

December 3, 2008

### **Fuel Up. GO! Fitness and Nutrition Finds a Marketing Niche**

Eric Gramza was always interested in exercise and health nutrition. After graduating from UW – La Crosse with a degree in Exercise and Sports Science, he worked at 2<sup>nd</sup> Wind Exercise Equipment. While there, he recognized he had a passion for health fitness and a vision of what he wanted fitness and nutrition regimens to be like in the Greater Milwaukee Area. He is certified by the NSCA (National Strength and Conditioning Association) as a CSCS (Certified Strength and Conditioning Specialist).

In November 2007, he launched his own business. “Fuel Up. GO! Fitness and Nutrition LLC”. It provided a platform to grow his vision of an innovative health and exercise venue, providing customized fitness programs, including personal training based on each client’s unique needs.

Customers came, but growth was slow. He recognized he needed a business plan to map out his business venture and set direction. Not having the time for creating a full business plan, he decided marketing was the urgency. He enrolled in the SBDC Strategic Marketing Series to learn marketing tactics. He attended the April 2008 series and left with a plethora of ideas. Of significance to Eric was the variety of marketing media that could be used to generate business. He landed on the internet as the right media for him.

He took the SBDC “E Marketing Series” next and gained the knowledge about what his website could do. Having struck a relationship with Nathan Misirian of Autumn Consulting, the instructor of the series, he moved to develop and launch his website. Eric launched his site on October 21, 2008. In working with Nathan, a search engine optimization strategy was the core. An “e newsletter” was also developed. Since launch of his website, he has added 9 more clients to his business. Eric’s website is now in the top ten search rankings, and his website has gone from 5 hits per day to over 100 per day.

***“There were so many marketing tactics I learned about in the Strategic Marketing Series that could be used in my business. The internet was the right fit for me. The “golden nugget” I left with from the series was on the last day which covered building a marketing and sales plan. Danny Mager taught us about the “elevator pitch”, a one minute commercial about who you are, what you do, why you do it, and the benefits of what you do. I have used that so many times to succinctly describe my business to prospects. It has been of so much help.”*** – Eric Gramza, Owner, Fuel Up. GO! Fitness and Nutrition LLC

