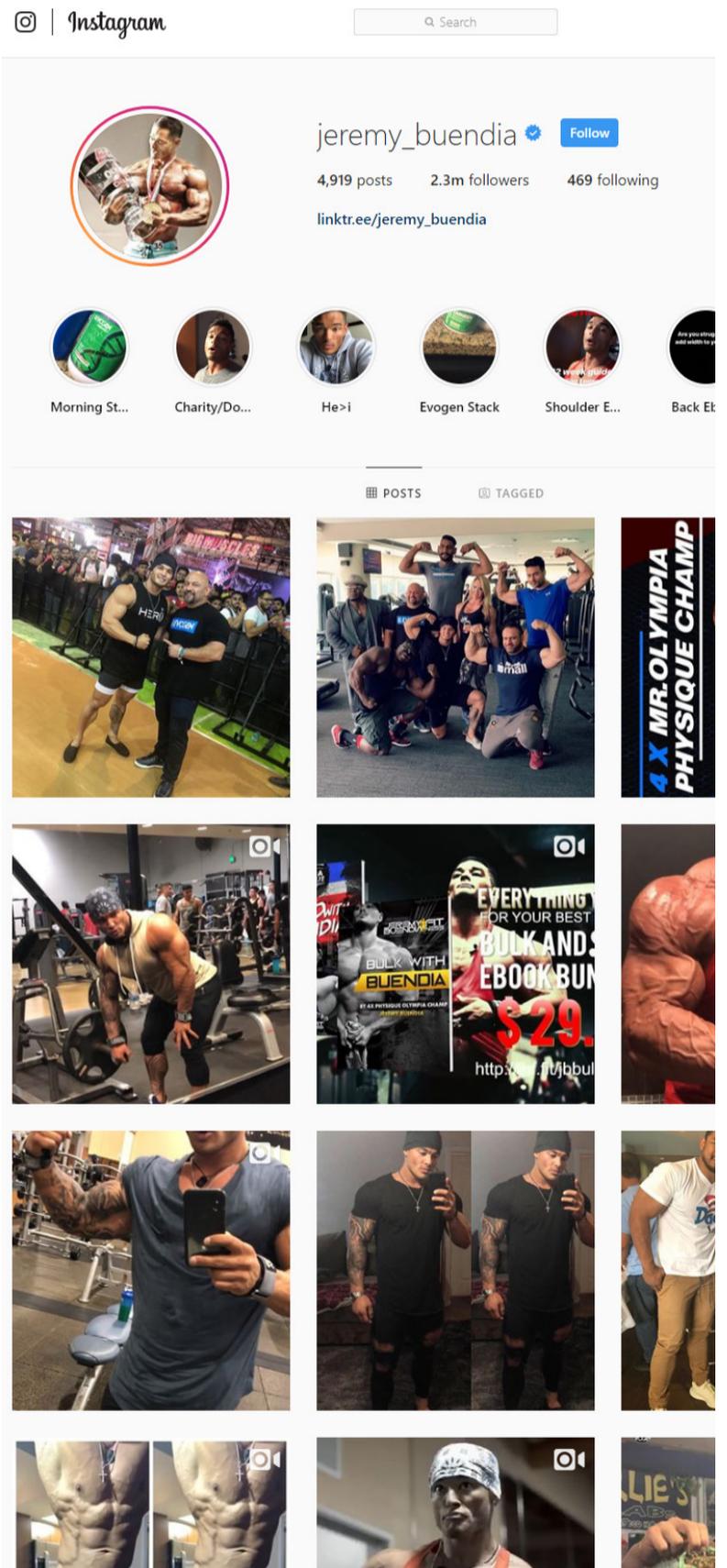
We design images for each weekly promotion to be run for the Jeremy Buendia campaign, thus enhancing Instagram engagement. But how does this correlate to sales? Instagram has more than 700 million users per month (far more than Twitter). By continually sharing content with Buendia's two million followers, we keep the audience personally invested in Buendia's life, career, and expertise.

- 70% of Instagram users use the platform to research a brand
- 62% of people follow a brand because they love it

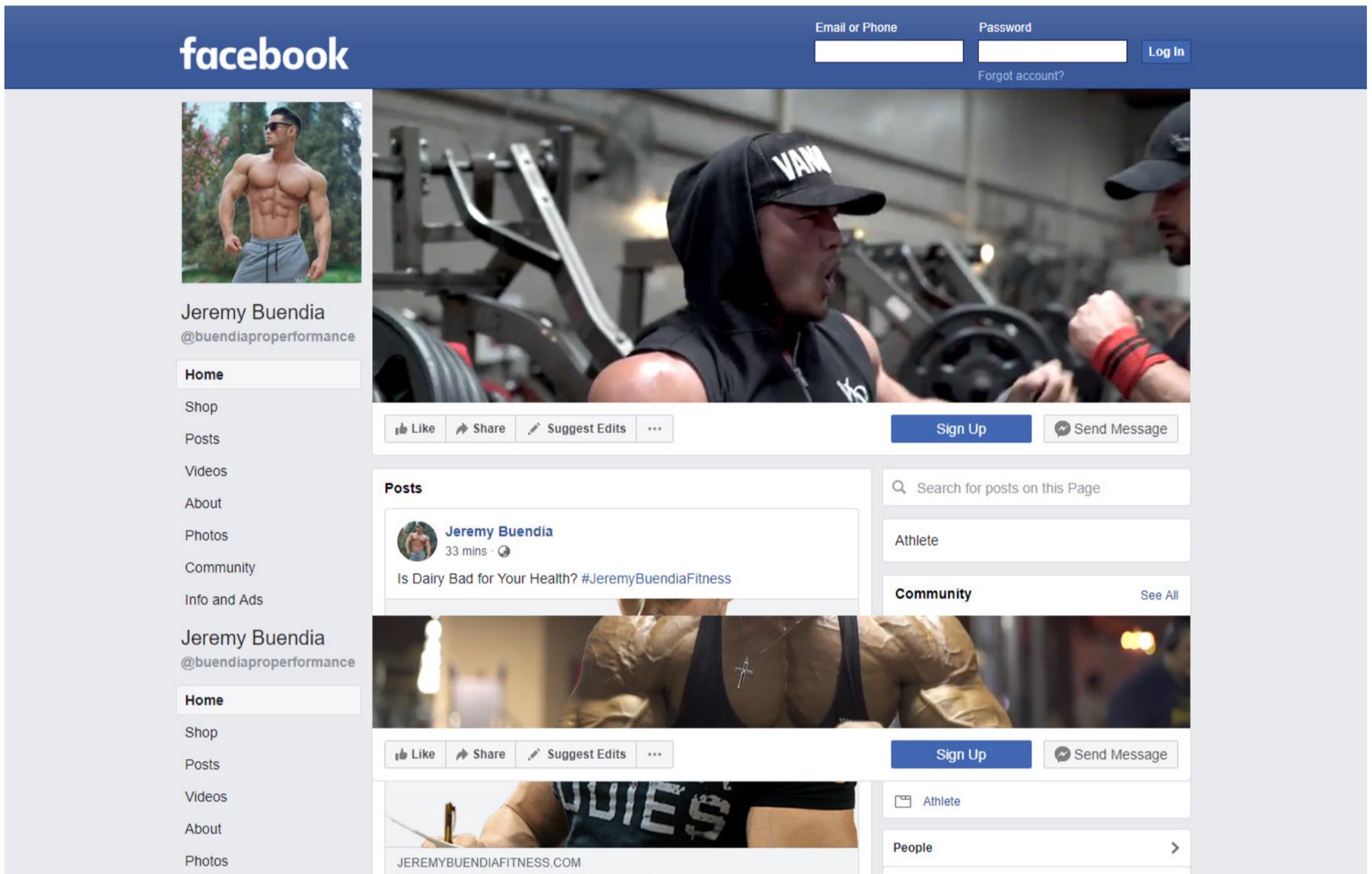
We also provide weekly Swipe Up stories, carefully designed by us and linked to specialized funnels on Buendia's site to increase sales. We use Instagram Stories to complement – not replace – posts. We know that Buendia's users begin following his posts long before they start watching stories, which is why we regard them as two separate things playing different roles when it comes to engagement rates. Whereas the stories disappear after 24hrs, the posts remain. So both are equally important.

Hashtags Increase Engagement on Instagram by 12.6%

By focusing on the correct use of hashtags, we are able to get Buendia's posts into the feeds of those who may not have heard of him before. By carrying out in-depth research, we provide him with up-to-date hashtags to use on his posts. A great Instagram hashtag strategy leads to a much higher rate of engagement, far more followers, and thus more customers.



FACEBOOK



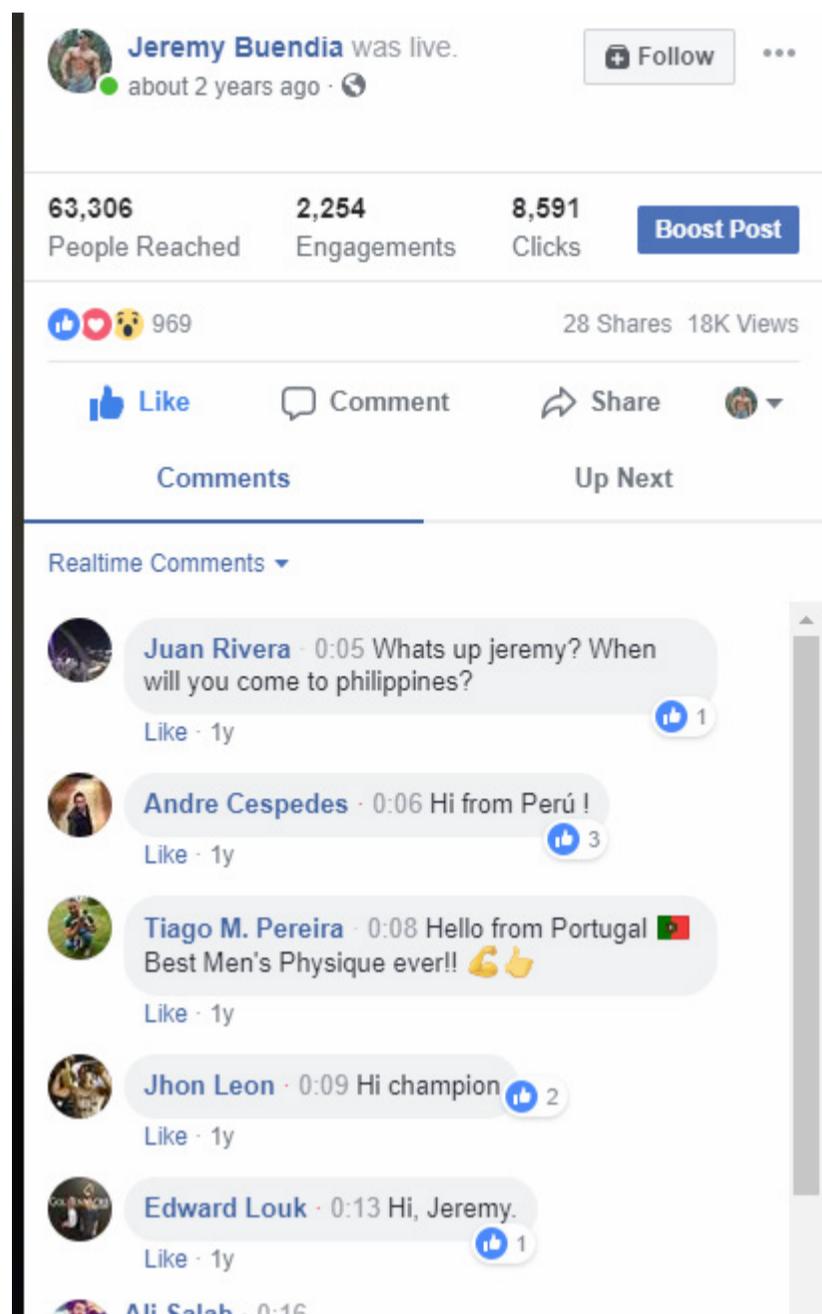
Jeremy Buendia has more than one Facebook page; one is the basic Jeremy Buendia Facebook page, which has over 370,000 followers, along with a separate Members Only Group, which has approximately 9,500 members, which is reserved for those who pay for a membership. The Members Only Group page was created specifically by BMG in order to provide users with a feeling of exclusivity and VIP access, while allowing the public page to reach a wider audience.

The team at Boost Media Group aims to make multiple posts per day on Facebook – around 50-60 total each month. At the same time, Facebook Ads are utilized to drive sales. We also make use of re-targeting, segmented lists, and Facebook Pixels for improved tracking.

We also make use of Facebook Live, providing exclusive access for members as well as general fan access. This provides a great platform for questions and answers while allowing Buendia to connect with his audience and build integrity.

Why is Facebook Live so Important?

- **Content is unique** – This means that it grabs the attention of more viewers. Recent research showed that 81% of internet users watch more live stream content now than a year ago. By including Facebook Live in Buendia's content strategy, we are able to provide a real-time focal point for viewers.
- **It provides cost-effective video** - Users appreciate the unedited live content and we don't need to budget for expensive video editing.
- **Excitement is generated** - When it comes to new product releases or notifications of events, we can capture the emotion required to generate interest. By hyping Jeremy's live videos in the right way, followers return for updates and news. This helps to spread the organic reach and generates a constant stream of viewers.
- **Connections are direct** - Facebook Live makes content personal. This is particularly helpful when it comes to holding Q&A sessions given that 90% of millennials feel that answering questions on social media is a great way to get information.
- **It drives traffic** - Live videos are great way of driving traffic to both of the Facebook pages, ensuring that viewers keep coming back for more. Facebook recently announced that their live video option drives 10x times more comments because of the real-time connection with users.
- **Real-time engagement is visible** - If we need to test content, Facebook Live provides a great vehicle for doing so. Metrics show the number of likes, shares, reactions, and comments; all valuable data that can be used to create content going forward.



TWITTER



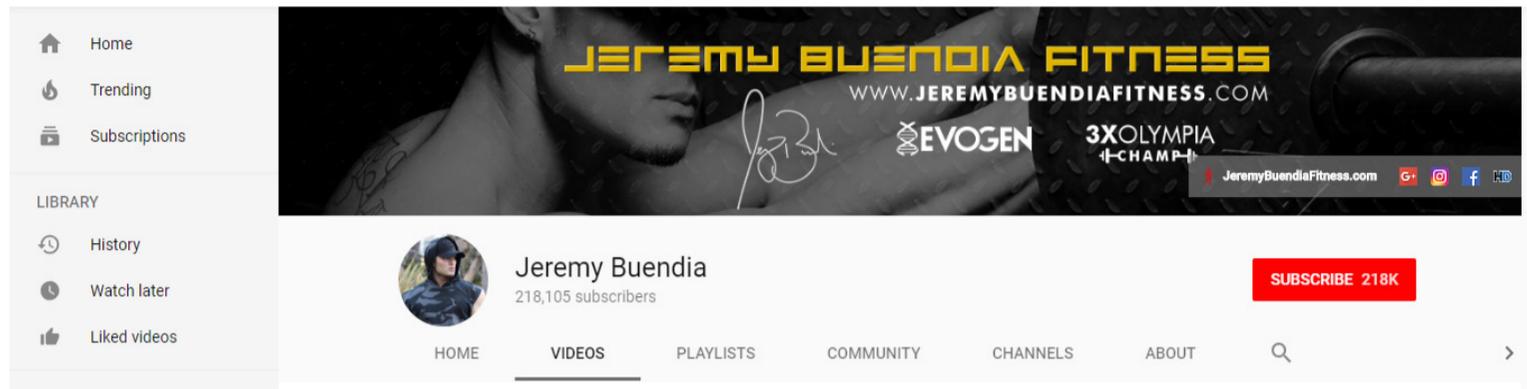
BMG builds a baseline of posts so that Buendia can focus on being natural and organic while we handle the logistics of scheduling. BMG schedules 2 – 3 tweets daily so that Buendia’s nearly 15,000 followers are never left without content. By capitalizing on his loyal fans, we have the ability to increase visibility and put Buendia way ahead of the competition.

But why is this? Take a look at some of the many benefits of using Twitter.

- **Connect with customers directly** - Tweets can even be sent to loyal followers directly, providing a great way to boost trust and appreciation. At the same time, Buendia can listen to what his clients are tweeting to him. We can then use this feedback to improve the offerings, tailoring them to fit the customers’ desires.
- **Spy on the competition** - If customers share negative feedback with competitors, we can collect and perform a deep analysis, feeding the results into future product creation.
- **Keep followers in the loop** - It offers a great way of keeping customers updated, tweeting new promotions, latest news, and special offers.
- **Use as a marketing tool** - Because tweets are indexed by Google, it helps with SEO (Search Engine Optimization). We use it to connect with Jeremy’s followers around the globe, promoting products, e-Books and other valuable content.
- **Build a community** - By making use of Twitter chats, connections with customers rise dramatically and the chance of getting re-tweets increases. Again, visibility is enhanced and the team at BMG is able to improve Buendia’s products based upon knowledge obtained.
- **Sales increase** - 60% of followers via Twitter are more likely to purchase and recommend Buendia’s products. 50% are far more likely to buy or sign up for services. These are impressive statistics.

Twitter does not only keep Buendia seen on social media, it also increases the opportunities to boost sales and revenue.

YOUTUBE



Jeremy Buendia's YouTube following is at 180,210 and growing, so it is a powerful tool for marketing. YouTube provides a great platform for showing both promotional and e-book videos, continually driving traffic.

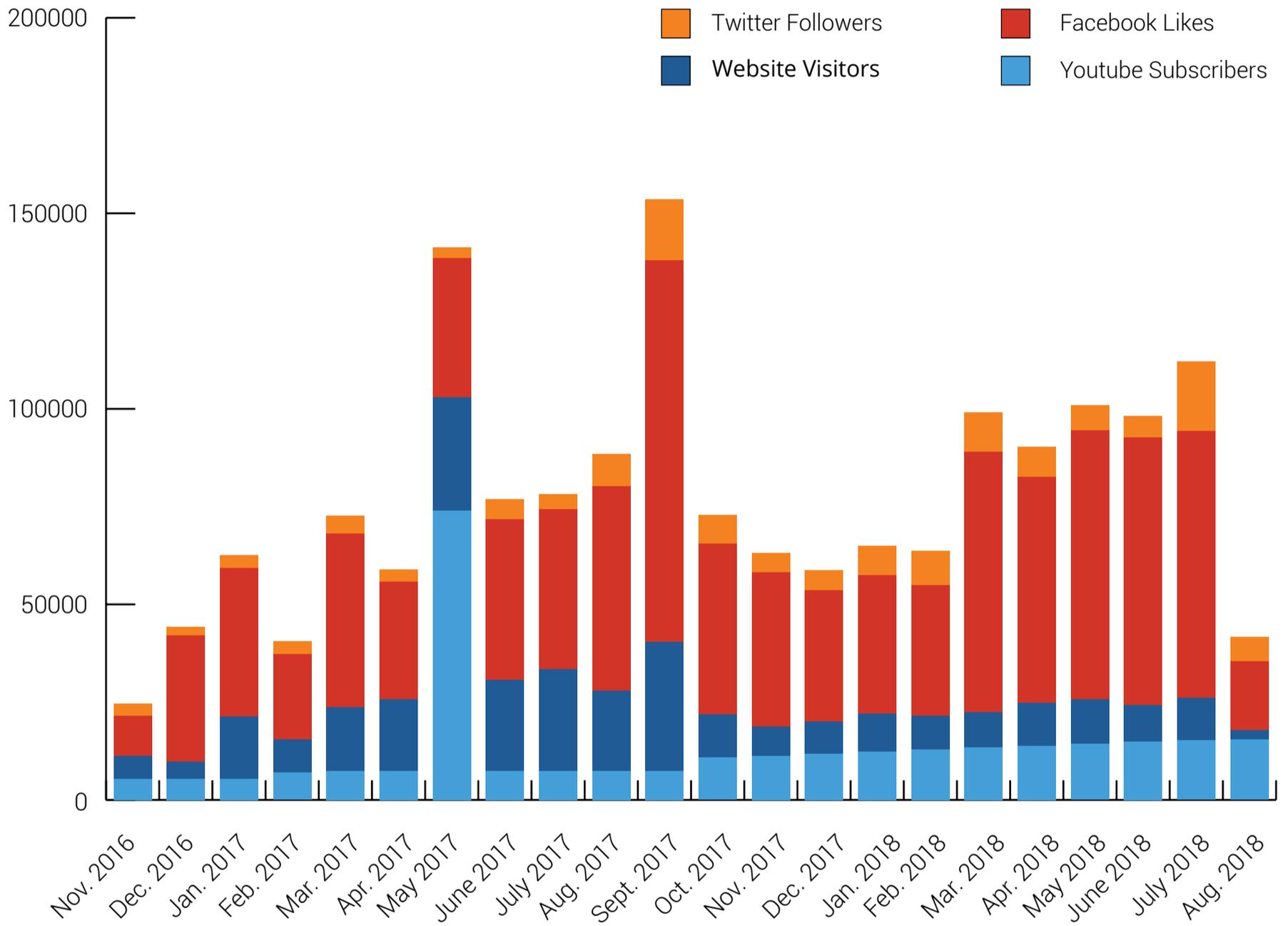
Competition on YouTube is high, so when Boost Media Group adds videos, we ensure that they're captivating. We also brand all of Buendia's videos so they have a consistent look and feel, and show Buendia as leader within the bodybuilding industry.

- YouTube is the second most visited website on the internet
- 400+ hours of video are uploaded to YouTube each minute
- 81% of businesses use video as a marketing tool

BMG works with Buendia to develop a wide variety of videos that cover different interests. Types of videos we develop include:

- **Instructional** - Videos of Jeremy Buendia himself performing specific movements and carefully explaining proper form. BMG ensures that Buendia's accomplishments and experiences are evident both in the video and in the description. This encourages people who might be unfamiliar with Buendia to choose to view his videos over the many other fitness instructional videos on YouTube.
- **Vlogging** - Vlogging, or Video Blogging involves Jeremy Buendia recording advice and tips related to bodybuilding, nutrition, and fitness.
- **Event Coverage** - Video footage of Buendia competing, attending events, etc.
- **Promotional** - Videos created by BMG to promote products, services, and specials.

Monthly Subscribers of Social Media Accounts Nov. 2016 - Aug. 2018



CHAPTER 5: GRAPHIC DESIGN

Graphic Design is an essential part of Jeremy Buendia's marketing campaign. While Buendia's knowledge is certainly a huge part of his appeal, his award-winning physique is a key aspect of his overall brand as well. Boost Media Group works with photographs provided by Buendia to create appealing designs for everything from products to social media.

When it comes to design, consistency is very important. BMG has worked to create a signature look for Buendia designs, so that at first glance, people will know to associate the images with Jeremy Buendia, along with his high quality products and services. In order to monitor quality and consistency, BMG created Jeremy Buendia Branding Guidelines that outline specific fonts, color codes, filters, effects, etc. that can be used for Buendia designs.

The Buendia marketing campaign involves continuous promotions, with several new promotions on a weekly basis. For each promotion, BMG creates 2-3 unique designs, all of which are then dimensioned and optimized for their specific use. For example, each unique design will have 10 versions so that the proper size and text placement is used for each individual social media platform. This equates to roughly 130-160 images per month for promotions alone.

BMG takes the design process seriously and has it down to a science. Once we receive photographs from Buendia, his work is done and our team takes over. For each promotion, our team creates a task list for all the design work that the promotion will entail. The graphic designers work with the Creative and Operations teams to ensure that the proper promotional information is included and displayed in a way that is in line with Buendia branding. Each individual promotion has a specialized funnel and URL, which will require graphic design for the landing pages. Once designers have been given the proper information, they work with the Creative team to workshop images so that the final product is eye-catching, informational, and completely in line with the Buendia Branding Guidelines.

Meet Our Experts



JEFF PULVINO
CEO / CO-FOUNDER

As one of the founding members of Boost Media Group, Jeff is responsible for the company direction and strategy. It was Jeff who initially approached Jeremy about this project, and he worked primarily with Chad Brooks during the first year of the campaign.



CHAD BROOKS
OPERATIONS MANAGER

Chad manages the daily operations & marketing strategies for Jeremy Buendia Fitness.



REASE KIRCHNER
SENIOR CREATIVE DIRECTOR

Rease is responsible for overseeing all aspects of content development, design work, and branding as well as working with the team on marketing strategies.

**LAURA RIKE**

CONTENT AND SOCIAL MEDIA MANAGER

Laura manages daily social media posts, directs the email marketing campaign, and works with team on developing marketing strategies.

**FEY BULAN**

SENIOR PROJECT MANAGER

Fey manages customer service, sales reports, communication with client, and various project management duties.

Our Core Competencies



SOCIAL MEDIA MARKETING

We tailor Social Media Marketing strategies specifically conceived for individual brands and audiences. We provide fully supported and managed social programs, content planning and generation, and video distribution among other services that aim to attract new customers and increase profitability.



SEARCH ENGINE OPTIMIZATION

Our SEO strategies work to improve search engine result rankings. We provide full SEO keyword rankings reports, a link building profile report, and indexed page information. Our team works to improve traffic flow and increase sales.



ADVANCED WEB ANALYTICS

We offer real time analytics, in-page analytics, market analysis, content auditing, competitor auditing, customer auditing, and influencer analysis. We also create “personas,” which is an effective way to understand the needs of users while prioritizing the features and functionality of each brand’s personalized strategy for success.



PAY PER CLICK

Customized PPC strategies allow us to spend money wisely and maintain excellent ROI. Through continuous tracking and optimization we ensure that strategies such as retargeting and specialized audiences are properly used to increase campaign success.



CONTENT STRATEGY

Our highly qualified copywriters and analysts provide a comprehensive business analysis on content strategy. A customized content marketing plan is created for each brand and implemented by our team.



EMAIL MARKETING

We design and implement customized email template campaigns and plan out marketing campaign initiatives. Our team works to track and maintain high open and click rates in order to keep engagement and sales numbers on the rise.



Boost Media Group

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