



# Case Study:

## Primal 7

### Community & Content Strategy

## THE ISSUE:

### **Primal 7, a fitness product unlike anything on the market.**

It uses a customer's bodyweight, paired with adjustable support, and can easily be used in an apartment, hotel room, or anywhere with limited space. Primal 7 makes exercise accessible to people with morbid obesity, the elderly, or those with injuries or autoimmune [issues] like arthritis.

**“I didn't think I could do a squat again!” / [“I hadn't done a squat in years!”] is a common piece of feedback.**

The CEO had a different mission in mind than just increasing sales: making sure people actually used their Primal 7 regularly once they bought one.

## THE SOLUTION:

**There were two sides to our strategy: content and community.**

A solid content strategy can keep your customers engaged and motivated, and help solidify your relationship with them. This leads to better referral and word-of-mouth - two of the most effective methods of marketing.



# Content Strategy



## **The content strategy had elements of:**

The goals were:

- Increase organic traffic to the website
- Maintain conversion rate (site visitors to purchase)
- Generate leads for future nurture campaigns
- Engage with current customers
- Establish Primal 7 as more than a piece of exercise equipment; it's your partner as you take on your journey

## **We determined the following channels:**

- Email (for customers and for prospects)
- Facebook, Facebook Groups, and Instagram
- The Primal 7 Blog
- Affiliates/Partners
- YouTube
- Medium

Each of these were chosen specifically for their target audience and how they use the web to consume and look at content.

**Our strategy for most content marketing: using a hub-and-spoke model to be more efficient with the time and resources you spend.**

By creating a **large piece of content** for a blog, you can then **repurpose that content** down into smaller, more bite-sized posts on social media or send a snippet in email. Or, take a YouTube video, and use the transcript of that to create a blog post, and then the associated social media posts.

We created **content pillars** that aligned with the company's values, their unique offering, and the goals, desires, and pain points their customers have. Then, we mapped those to a calendar, creating a **content calendar for the next 12 months**.

## Customer Community

When it came to **customer community (one of the most important [elements] a company can have)**, they had all the ingredients that showed their customer community had potential.

### What does a customer community mean?

Simple - it's your **pool of people who** have **purchased from you**. Every company has it. What they do with that pool of people is what can [determine success].

**That pool of people is incredibly valuable** - not just for repeat sales, but for valuable feedback on your product or service, etc. They can even help prospective customers by answering questions or providing an honest testimonial.

**They had a small customer community already** - it was just waiting to be unlocked, nurtured, and grown. They needed more direction on how to use their Primal 7, and wanted to connect with people like them, ask questions and to help provide accountability and inspiration (and sometimes, have a place to vent).

# FACEBOOK GROUP REFRESH GAME PLAN.

## **We built a plan to refresh and build the Facebook Group.**

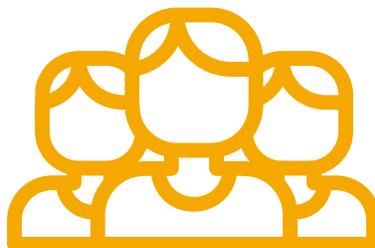
The name itself and who we let in

Previously, it was for customers only, and was titled as such: “Primal 7 Customers”.

## **Adding people**

We integrated the Facebook Group promos all over their customer communications - from the post-purchase email, to the regular newsletter, to cross-promotion in social media.

The product page itself was updated to **promote the community**, as a way to keep accountable after purchase (a problem we all have with exercise equipment). And, our best converter: the post-purchase page and email confirmation - to capitalize on the excitement in the moment.



## CONTENT:

A Facebook Group is different than a Facebook page because it has to be more centered around the user and around conversation. Just posting the same things to your Group as you do on your Page isn't taking best advantage of this.

### A few series we made:

- Motivation Monday
- Gear Recommendations (Clothes + Shoes)The Primal 7 Blog
- Lunch Swap (Favorite lunch recipes)

All of these were centered around getting the community to share and start conversation.

## THE SOLUTION:

Facebook group **engagement increased by 46%** in just one month, and has grown every single month since we kicked off this plan. The community is healthy, with members helping not just each other, but people who are curious about Primal 7 but haven't purchased yet. **Traffic from Facebook to the website increased by 10+%** consistently, meaning that this channel has **long-term benefits** for the company.



# ABOUT ANGELA ARNOLD MARKETING

**Angela Arnold is a full-stack marketer with:**

- 20+ years of experience in building and managing online communities
- 15+ years managing paid and organic social media at scale
- 13+ years in marketing strategy

**From SMBs to global corporations**, she's built marketing strategies, executed digital campaigns, organized teams, and managed budgets from \$0 and a prayer, to millions of dollars.

With focus on **enhancing personal** and **organizational development**, Angela optimizes people, teams, and processes to get to the best version of themselves. She **loves** working with business owners to **calm the chaos and get control of their marketing**.

To see what we could do for you, please contact us:



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