

# CASE STUDY



## FITNESS HQ

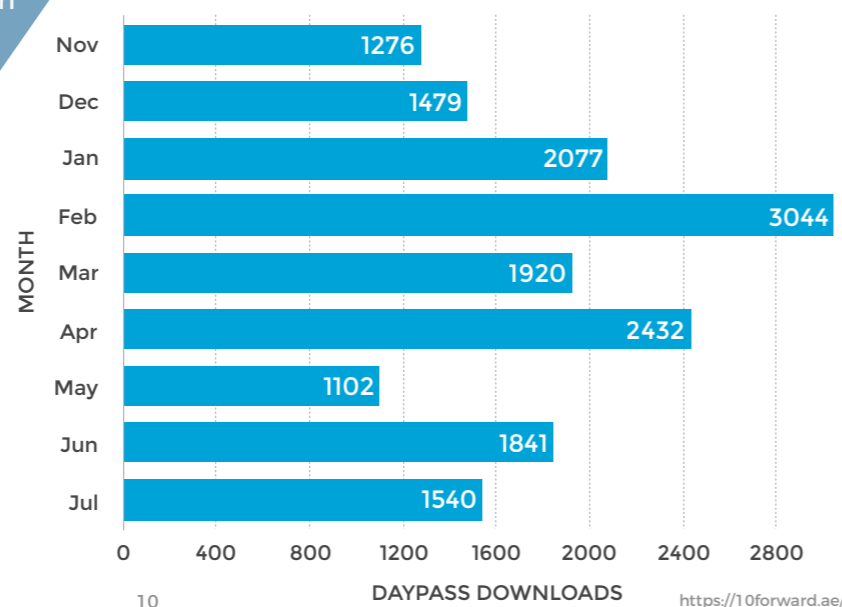
Creating a stand-alone commercially successful fitness facility.

Developing the branding, logo and handling all marketing functions, we took ownership of the pre-launch and activation campaign, creating a '300' themed offer that created a sense of urgency and value for the first 300 members.

We also saw the importance of leveraging Fitness HQ's location to build an email database, designing and installing an exterior sign to exploit this, we created a landing page that allowed members to receive a complimentary daypass that would be emailed to them on filling out a contact form. These leads would then enter into a dynamic email customer journey and also be the source of leads for the sales team to follow up on.

### THE RESULTS?

The daypass download rate fluctuated between 800-3,000 each month, with a conversion rate averaging 27% to a paying monthly member. The effect was compounded by a hard hitting and highly effective digital marketing campaign that utilized this quickly growing database to remarket and also create lookalike audiences which were then subject to exclusions that helped maximize reach and the return on marketing spend, which was high.



### KEY POINTS:

WEB DESIGN & SEO achieved excellent rankings within 3 months of launch.

SOCIAL MEDIA & CONTENT STRATEGY resulted in success with following exceeded 10k on Instagram alone after 18 months.



COMMERCIALY the gym was a total success, with turnover exceeding 270,000AED monthly within 6 months, primarily fed by the continual daily stream of organic leads generated by the downloadable daypass feature which functioned as a data harvester, and the robust SEO and website design.

## HIGHLIGHTS

### WEBSITE DEVELOPMENT

Due to delays in construction and finishing of the facility, the pre-launch website that we developed was used longer than anticipated. Soon after launch, we re-developed the website to function as a lead generating funnel that focused on membership enquiries and daypass downloads. The website was integrated with an automated email customer journey that helped enhance conversion rates.

The website redesign reduced the load time to under 3 seconds, with a total page size reduced by 90%. This had a positive impact on the search engine rankings, eliciting an increasing amount of organic traffic.

### MARKETING CAMPAIGN CASE STUDY: RAMADAN OFFER

A digital campaign for a special Ramadan offer which provided a discounted membership. PPC traffic was generated via Facebook, Instagram and Google Display advertising, sent to a specially designed landing page. With a total budget of 1,000AED for PPC we created videos and photos to use in the campaign.

Campaign Budget	1,000 AED
Landing Page Visits	820
Cost per Click (CPC)	1.21 AED
Leads Generated	46
Cost per Lead (CPL)	21.74 AED
Membership Sales	18
Avg Sale Value	1,850 AED
Total Return	33,850 AED
ROI (Gross)	3,300%

