



# A fitness center strengthens its advertising

*The Strength Code offers slow-motion, high-intensity strength training customized for every individual client's unique needs and physiology.*

## I knew my Google Ads could be working better

I used to be an office manager for small companies, so I've worked with ADP® for almost 30 years. As soon as we started payroll at The Strength Code, I signed up with ADP. I know people who work with Gusto and Paychex, but in my experience, whatever discount they're offering you is not worth it. Nothing matches the convenience and breadth of services you get with ADP.

I started doing Google Ads on my own about a year ago. When you run a business like mine, you constantly need to be out there finding new clients. So, I probably know more about advertising than most small business owners. When I saw the email from ADP about Google Ads by Upnetic, I recognized the benefit of having someone who was more familiar with the Google algorithm handle my ads — at the same cost as doing it myself.

When I started, I showed the Upnetic digital marketing specialist the ads I had been running, and he showed me a lot of ways I could do better. He looked at my website and proposed new ads, and then he optimized my settings so the Google algorithm would work better for us. He clearly understood the Google system better than I did.

*"With Upnetic, I feel like somebody is really helping me get more out of Google Ads. And it's all included in my RUN Powered by ADP® bundle".*

**Sheila Melody**  
Owner



## Quick facts

-  **Company:** The Strength Code
-  **Headquarters:** Burbank, California
-  **Industry:** Fitness
-  **Employees:** 6
-  **Locations:** 2
-  **Established:** 2012
-  **Website:** [thestrengthcode.com](http://thestrengthcode.com)

**Business challenge:** Getting the most out of Google Ads without wasting money on an expensive ad agency.

**How ADP helped:** Google Ads by Upnetic® helped turbocharge their ad buy at no additional cost.



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Google Ads  
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## My cost per click has dropped by more than 50 percent

Now, when I look at my Upnetic dashboard, I can see how much better my ads are performing. My cost per click rate has dropped by more than 50 percent, meaning I'm paying less than half what I was per click before! By February, my business was back to where it had been before the Omicron variant. It clearly makes more sense for me to be working with Upnetic.

I'd worked with an advertising agency before, but I stopped, because I felt like it wasn't making a difference and it was costing me a lot of money. It just wasn't worth it — it was like I was paying extra to get less. With Upnetic, I feel like somebody is really helping me get more out of Google Ads. And it's all included in my RUN Powered by ADP bundle.

## ADP made it easy to set up an IRA

ADP makes it easier to run my business in so many ways, from running payroll to managing my employees to providing me with all the documents I need to onboard new hires. I can just send a link to a new employee and say, "Here, sign yourself up." And now, California is requiring that any company with more than five employees implement a retirement plan. Well, that was easy to do with ADP. It's very cost effective, and I feel great about it, because now I can also put money away for a time when I don't want to work anymore.

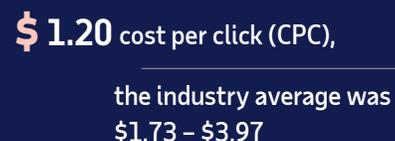
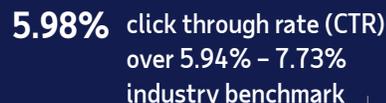
ADP was even helpful during the pandemic. They provided all the reports I needed for the CARES Act and the Paycheck Protection Program (PPP). When I applied for my PPP loan, all I had to do was go into my ADP file and run the reports. And the same for the forgiveness. That was very helpful.

I would tell any small business owner to use ADP. They've been doing this longer than anyone, and they offer so much of what you need to run your business. I've always been happy with ADP.

## #workingfor

To have a more fulfilling lifestyle and to enjoy my family and friends without having to work my life away.

## Metrics Breakdown



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