

Case Study

Transforming a Legacy Fitness Club

for the Next Generation

dimalantamarketing.com | info@dimalantamarketing.com | 513.934.7287

Introduction

For decades, Beechmont Racquet & Fitness has served the Greater Cincinnati community as a destination for tennis, fitness, aquatics, and wellness. Through its extensive facilities, family-friendly environment, and commitment to member success, the club built a loyal membership base and strong community reputation.

However, as the fitness industry evolved and consumer expectations changed, Beechmont Racquet & Fitness faced a challenge familiar to many long-standing organizations: attracting younger members while continuing to serve and retain the generations who helped build the club's legacy.

When Beechmont Racquet & Fitness partnered with Dimalanta Design Group, the original request was a new website. **What followed became a comprehensive transformation that modernized the facility, refreshed the brand experience, and positioned the club for long-term growth.**



The Challenge

Modernizing a Heritage Brand

When Dimalanta Design Group first evaluated the club, it became clear that a website alone would not solve its membership challenges.

Although the club offered exceptional amenities—including tennis courts, racquetball courts, fitness centers, aquatics, and group fitness programs—the overall member experience felt dated. Aging finishes, outdated furnishings, inconsistent signage, and a lack of cohesive branding created a disconnect between the quality of the club's offerings and the impression prospective members received during their first visit.

At the time, club leadership recognized that attracting younger athletes, active families, and fitness-minded professionals had become increasingly difficult, even as it continued to serve its long-standing membership. Before investing in marketing, Dimalanta Design Group identified a more fundamental challenge: the facility and overall brand experience needed to evolve.



The Assessment

Identifying the Real Barriers to Growth

Rather than immediately redesigning the website, Dimalanta Design Group conducted a comprehensive review of the entire member experience.

The team evaluated every aspect of the facility, including:

- Interior and exterior aesthetics
- Furnishings and décor
- Signage and wayfinding
- Fitness equipment and workout spaces
- Member gathering areas
- Lighting, color palettes, and atmosphere
- Traffic flow and navigation throughout the facility

The assessment revealed that while the club's services remained competitive, the overall environment reflected an earlier era and was no longer aligned with the expectations of younger prospects.

Dimalanta Design Group worked closely with the Atkins family to create a prioritized modernization plan that addressed both appearance and functionality. From building entrances and landscaping to interior finishes, furnishings, equipment, and member-facing spaces, every recommendation focused on creating a more welcoming, modern, and engaging experience.

Most importantly, Beechmont Racquet & Fitness leadership fully committed to the process, investing in meaningful improvements that would strengthen the club's long-term future.

Rather than making cosmetic updates, Beechmont Racquet & Fitness committed to a phased, long-term modernization strategy. By prioritizing the areas that would have the greatest impact on the member experience first, the club created a roadmap for continued improvements while providing a stronger foundation for future marketing efforts.



The Transformation





Refreshing the Member Experience

The modernization effort extended far beyond aesthetics. Over time, Beechmont Racquet & Fitness implemented extensive upgrades throughout the facility, including improvements to building exteriors, entrances, interior finishes, lighting, furnishings, signage, wayfinding systems, fitness equipment, and common areas.

At the same time, Dimalanta Design Group helped establish a refreshed brand experience that better reflected the quality, energy, and professionalism of the club.

Rather than following short-lived design trends, the goal was to create an identity that felt agile, strong, and relevant to younger audiences while remaining familiar and welcoming to existing members.

The result was a modernized member experience that balanced progress with tradition—appealing to new prospects without alienating the loyal community that had supported the club for decades.

The Brand Rollout

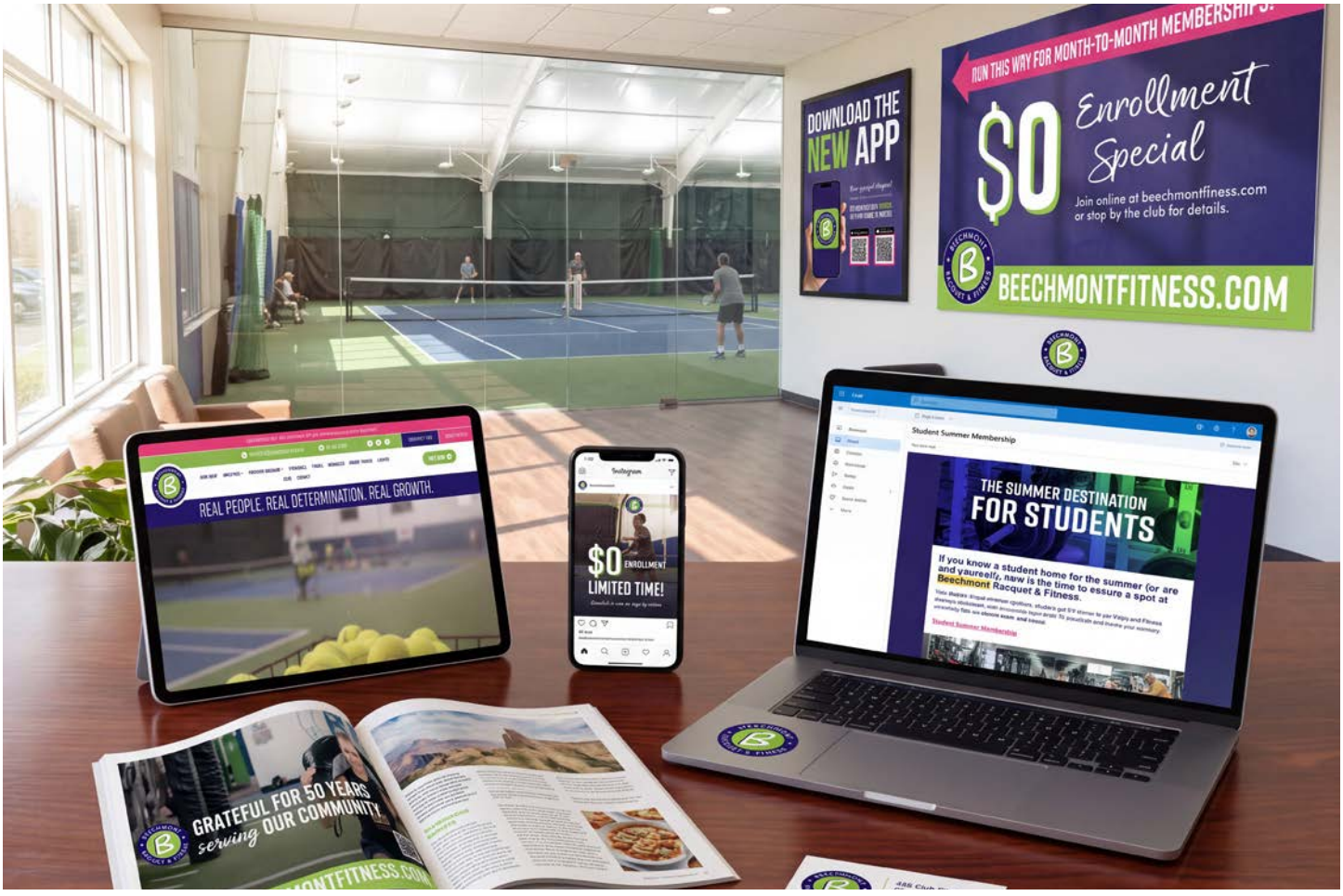
Aligning Every Touchpoint

With the physical transformation underway, Dimalanta Design Group expanded the refreshed brand experience across the club's digital and marketing channels.

This included:

- Website redesign
- Search engine optimization (SEO)
- Google Business Profile optimization
- Social media management and content creation
- Email marketing and member communications
- Direct mail campaigns
- Digital advertising
- Video content and promotional materials

By aligning the club's physical environment with its digital presence, Beechmont Racquet & Fitness created a consistent and professional experience across every member touchpoint.



The Result

Positioning the Club for Sustainable Growth

What began as a request for a website evolved into a comprehensive transformation that addressed outdated perceptions, strengthened the member experience, and positioned the club for sustainable growth.

By modernizing the facility, refreshing the brand experience, and implementing strategic marketing initiatives, Beechmont Racquet & Fitness created a stronger foundation for attracting and retaining members across multiple generations.

The long-term partnership also produced measurable marketing results. From 2020 through 2025, Dimalanta Design Group completed **428 marketing projects** for Beechmont Racquet & Fitness across branding, digital marketing, email, advertising, website initiatives, promotional campaigns, and other member-facing communications.

In the 2025 reporting period, Beechmont Racquet & Fitness welcomed **1,578 new members,** while its digital presence experienced substantial growth. Website users increased **489%,** pageviews increased **572%,** new users increased **913%,** and the bounce rate decreased **45%.**

Today, the club continues to invest in ongoing improvements, regularly updating its facilities, equipment, and member experience to meet evolving expectations. **The partnership between Beechmont Racquet & Fitness and Dimalanta Design Group helped bridge the gap between the club's legacy and its future, positioning the organization for continued growth and long-term success.**

428
Completed Marketing Projects
2020–2025

1,578
New Members
2025

+489%
Website Users

+572%
Pageviews

+913%
New Website User

-45%
Bounce Rate