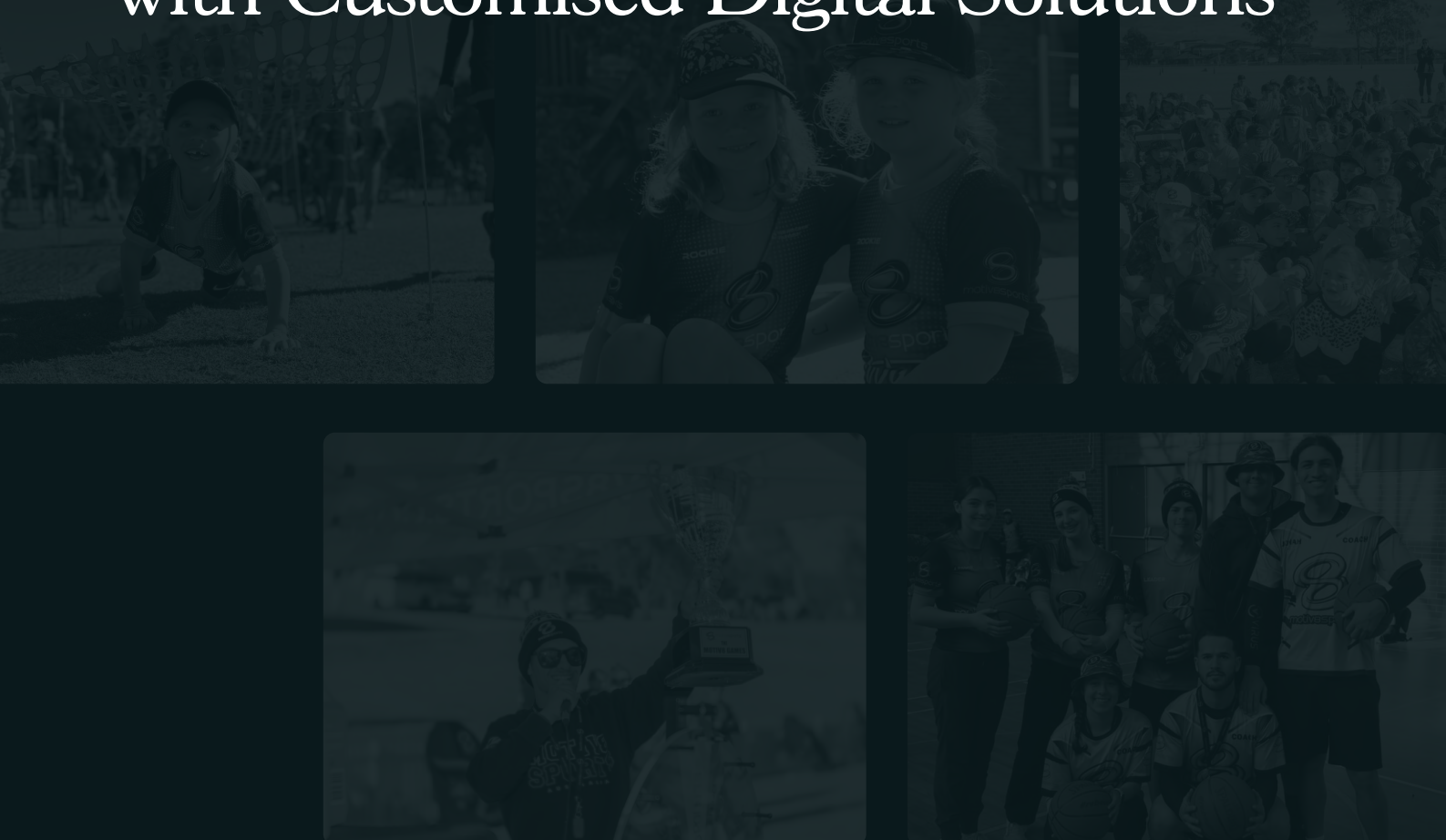


CASE STUDY

ClickClick.Media Empowers Motiv8sports Event Management Franchise with Customised Digital Solutions



CLIENT / MOTIV8 SPORTS
DAVE HUNDT, FOUNDING PARTNER

ClickClick.Media

SEO

CCM increased Motiv8sports' organic traffic from **2,000** visitors a month to over **23,000** monthly organic visitors. This **tremendous growth in organic traffic** contributed significantly to Motiv8sports' overall success, **expanding their reach and visibility** in the target market. Moreover, the organic revenue witnessed an impressive increase of over **400%**.

PAID SOCIAL

In their most recent campaign on Facebook, ClickClick Media also managed a strategic ad spend of over **\$2k**, resulting in an **impressive revenue 7x over** which is a whopping **454.74% in ROI (Return On Investment)**. The campaign's success was evident in the sale of **149** online tickets, showcasing ClickClick.Media's ability to **generate a substantial return** on investment for Motiv8sports.

Client background

Motiv8sports, a leading kids sporting franchise headquartered in Australia, is on a mission to provide healthy school holiday activities to school aged children. Motiv8sports is dedicated to creating gamified and sporting programs for children and teenagers to provide healthy and engaging school holiday activities.

Motiv8sports needed a digital technology partner to immediately solve many pressing technology challenges then build out a holistic franchise technology and marketing program to facilitate growth. This case study showcases how ClickClick.Media's tailored digital solutions exceeded expectations, elevating Motiv8sports' event management capabilities and franchising potential.

Challenges Faced

Motiv8sports faced several challenges while aiming to break the mould of traditional sports events and create an immersive experience that would captivate young athletes. One significant hurdle was not achieving the desired results from their web platform and search engine results. They found that their previous website and digital marketing strategies were not generating the expected return on investment (ROI) and were not driving enough organic traffic to their events.

Motiv8sports needed a digital partner capable of building a dynamic web and mobile application that could seamlessly handle event management, ticketing, attendee management, and participant engagement. They were determined to find a partner who could evoke excitement, innovate in the digital space, and elevate the overall event experience for participants and families alike.

Moreover, as Motiv8sports planned to expand through franchising, they required a scalable and customisable solution that could be replicated across multiple locations. They understood the importance of having a consistent and efficient platform to support their growth and ensure a seamless experience for franchisees and event participants. In their quest to revolutionise kids sports events, Motiv8sports required a comprehensive approach to digital growth, and finding the right digital marketing agency was a crucial step in overcoming these challenges.

Partner Selection

Dave Hundt, the visionary behind franchising Motiv8sports, tried many different digital partners but struggled to find a partner that aligned with Motiv8sports' core values and aspirations. The journey led him to ClickClick.Media, a company renowned for their ability to deliver expertise on highly tech driven briefs, and cutting-edge digital transformation. Impressed by Click Click Media's passion and their commitment to excellence, Dave knew he had found the perfect partner to bring his vision to life.

Click Click Media's expertise in developing scalable solutions and their understanding of Motiv8sports' franchising aspirations solidified their partnership.

Exceeding Expectations

Click Click Media's with Motiv8sports. embarked on a journey to create a bespoke multi venue booking, system, franchise management platform and online sales software. Click Click Media's systems architecture, ux, software and web development expertise allowed them to develop a highly interactive and user-friendly platform that captured the requirements of Motiv8sports' future growth plans . The platform's seamless integration of event management features, ticketing systems, and participant engagement tools revolutionised the way Motiv8sports organised and delivered their events. Moreover, Click Click Media ensured the platform's scalability, security and customisability, enabling Motiv8sports to replicate their success as they expanded through franchising.

Business Growth and Impact

Click Click Media's custom software and accompanying digital campaigns empowered Motiv8sports to experience exponential growth and make a lasting impact. This enabled Motiv8sports to sell out events in days and attract a wide range of new franchise enquiries . With Click Click Media's help, Motiv8sports successfully scaled their operations, delivering unforgettable events that fostered personal growth, teamwork, and sportsmanship and promoting health and wellbeing for hundreds of thousands of school aged children. The enhanced event management capabilities elevated Motiv8sports' brand reputation, positioning them as industry leaders in innovative sports event experiences. As Motiv8sports continued to expand franchising opportunities, the scalable platform developed by Click Click Media served as a strong foundation for consistent and successful replication across multiple locations.

"We do about \$2 million a month in business, and if we didn't have a stable platform, we wouldn't be able to do that."

- Dave Hundt, Founding Partner

Remarkable Growth

In addition to their tailored digital solutions, ClickClick.Media's expertise in search engine optimisation (SEO) led to a remarkable organic growth for Motiv8sports. By implementing effective SEO strategies, they increased Motiv8sports' organic traffic from 2,000 visitors a month to over 23,000 monthly organic visitors. This tremendous growth in organic traffic contributed significantly to Motiv8sports' overall success, expanding their reach and visibility in the target market. Moreover, the organic revenue witnessed an impressive increase of over 400%, highlighting the significant impact of ClickClick.Media's SEO efforts on Motiv8sports' financial growth.

Campaign Results

In their most recent campaign on Facebook, ClickClick Media also managed a strategic ad spend of over **\$2k**, resulting in an impressive revenue **7x over** which is a whopping **454.74% in ROI (Return On Investment)**.

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Swift and Tailored Service

Click Click Media's commitment to innovation and excellence translated into swift and tailored service for Motiv8sports. Motiv8sports sought a digital technology collaborator who could not only address urgent tech challenges but also work cohesively as a team. Prioritising open and effective communication, especially through tools like Slack, they ensured the platform was tailored precisely to meet Motiv8sports' distinctive needs. ClickClick Media's expertise and meticulous attention to detail allowed them to deliver timely solutions, keeping Motiv8sports at the forefront of event management innovation. The seamless collaboration between Motiv8sports and Click Click Media resulted in a highly specialised platform that streamlined operations, delighted coaches and participants, and provided a solid framework for franchisees to deliver exceptional experiences.

Impact on Participant Experience

Click Click Media's digital solutions revolutionised the participant experience at Motiv8sports events. The interactive platform empowered parents to book in their children with minimal effort and manage their child's progression through a gamified portal. Real-time updates, personalised profiles, and engaging features created a sense of excitement and anticipation. Click Click Media's expertise with high volume booking systems ensured stability and reliability of the platform during peak user times. The participant-centric approach contributed to Motiv8sports' growing reputation as a provider of exceptional sports events and further fueled their franchising success.

Client Satisfaction and future recommendations

As the Founding Partner of Motiv8sports, Dave Hundt expresses immense satisfaction with Click Click Media's services. Their unwavering commitment to delivering exceptional digital partnerships propelled Motiv8sports to new heights. ClickClick.Media's digital solutions have transformed Motiv8sports into a trailblazer in the event management industry, solidifying their position as a trusted partner. Dave wholeheartedly recommends Click Click Media to organisations seeking to revolutionise their industry through cutting-edge digital solutions and franchising expansion.



Conclusion

Click Click Media's collaboration with Motiv8sports, led by Dave Hundt, showcases their ability to innovate in the digital space, and grow businesses. By providing tailored digital solutions that aligned with Motiv8sports' vision, Click Click Media has helped Motiv8sports set the foundation for successful franchising, allowing Motiv8sports to replicate their success and deliver exceptional revenue growth for their franchise partners. For more information about Motiv8sports, please visit their website at <https://motiv8sports.com.au/>.

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ClickClick.Media

About Click Click Media

Situated in Sydney, Australia, Click Click Media stands as a beacon for businesses aiming to evolve into influential market contenders. Our ethos, deeply rooted in reliability, transparency, and open communication, emphasises not just being service providers but long-term growth allies. Our triad principles - provoke, innovate, and elevate - mould our commitment to devising strategies and solutions that push boundaries. By challenging conventions and integrating avant-garde technology, we ensure your brand's ascent beyond the ordinary. Experience the joy of growth with us, as we celebrate each success story, magnified by our contributions.

Join us and realise the untapped potential of your business

Interview

INTERVIEWER

Tell me, when you say they exceeded the expectation, what do you mean by that?

DAVE HUNDT

Well, the initial platform that we hoped to have, we now have something that is sort of connected to that. It's absolutely incredible. It's completely customized software that allows our franchise network of over 30 franchisees to completely run their business.

INTERVIEWER

So how has that helped your business grow or develop?

DAVE HUNDT

Well, it means that we have our own IP platform operating system that we own. That is customized, that is tailored completely to our needs. And I'm able to ring up the guys at ClickClick at any point in time and say, "Hey, are we able to add this feature? Or can we change this UX or whatever we may need to do?" And it's possible. And it's done within our retainer. It's very affordable, and it allows us to continually improve what we offer to our franchisees as our customers.

INTERVIEWER

Well, what would you say the best part of this service is?

DAVE HUNDT

There's not any sort of one thing. They do it extremely well. Like there's never an issue. They do it at work. You know, there's, I mean, obviously, there's bugs and things because you do development of software, and you gotta work, but the system never crashes. There's never any, you know, huge concerns about the stability of the platform or whether it's going to work. It works. They get it done in a really great timeframe. In most cases, you need something done. It's generally done very time-efficiently. And they're very willing to work with us to continually continue to customize it, and they also provide input and feedback that goes beyond my tech-savviness. They make suggestions and improvements that are often better than what I had in mind.

INTERVIEWER

So, what would happen if you had a provider where things didn't happen quickly, or they weren't competent, and the tech didn't work? How would that impact your business?

DAVE HUNDT

It would cripple us. We are completely online, and all of our transactions are done online. **We do about \$2 million a month in business**, and if we didn't have a stable platform, we wouldn't be able to do that.