

How G.O. Media Studio Helped Beyond Athletics Grow Through Strategic Content and Digital Transformation



BEYOND ATHLETICS

SOLUTION

Brand Story Video

Testimonial Videos

Content Creations

VERTICAL

Service

CAMPAIGN KPI

Website traffic

Membership Inquiries

CORE THEMES

Leveraging third-party
coverage

Amplifying earned media
to drive high engagement

"Working with G.O. Media Studio has truly transformed our business. Before partnering with them, we were struggling with brand recognition, and a lot of people confused us with other types of gyms like CrossFit. We knew we had something unique to offer—our specialized approach to fitness and mental toughness training—but we just didn't know how to effectively communicate that message to our local community."

"From the moment G.O. Media Studio stepped in, they took the time to understand our mission and values. They completely revamped our website, making it not only visually appealing but also user-friendly, which immediately made a difference in how people interacted with our brand online. The Brand Story Video they produced was a game-changer—it captured the heart and soul of Beyond Athletics, and the feedback from our members has been incredible."

– Clayton Berrang, Co-Founder, Beyond Athletics



Overview

In 2020, Beyond Athletics, an innovator in fitness programs launched a gym in Katy, TX with lackluster results. They were being confused with CrossFit Gyms in the area and were unable to show the uniqueness of their programs. Their programs cater to athletes and everyday people and are backed by scientific research.

G.O. Media Studio, the agency leading the campaign for Beyond Athletics used professional high quality media to increase engagement organically.



**BEYOND
ATHLETICS**

Brand story video, testimonial videos and branded media generated:

**100,147 IMPRESSIONS
IN 2 WEEKS, RESULTING IN**

2.2K

page views on
beyondathletics.net

5%

of the campaign's
total membership
revenue

156%

increase
in CTR



Key Metrics and Results Summary

- **WEBSITE REDESIGN:**
 - 40% increase in traffic
 - 2x increase in lead generation
- **BRAND STORY VIDEO:**
 - 2,500+ views across Instagram and YouTube
 - 15 new inquiries within one week of posting
- **TESTIMONIAL VIDEOS:**
 - 10 new memberships generated from testimonials
 - High engagement rates from clients and their networks
- **SOCIAL MEDIA ASSETS:**
 - 35% Instagram follower growth over six months
 - Significant increase in social media engagement and new membership inquiries

40%

CTR increase

3.3%

page view rate
vs 0.63%

2x

Increase in lead
generation