

Young Rembrandts Case Study

Thanks to Simplified Solutions, a Chicago Internet marketing and technology agency, this Elgin, Illinois, art education franchisor enjoys 200% enrollment increase, 15% increase in online revenue and a 270% surge in new online visitors in less than a six month window.

Background

Young Rembrandts is a franchise business concept that brings art education and instruction to children ages 3-12. Young Rembrandts art classes are run as an afterschool program through elementary, preschools, park districts and now in Michaels Craft Stores with over 80 territories across the US and Canada, as well as steady expansion overseas.

Opportunity

Improve the website design, streamline website management, class listings and enrollment and improve the local franchisee's web presence. Enhance the brand messaging, search rankings and website traffic. Generate and track leads more effectively.

Solution

SimplifiedSolutions helped Young Rembrandts improve their business by redesigning their website and the way they manage it. With a focus on an enhanced user experience and a great new administrative control panel (built on the popular Umbraco CMS platform), the new website looks great and works well.

Unique micro-websites for each franchisee were introduced, new banner ads were inserted with custom landing-pages and a blog feed and videos were included. Using a keyword strategy, the website was fully optimized to improve Young Rembrandts search rankings and increase website traffic. Improved analytics with goal-setting was added to the website and a tailor-made web-marketing program to support the launch was activated.

A custom API was written to capture leads and Constant Contact sign-ups for the 80 franchisees as well as the parent organization.

Results

SimplifiedSolutions provided a highly dynamic website and enrollment system that improved Young Rembrandt's search engine presence, showcased their local classes, and allowed them to easily deliver fresh, relevant content to their customers (and capture great leads and data).

The new website now streamlines the enrollment process and makes it easy for prospective students to find local classes through a navigational friendly interface. A simple and customized dashboard using .NET and HTML 5 allows Young Rembrandts administrators to update student art galleries, key records, and makes class signup and registration using a more efficient process.

The first phase of Simplified Solutions engagement with Young Rembrandts spanning from March, 2011 through March, 2012, produced impressive numbers.

- Overall total **online revenue increased by 15%**
- Online enrollments jumped up by 200%
- Total website visits were up by 203%
- First-time visitors increased by 270%
- The overall website bounce rate was decreased by 13%.

For more information on web development, online marketing and technology solutions, visit www.SimplifiedSolutions.biz or contact Tom Casale at 1.312.846.7669 x1001.