DIGITAL ADS FOR CROSSFIT GYMS

THE CLIENT

A crossfit gym in Orlando, FL hired us to optimize their advertising online.

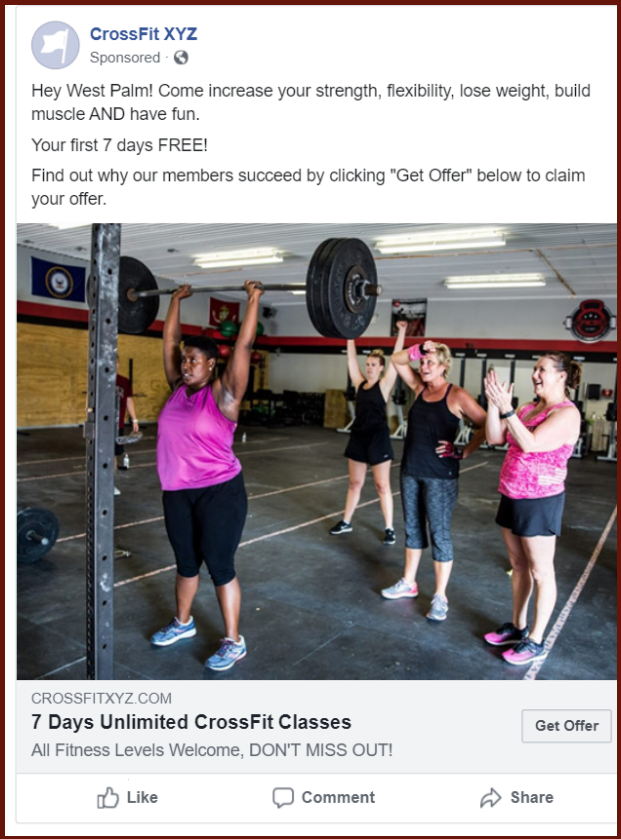
They had a little experience trying to run digital ads online with limited success.

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

They started on a 3 month contract at $1,500 a month.

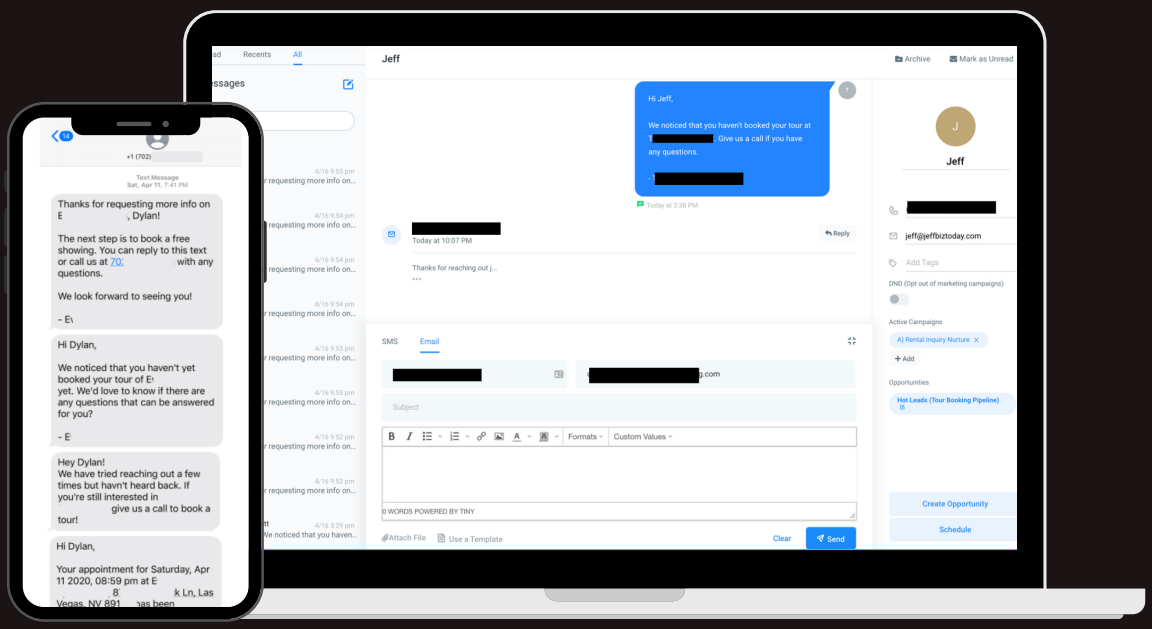
OUR ADS

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.



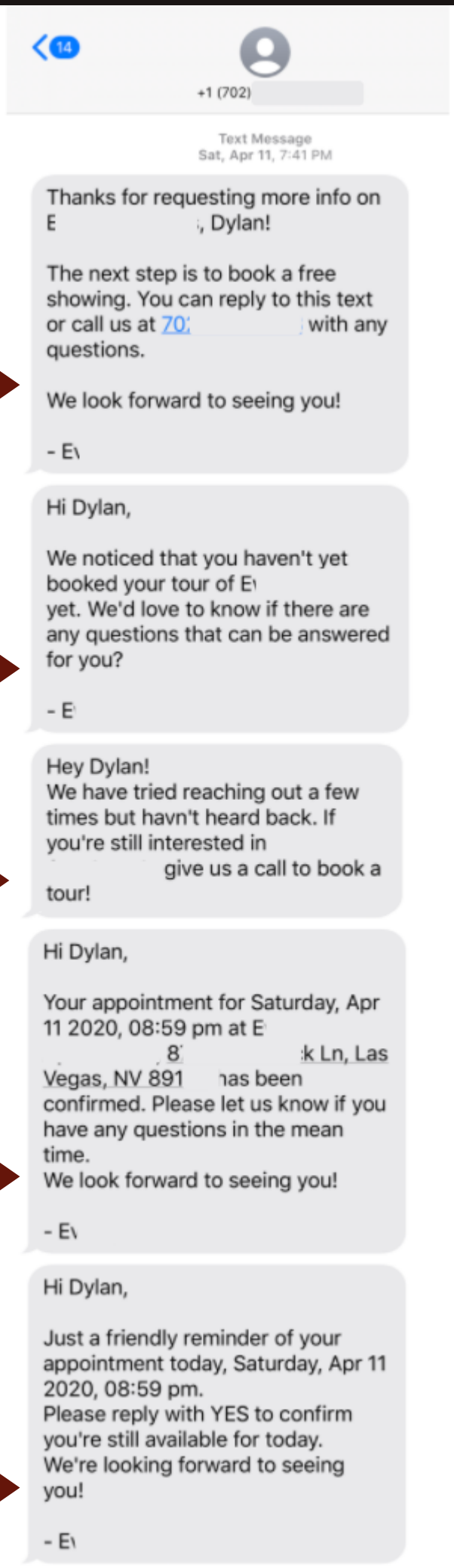
Leads are contacted as soon as they respond to an ad.

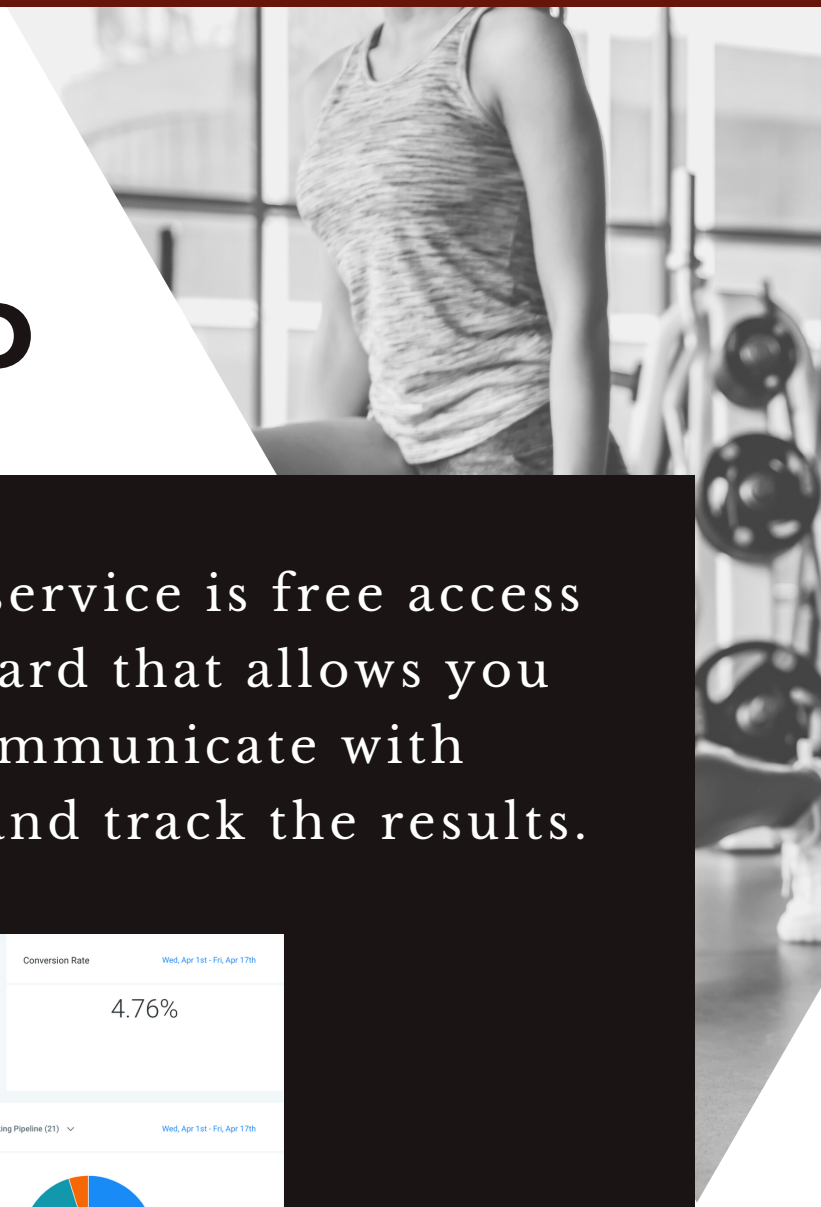
They are encouraged to book a free trial.

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.

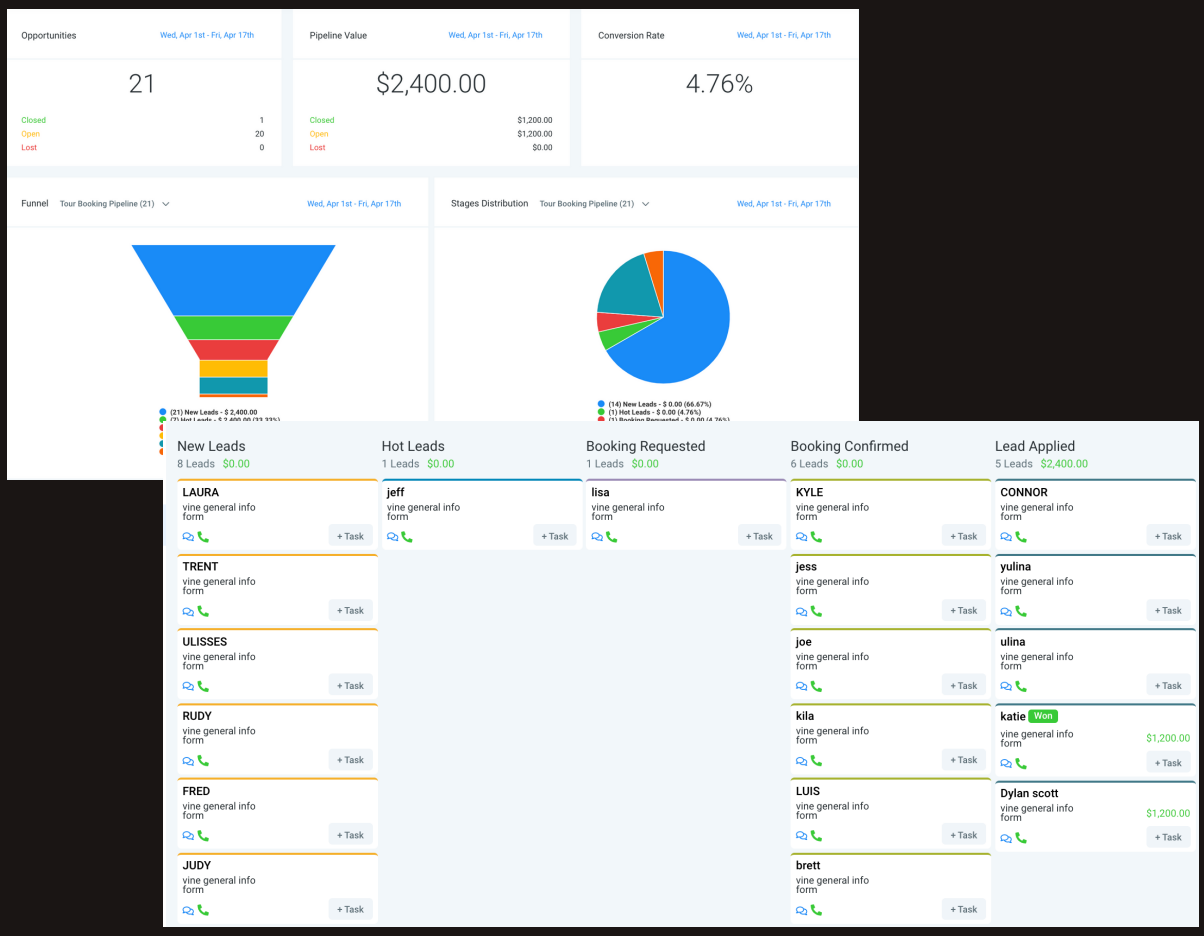




tracking the data

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

287
THOUSAND
IMPRESSIONS (PEOPLE WHO SAW THE ADS)

2105
PEOPLE CLICKED THROUGH OR ENGAGED WITH THE AD

234
TOTAL LEADS GENERATED

17%
leads booked a consult/trial

40
free trials

27%
signed up

11 MEMBERSHIPS
from the ads and lead campaigns

$7,524
in revenue from 12 month contracts

250% ROI
generated from the $4,500 marketing comtract

SUMMARY

from the work we did

For this client we helped them generate 11 new memberships on 12 month contracts that might extend beyond that.

The client was extremely happy with the results.

CONTACT US TODAY!