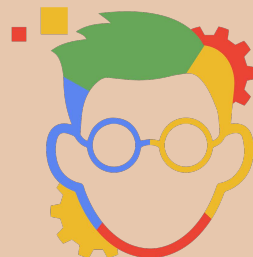




DIGITAL ADS FOR GYMS



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.

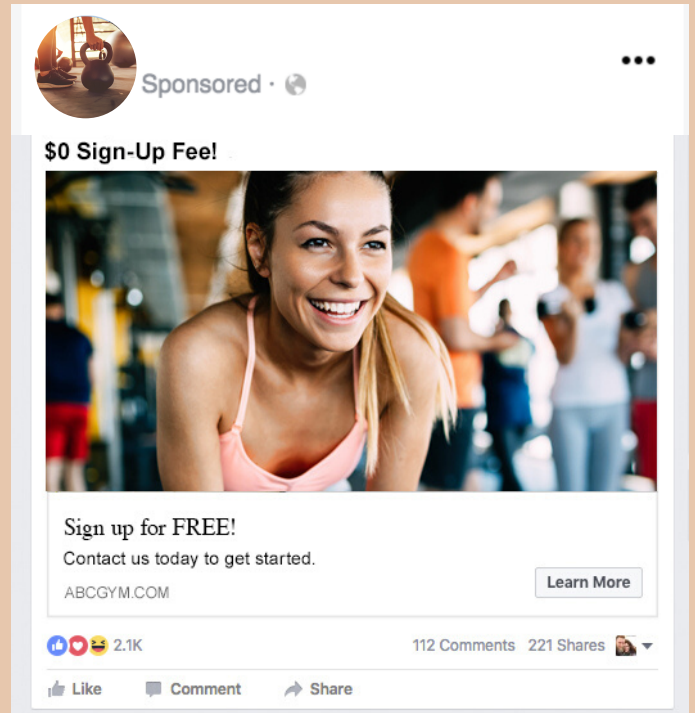
They started on a 1 month contract that was extended after they were happy with the work we were doing.



OUR ADS

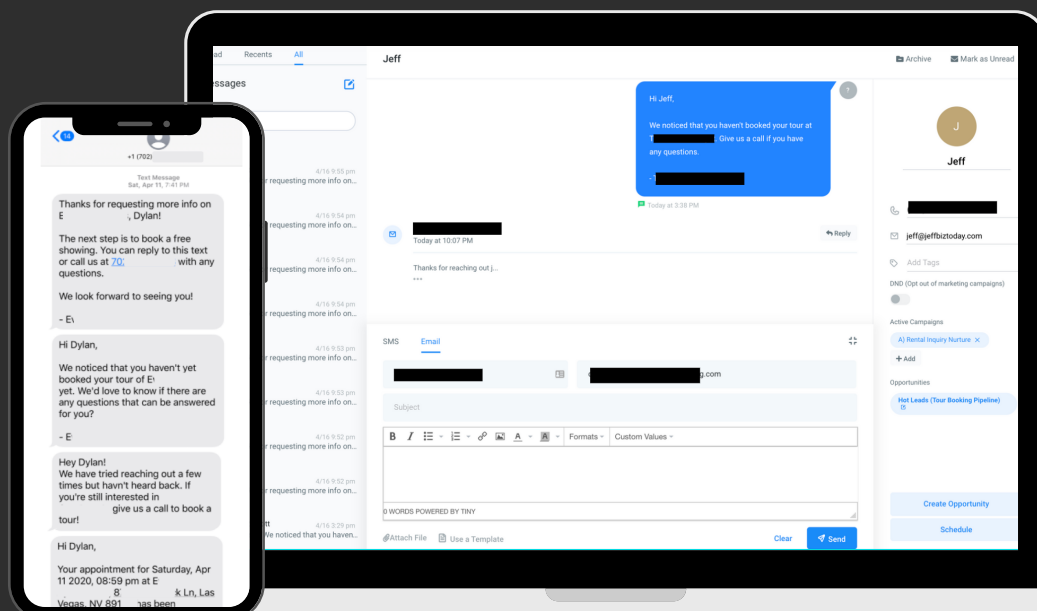


We setup ads like this one with Facebook and Google PPC campaigns to find new clients.



LEAD NOURISHING

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



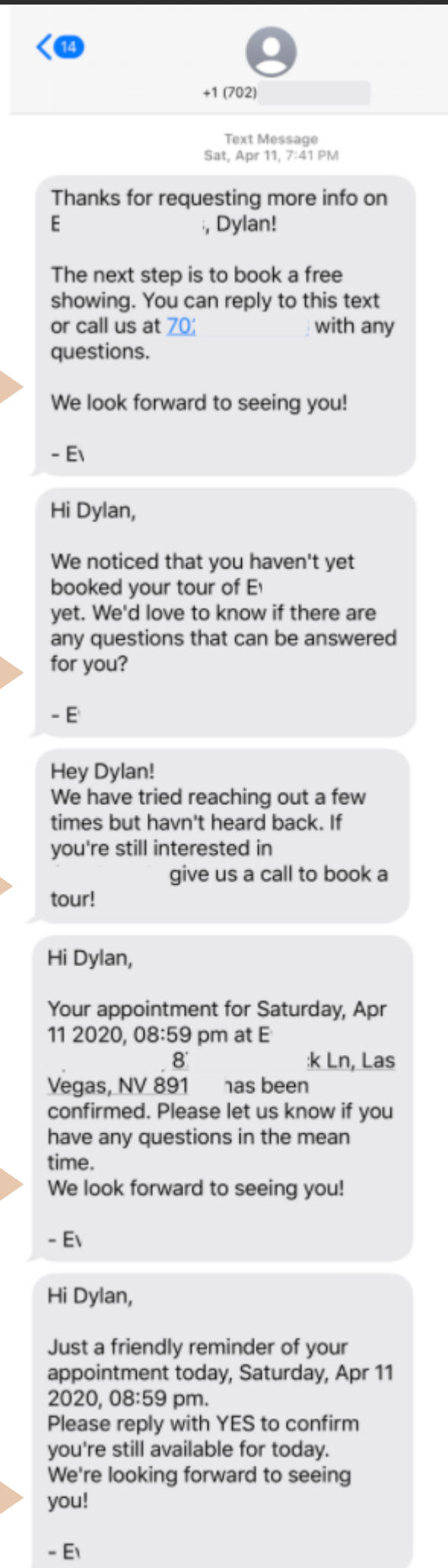
Leads are contacted as soon as they respond to an ad.

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.

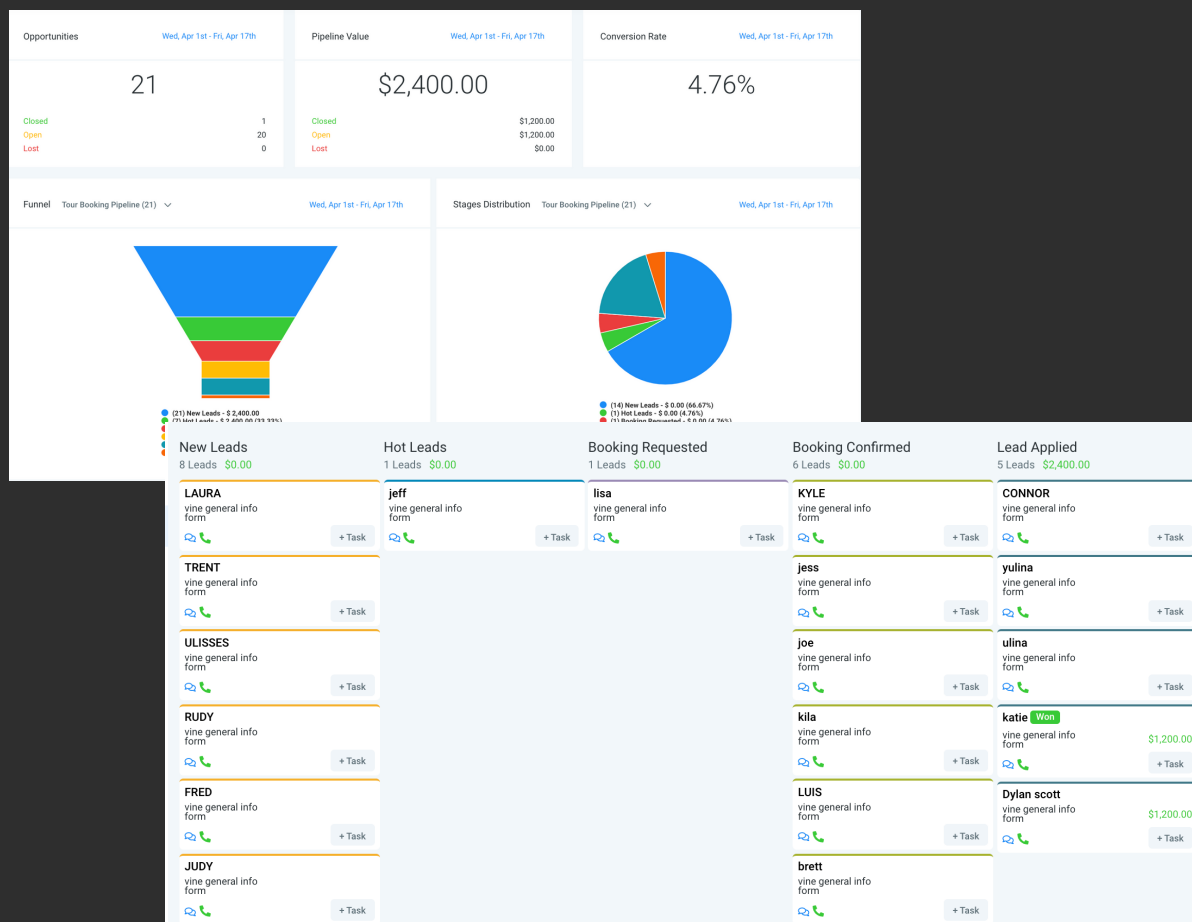
And they receive appointment reminders so they don't forget.



tracking the data

CRM DASHBOARD

Included with this service is free access to our CRM dashboard that allows you see all the leads, communicate with them in real time, and track the results.



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 contract*



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 than her in-house staff.

**CONTACT
US
TODAY!**

