



Building muscles, building business ULTIMATEBODYPRESS.COM

flexes online marketing muscles

In 2006, Frank Balentine revolutionized the fitness world with his patented Dip Bar. In 2009, he enlisted Solid Cactus to accelerate the presence of UltimateBodyPress.com. And, as he grew his line with an innovative fitness DVD series, he continued to trust the Internet marketing specialists at Solid Cactus to gain exposure through a variety of Internet marketing channels.

“I know Solid Cactus is at work learning as much as they can about Internet marketing and applying it. Trends change so fast so it’s nice to have a company that keeps up.”

—Frank Balentine, President
[Ultimate Body Press](#)

President of Ultimate Body Press, LLC, Frank Balentine, jokes that he had the time to participate in this interview because Solid Cactus is running his pay per click (PPC) and comparison shopping engine (CSE) campaigns, adding that he loves the freedom gained by trusting Solid Cactus to manage his Internet marketing efforts.

“[By using Solid Cactus] it frees up more time so I can focus on my business,” says Balentine.

Not only is Balentine a successful eCommerce store owner, but he also developed a patented fitness product



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that has captured the attention of fitness experts around the country. It was this attention that led him to creating a new DVD workout series. As his business and product line grow, he continues to rely on the Solid Cactus Internet marketing experts.

Before Balentine hired Solid Cactus to manage his PPC campaigns for UltimateBodyPress.com, he was averaging less than a 200% return on ad spend (ROAS). Within the first three months, ROAS doubled. It continued to climb and has since seen months as high as 1,100-1,200% ROAS, averaging at 800%.

But, it wasn’t just the management of his PPC campaigns that pushed sales for UltimateBodyPress.com. Balentine also had the Solid Cactus development group redesign his online store.

“The redesign added the scalability that I needed. It’s easier to add new products and it’s a simple system to work with,” Balentine says. “I can take my store and

crank it up by adding new features like video, which is a major theme for the marketing of my products.”

Solid Cactus dedicates an individual account manager for every client, a service which has certainly benefited UltimateBodyPress.com.

“My PPC specialist is constantly looking at new opportunities, like advertising on YouTube, which is very cutting edge. We’re now looking into Google video ads for the future,” he said. “I let Solid Cactus handle the campaign. I guess I could have done it but they are great and take care

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[Ultimate Body Press](#) is a leading provider of innovative and affordable home exercise equipment.

of everything so I don't have to worry. They're always optimizing it. It's a comfort to have them manage it and I trust them."

Balentine chose Solid Cactus because of the knowledge and expertise of the employees. All PPC specialists are Google AdWords certified, for instance.

"I know they are at work learning as much about Internet marketing and applying it, I know that and I like that. Trends change so fast so it's nice to have a company that keeps up with the changes. I don't think I would know what to do with some of these changes that come up."

Balentine likes having "an ear at Google" through his PPC specialist. Solid Cactus' relationship with top tier search engines allow for a direct line when concerns arise.

"It's nice to be able to get answers fast. It takes so much time to sort that out so I trust him to keep his eye on it. The campaigns are elaborate and he understands the products; if you don't understand the product, you may be advertising it wrong," he said.


Ultimate Body Press looks forward to a prosperous future. Balentine is excited about the impending endeavors of his company, including the launch of a brand new exercise DVD series.

In addition to PPC, Balentine has recognized the power of CSEs. He also utilized Solid Cactus to manage his data feeds to this important channel. His CSE specialist reports that in his first month, Balentine has seen over \$2,000 in profit.

UltimateBodyPress.com will continue to grow its product line and expand the marketing campaign for the DVD series using online videos; he's even considering using PPC for television campaigns. Balentine is still looking to Solid Cactus to implement inventive, unique advertising methods designed specifically for him to weigh down the competition.

About Ultimate Body Press

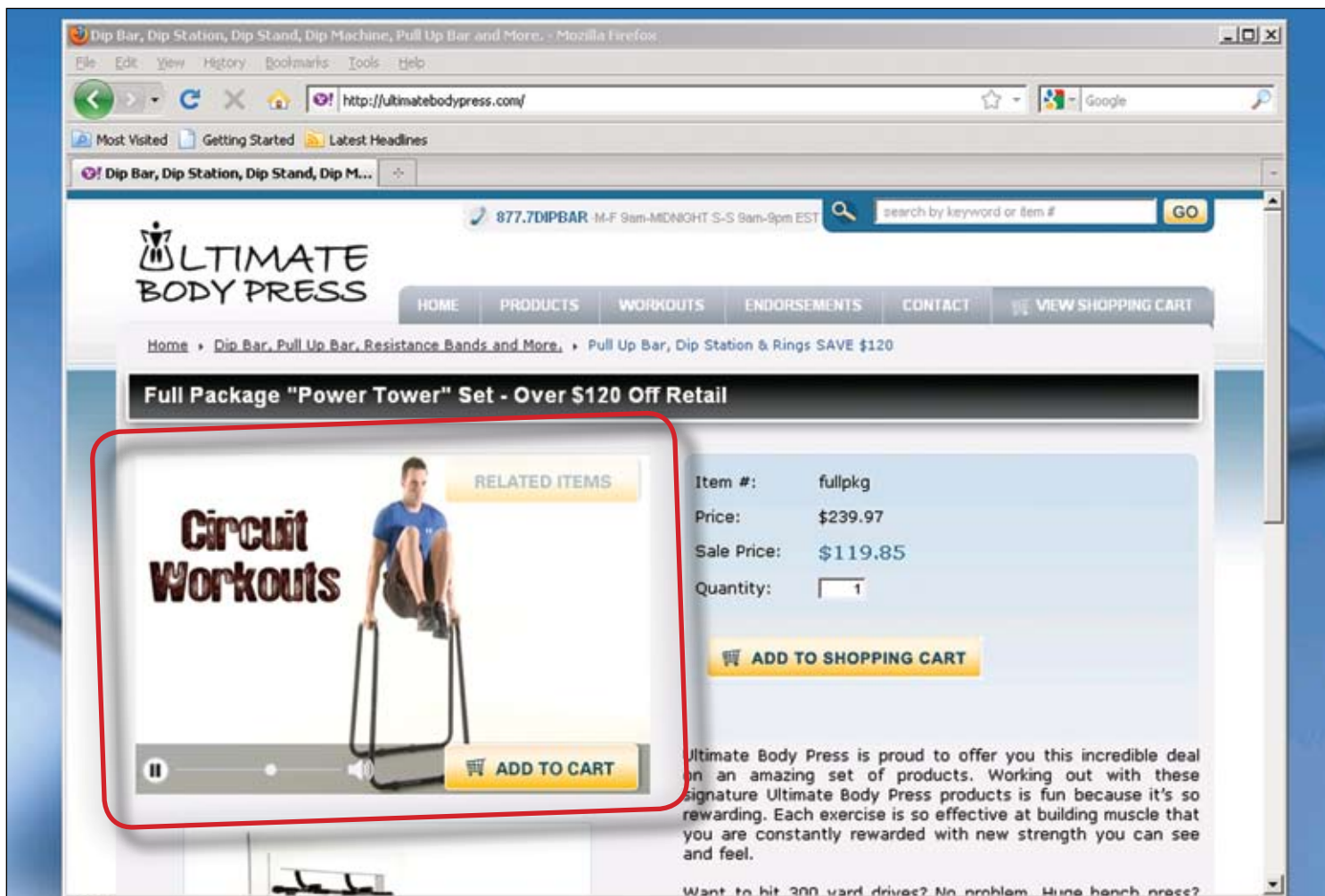
Ultimate Body Press is a leading provider of innovative and affordable home exercise equipment. The company

delivers everything you need to get the most out of your home fitness including online workout guides and an upcoming DVD Workout Series. The products are compact and convenient to use so you can build muscle, burn fat and improve performance no matter where you live or what your budget. Ultimate Body Press is also committed to a premium online customer experience by providing availability to answer questions and interact with customers. 

About Solid Cactus eCommerce Marketing

You know your audience. We help you find them.

Opening your doors for business alone won't bring you shoppers. Marketing is the lifeblood of your eCommerce website, and when it comes to [eCommerce marketing](#) there are many channels to help you attract the right visitors to your online store. [Pay-Per-Click](#), [Search Engine Optimization](#), [Social Media Optimization](#), [Affiliate Marketing](#), [Comparison Shopping Engines](#), and [Email Marketing](#) are all effective online marketing solutions to target your key audience. eCommerce marketing is much more than just getting traffic to your eCommerce store; it's also about generating repeat business, building customer relationships, and raising brand awareness.



It wasn't just the management of the PPC campaigns that pushed sales for UltimateBodyPress.com. The redesign by Solid Cactus added scalability, simplicity, and the ability to crank up the store by adding new features like videos.

For more information about eCommerce Marketing by Solid Cactus call: 888.361.9814