

CLIENT STORY



RECREATIONAL
BOATING & FISHING
FOUNDATION

AI-Augmented SEO Strategy Lures New Users to the Sport of Fishing

SOLUTIONS DEPLOYED

- AI-Assist for SEO
- Organic Performance Strategy



48%

Increased brand awareness



7%

Increased Organic Traffic



26%

Increased Fishing License Conversions

Client Need

The Recreational Boating and Fishing Foundation (RBFF) was looking for ways to drive competitive advantage in awareness and engagement through organic growth strategies. They knew 3rd party cookies were the past and AI was the future. They wanted to harness the power of innovation to drive value and impact for their brand. RBFF collaborated with BlastX Consulting as their trusted partner to create and implement a strategy to drive measurable results.

BlastX Consulting Solution

BlastX Consulting and the RBFF Marketing team got to work. The goal of this effort was to increase brand awareness via impressions, expand and diversify thought leadership to drive more organic traffic, and increase fishing license conversions.

Core components of this solution were:

- **Crafting a thoughtful approach to AI usage**—to augment rather than replace human creativity and analysis.
- **Ensuring appropriate checks and balances were in place** to maintain high content quality standards.
- **Implementing a repeatable process** of content creation and relevance
- **Establishing KPIs** to measure value and impact.

The results have been impressive, especially with their largest audience, mobile users

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