

## LEAD GENERATION FOR A GYMNASIUM OF A LEADING FITNESS BRAND

### | ABOUT OUR CLIENT ◀

Our client's fitness centre is the franchisee of a leading fitness brand that started in 2002. It is acknowledged for its unrivalled success in providing the finest equipment and fitness knowledge available to help its members achieve their individual potential.

### | PROBLEM FACED BY OUR CLIENT ◀

Our client wanted to leverage digital marketing to generate leads for the gymnasium.

### | OBJECTIVE OF THE PROJECT UNDERTAKEN BY NETILLY ◀

Our objective was to generate relevant leads for our client to increase their subscription base.

### | STRATEGY AND APPROACH USED ▶

Netilly recommended planning a lead generation PPC campaign on Facebook.

Our team created a business manager account on Facebook. Business Manager is a more secure way to manage pages and ad accounts.

The campaign was optimized using multiple creatives to understand which one gets the best traction. Also the creatives and offers were changed as per the occasions like New Year, Valentine's day, Women's day. Since this was a localized campaign, a radius of 8kms was found to deliver the optimal and best number of leads.

As part of our process-driven approach, everyday morning our PPC specialist would analyze the campaign results from FB and share the summary with the client on a WhatsApp group as shown below.

#### **Summary of campaign-16 March-20**

Money Spent : Rs 504.73

Lead Generated : 21

Cost per lead - 24.03

Also, the leads generated were shared in a Google sheet with the client sales team for them to followup and convert those leads.

# | CREATIVES USED ◀

## End of Year Offer Creatives



# | CREATIVES USED ◀

## Valentine's Day Offer Creatives



CLIENT'S LOGO

COUPLE WHO TRAIN TOGETHER  
STAY TOGETHER

VALENTINE'S DAY  
SPECIAL COUPLE OFFER  
GET ANNUAL MEMBERSHIP AT 17999\*

**HURRY OFFER**  
VALID TILL 20TH FEB  
7570004601/02/06/08

This creative features a man and a woman in a gym setting. The man is wearing a red shirt and black pants, and the woman is wearing a purple tank top and black leggings. They are both looking towards the camera. The background is a dark, smoky purple. The text is in white and yellow. The logo is a yellow circle with a black border containing a dumbbell icon and the words 'CLIENT'S LOGO'.



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OFFER VALID TILL 20TH FEB 7570004601/02/06/08

This creative features a man and a woman in a gym setting. The man is wearing a bright yellow-green shirt and the woman is wearing a red tank top. They are both smiling and looking towards the camera. The background is a bright, well-lit gym. The text is in white and yellow. The logo is a yellow circle with a black border containing a dumbbell icon and the words 'CLIENT'S LOGO'. There is a decorative pattern of yellow and black triangles in the bottom right corner.

# CREATIVES USED

## Special Limited Period Offer Creatives



CLIENT'S LOGO

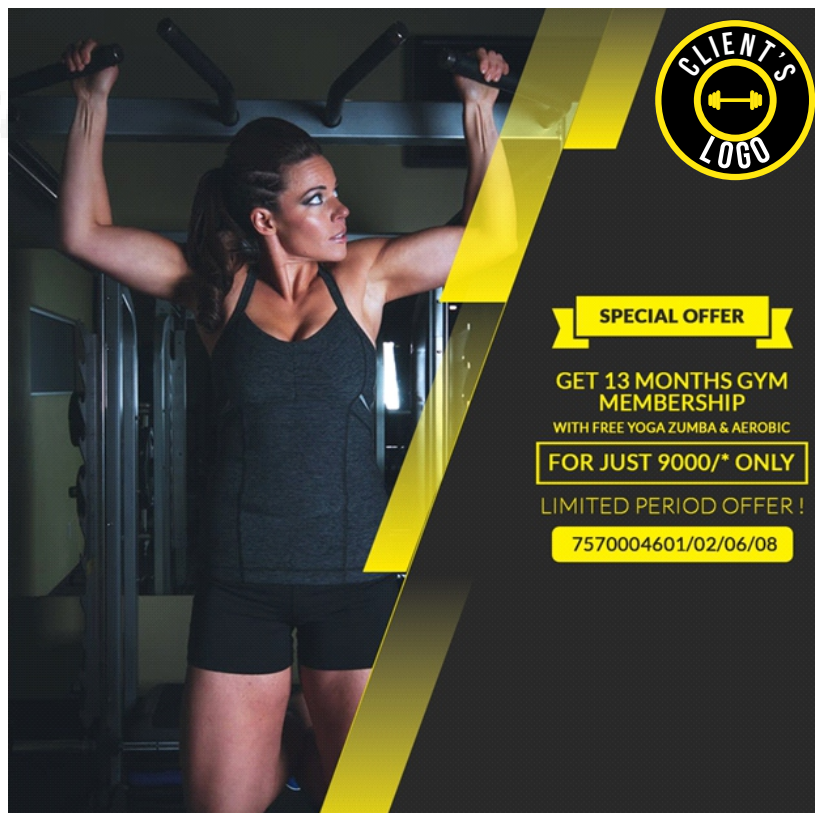
**SPECIAL OFFER**

GET 13 MONTHS GYM MEMBERSHIP  
WITH FREE YOGA ZUMBA & AEROBIC

**FOR JUST 9000/\* ONLY**

LIMITED PERIOD OFFER!

7570004601/02/06/08



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# | RESULTS ACHIEVED ◀

Total 1055 leads were generated from the November 2019 till March 2020 at a Cost Per Lead of INR 38.52.

## Lead Generation Data for March 2020

Duragtion	Total Cost	Total leads	Cost/Lead
28 Nov- 19 Mar	32813.53	1055	38.52

*Think Digital, think Netilly.*