

The logo for FastAnswer features a stylized icon of three horizontal lines with arrows pointing right, followed by the word "Fast" in a bold, black, sans-serif font and "Answer" in a bold, orange, sans-serif font.

FastAnswer

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Case Study - US Open Karate

Pioneering **Martial Arts Events**



Summary

- The event promoter wanted to decrease, and hopefully eliminate, on-site registration for competitors.
- New website was created to improve online presence, developing a better ranking for main keywords.
- Total competitor registrations increased over 400% in the last four years.
- Amount per competitor incremented 40% in the last four years.

The Challenge

The event promoter has recognized that a better online presence, specially the main event website, would give it the ability to build greater brand equity and customer loyalty than it could achieve by a low grade non-optimized website, with no social network presence, this will enable the US Open accomplish its ambitious plans for growth.

The US Open Karate has been one of the world's top open martial arts event for over 20 years, with over three thousand competitors and over ten thousand attendees. 1500+ divisions of competition, six separate events, and ESPN2 and ESPN3 coverage.

However, as its success grew, The US Open recognized the disadvantages and potential risks of not having a strong online presence and a well designed website. With ambitious plans for growth over the coming years, it became clear that launching a new website and establishing a cohesive marketing strategy would give the US Open the ability to build greater brand equity, customer loyalty and social network presence.

The Solution

The US Open enlisted the help of full-service agency Fast Answer on September 2014, to devise and implement a strategy that would enable it to take back control of its brand online. Fast Answer Agency worked closely with the team at The US Open to gain an in-depth understanding of the unique personality of the business.

After extensive research and planning, it was decided that Fast Answer Agency would rebuild The US Open's site, make recommendations to improve ranking for key search terms, and work with the US Open to produce content for social networks. Fast Answer Agency also provided technical SEO migration support both during and post-build, and has continued to offer on-going website support and maintenance.

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Fast Answer Agency instantly understood the vision we had for our event and have executed a groundbreaking website that perfectly aligns with our brand. They have brought our concept to life with a clear SEO strategy, seamlessly integrating it with the registration process. They have also made it fully responsive so it looks incredible across all devices.

- Mike Sawyer.
CEO, The US Open

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The Result

A new scalable and mobile responsive website was launched at the start of 2015. The site cleverly combines community with information and a user-friendly online registration via a integrated third-party solution that our agency provided. This website educates, supports and advises customers with all the information customers need to seamlessly register and participate at the event. Within just six months of the site's launch, The US Open's revenue had increased by 222.53% in online registrations, event attendees tickets sales, merchandise, and divisions add-ons, compared to the 2014 event.

With transactions up 137.54% in the following months after launching the new website, Fast Answer Agency was already showing the value of a well designed website site for events that have previously relied on on-site registrations only.



Fast Answer Agency receiving an award from The US Open's CEO Mr. Mike Sawyer during the live event.

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A very close working relationship with the team at the US Open, combined with extensive research, planning, and implementation allowed us to deliver a site the client is delighted with. The challenge was to provide a platform that will facilitate a level of growth for the US Open over the coming years that would not have been possible by staying with a low-end website with no online registration. A fully transactional, optimized site will enable the business to unlock it full potential.

- Luis Costa.

Project Manager, Fast Answer Agency

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The 2019 US Open has been the most successful of all versions, with growth of 347% compared to 2014.

Online registrations are now **87%** compared to **0%** in **2014**, thus completely removing long lines at the event (5 minutes to register currently). The 2019 social network presence included numbers up to **4000 views in a single video**, hundreds of shares, average of **2,300 people** reach, **156 engagements**, **2000 page** views during the event.

Currently the event has a marketing budget of about 7.58% of the gross revenue.



Revenue Increase

48.5%

Online Registrations Increase

87%

Competitors Registered Increase

32.3%

Total Attendees

11,345