



RETAIL & PRODUCTS

How Motiv Bowling Motivated Their Marketing Efforts

KEY METRICS



+187%
Revenue



+175%
ROAS



+71%
Impressions

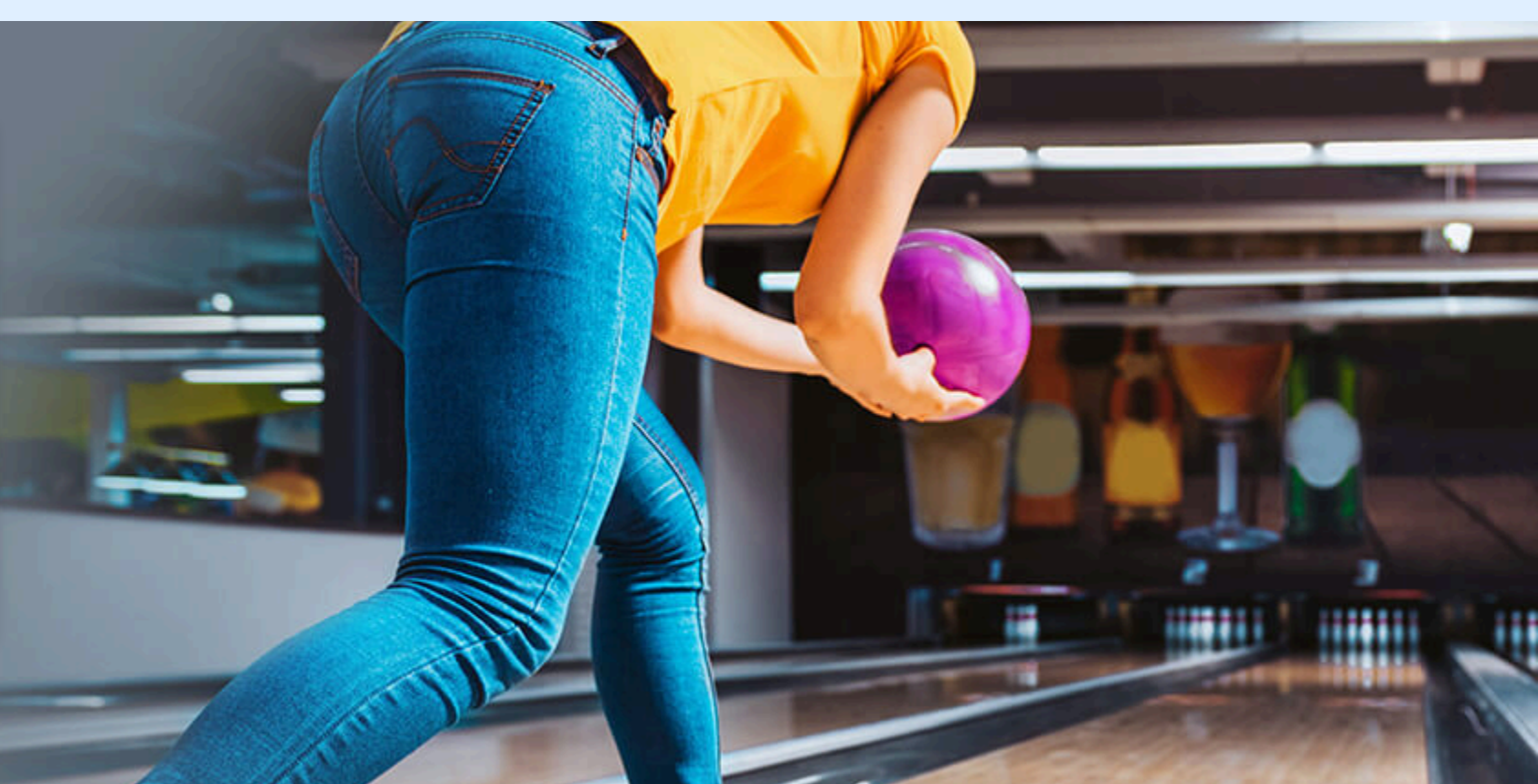
Find the Lane

When American-made Motiv Bowling assumed operations, they set out to disrupt the bowling ball industry through product development and innovation, which earned them a reputable following. However, as off-shore products continue to flood the market with cheaper imitations, staying at the top of the industry requires some intentional marketing support. Here's how we helped Motiv Bowling remain in their lane.

Not all effective marketing campaigns lead directly to on-site sales; such is the case for Motiv Bowling. With retail placements in bowling pro shops across the country, Motiv's objectives were ancillary to offline sales, meaning they were looking for support in directing shoppers to their [nearest pro shop](#) to buy directly from Motiv's retail partners. Furthermore, seasonal ebbs and flows were the expected norm for the industry, which Motiv hoped to overcome with a more consistent marketing strategy.

ABOUT MOTIV BOWLING

Motiv Bowling, based in Muskegon, MI, is a leading bowling equipment manufacturer. Known for its high-performance products, Motiv serves both professional and amateur players alike. With advanced technology and innovative designs, Motiv is recognized for delivering precision, power, and consistency on the lanes.



Working with LP has been wonderful. They've provided great communication, dashboard access to keep up with performance, and fantastic overall results. Our main goal on the account is connecting users to the "find a pro shop" button on our website. We are seeing not only success with that goal – but also our alternative goal of transactions, revenue and increased ROAS which has exceeded expectations.

— Dan Wilbur, CMO, Motiv Bowling Products

Strategy

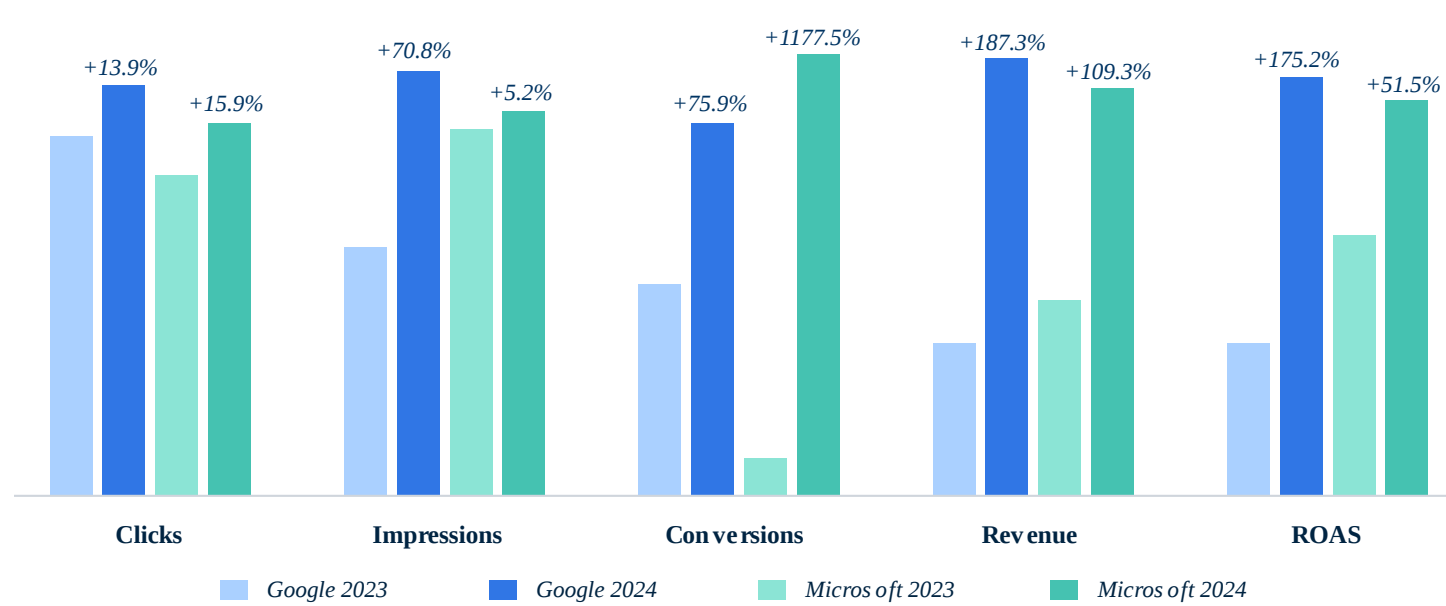
Our team used standard search and shopping campaigns to target Motiv's intended audience of bowling enthusiasts and professionals with a broader focus on introducing the brand to first-time buyers. We segmented campaigns by product type and new-to-brand shoppers to provide account visibility and adjust budgets accordingly. Further, we measured the overall lift to their business and site traffic to determine the best marketing efficiency ratio to sustain the campaigns during the off-season and ramp up when interest peaked. To do this effectively, we leveraged SEO campaigns to rank for relevant keywords, alongside our PPC efforts, to ensure Motiv was playing both offense and defense for their brand.



Follow Through

In year-over-year comparisons from January 1st to May 31st, 2024, the organic and paid campaign results of both Microsoft and Google have hit the headpin.

Year Over Year Comparison
Google & Microsoft Performance Jan-May 2023 v Jan-May 2024



Impact

By positioning the campaigns to drive site traffic and help shoppers locate retailers near them, Motiv Bowling has been able to solidify their retail partnerships further and earn more placements where bowlers bowl. Since they have an established reputation in the industry, we've been able to use ad spend to target new audiences, which has been paramount in keeping Motiv at the forefront of competitive bowlers and hobbyists looking to get more serious about the sport.



ORGANIC METRICS

USERS +17%	SESSIONS +23%	OVERALL KEYWORDS +54%	TARGET KEYWORDS +45%
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Tips For Achieving Similar Results

- Measure overall performance lift for the business to determine halo effect impact.
- Incorporate the user experience into your strategy to reach new audiences.
- Provide valuable content to assist buyers in researching your products and industry.
- Establish industry partnerships to legitimize your brand awareness efforts.

Is your business ready to start throwing strikes? Reach out today for a professional approach to digital ads management.

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Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)



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