



## THE CLIENT





A fitness center in Albany, NY hired us to optimize their advertising online.

They were already spending about \$2,000 a month from their own staff running the ads but we assured them we could do a lot better.

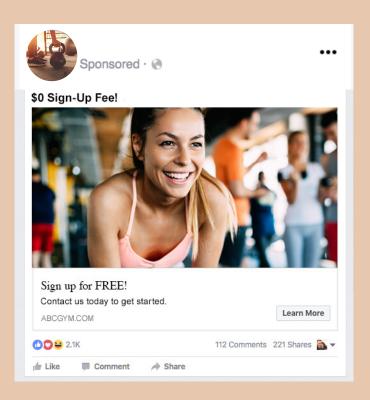
We decided on a Facebook and Instagram lead generation campaign as well as a small Google PPC project.

They started on a 1 month contract that was extended after they were happy with the work we were doing.



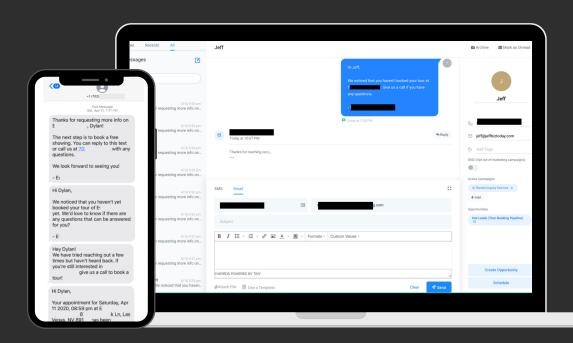


We setup ads like this one with Facebook and Google PPC campaigns to find new clients.



## LEAD NOURISHING

We also setup automated lead campaigns that send automated text reminders, follow ups, and more to the leads.



Leads are contacted as soon as they respond to an ad.

They are encouraged to book a free consult/trial.

They receive automated follow ups over several days/weeks.

When they book their trial they are sent a confirmation.

And they receive appointment reminders so they don't forget.





Text Message Sat, Apr 11, 7:41 PM

Thanks for requesting more info on E , Dylan!

The next step is to book a free showing. You can reply to this text or call us at 70% with any questions.

We look forward to seeing you!

- E\

#### Hi Dylan,

We noticed that you haven't yet booked your tour of En yet. We'd love to know if there are any questions that can be answered for you?

- E

#### Hey Dylan!

We have tried reaching out a few times but havn't heard back. If you're still interested in give us a call to book a tour!

#### Hi Dylan,

Your appointment for Saturday, Apr 11 2020, 08:59 pm at E 8 k Ln, Las

Vegas, NV 891 has been confirmed. Please let us know if you have any questions in the mean time.

We look forward to seeing you!

- E\

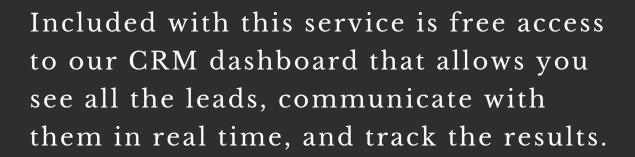
#### Hi Dylan,

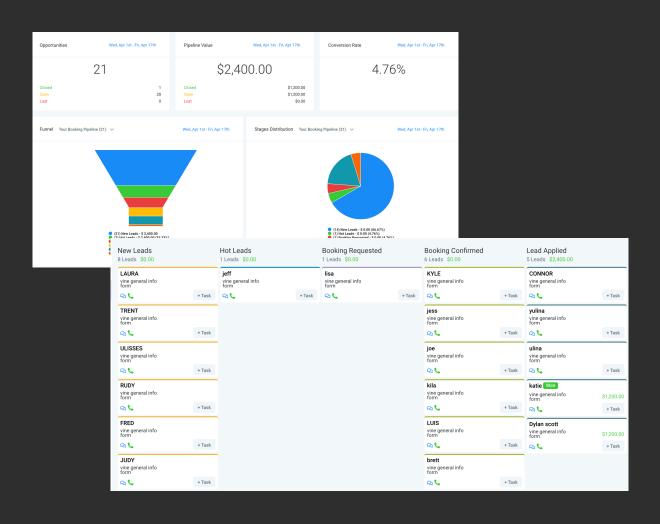
Just a friendly reminder of your appointment today, Saturday, Apr 11 2020, 08:59 pm.
Please reply with YES to confirm you're still available for today.
We're looking forward to seeing you!

- E≀

tracking the data

### CRM DASHBOARD







## **NUMBERS & ANALYTICS**

66
THOUSAND

IMPRESSIONS (PEOPLE WHO SAW THE ADS) 919

PEOPLE CLICKED
THROUGH OR
ENGAGED WITH
THE AD

84

TOTAL LEADS GENERATED

31%

leads booked a consult/trial

**26** 

free trials

46%

signed up



## 12 MEMBERSHIPS

\$13,824

700% ROI



from the ads and lead campaigns

in revenue from 12 month contracts

generated from the \$2,000 marketing comtract

# SUMMARY

from the work we did

For this client we helped them generate a dozen new memberships on 12 month contracts that might extend beyond that.

The client was extremely happy and saw that we did a better job then her inhouse staff.

# CONTACT US TODAY!

