



Case Study

Trekfit Australia
**Implementing
technology for long
term growth**



Professional hiking and trekking preparation specialists, TrekFit Australia develop personalised fitness training designed to meet your goals. Through their personal approach they support you to gain the mental and physical strength you need to be successful on your trek or hiking adventure.

Owner, Ruth Rampling, loves to travel and has a passion for preparing others for the challenges trekking and hiking adventures present. In August 2014 Ruth resigned from her job to start a business that at the time felt more like a hobby. Her initial vision was to offer personal training and produce training packages that could be purchased online.

During an Annual Health Check, we identified that the business was evolving; the focus was more on treks than personal training. After some analysis, we changed the focus of the website and implemented technology for automation. The website is now gaining more organic visitors looking for treks and training programs.

"WWWART has exceeded my expectations. I was in panic mode and Fiona reassured me that they would support me in resolving the problem. The decision to complete the implementation of the new automation platform in stages was the best advice. It reduced my stress levels, allowing me to focus on one section at a time, reducing the sense of overwhelm.

From our first meeting in 2014 I have felt comfortable with the way WWWART work. They are accessible. You send an email and know that someone will respond. They might not be able to resolve the problem there and then, but you are confident that it is being dealt with.

I have enjoyed the reliable service and the open discussion about my business and the goals I am wanting to achieve. Each consultation feels like a business coaching session, resulting in the evolution of the TrekFit brand and the growth of the business over the past six years."

Ruth Rampling • TrekFit Australia

✓ The Challenge

TrekFit Australia's relationship with WWWART started in 2014 through the recommendation of one of our clients. We worked with Ruth to brand the business and build a website establishing TrekFit Australia both online and off.

During the years Ruth worked with a business coach who advised on implementing an automation campaign that he then built on a WordPress platform which we linked to the TrekFit website. After a year he no longer maintained his coaching business and Ruth didn't have the technical knowledge to continue with the platform. There was no way of taking bookings or payments. It was affecting cashflow and it was costing money not to have the problem resolved.

✓ The Approach

When I asked Ruth why she chose to contact WWWART to help fix the automation platform she reinforced the fact that we already had a professional business relationship. She trusted that we would find a solution, that we would be honest if it was too much for us to take on, or if we felt it was going to be too costly.

After some open discussion about the business and the desired result we decided to complete the work in stages. This was new for us at WWWART, and we wanted to make sure we had a good understanding of what Ruth was trying to achieve.

By working together, we were able to rebuild the automation platform for the training programs in WordPress. We also enabled clients to purchase their next trek or hiking adventure through this platform.

Initially WWWART was updating the content but with some brief phone training and links to some WordPress tutorials, Ruth now has the confidence to implement new services and update existing ones as required.

✓ Website Stats



Results

Since the Annual Health Check Ruth is seeing more people buy training programs from her website. She has even encountered clients that have never exercised before and seen them walk Kokoda. Her training walks are attracting more people and repeat customers are on the rise. She is also considering hiring other specialist guides to support her international trekking adventures.

✔ Return on Investment

80% increase in online bookings since the implementation of the new automation program in July 2019.

