

META ADS GROWTH STRATEGY



How we utilize the power of
META to grow YOUR Gym.



RESEARCH



The first step to any analytical approach to advertising, is research. We will do advanced market research into YOUR gym, YOUR location, and YOUR market.

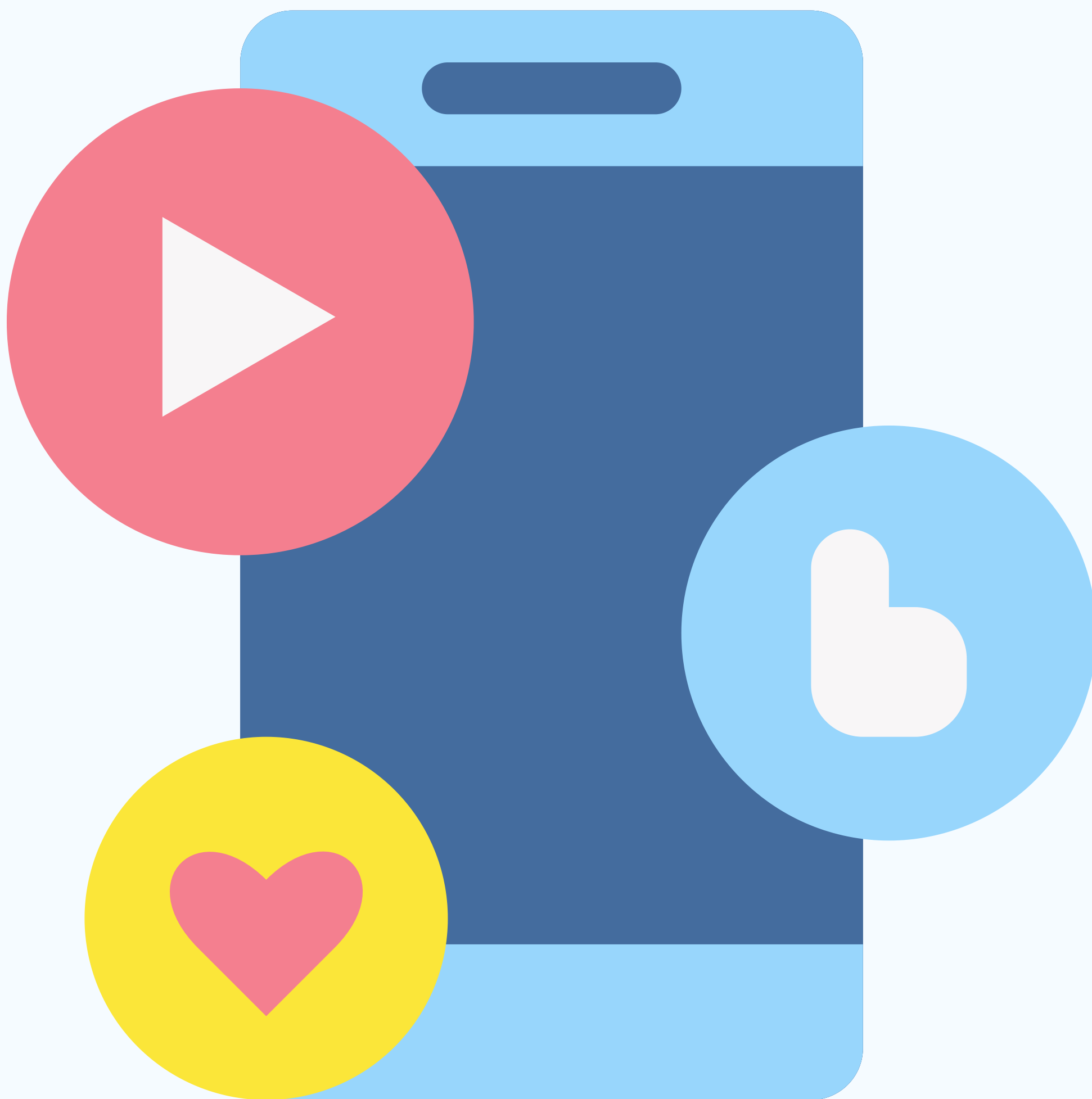
- *This puts us a step above the competition before we begin putting your valuable ad dollars to work*



CREATIVE



Next, we will work with you to develop market leading media content, and ad creatives. All we need from you is pictures/videos, and our editors turn it into ads that convert.



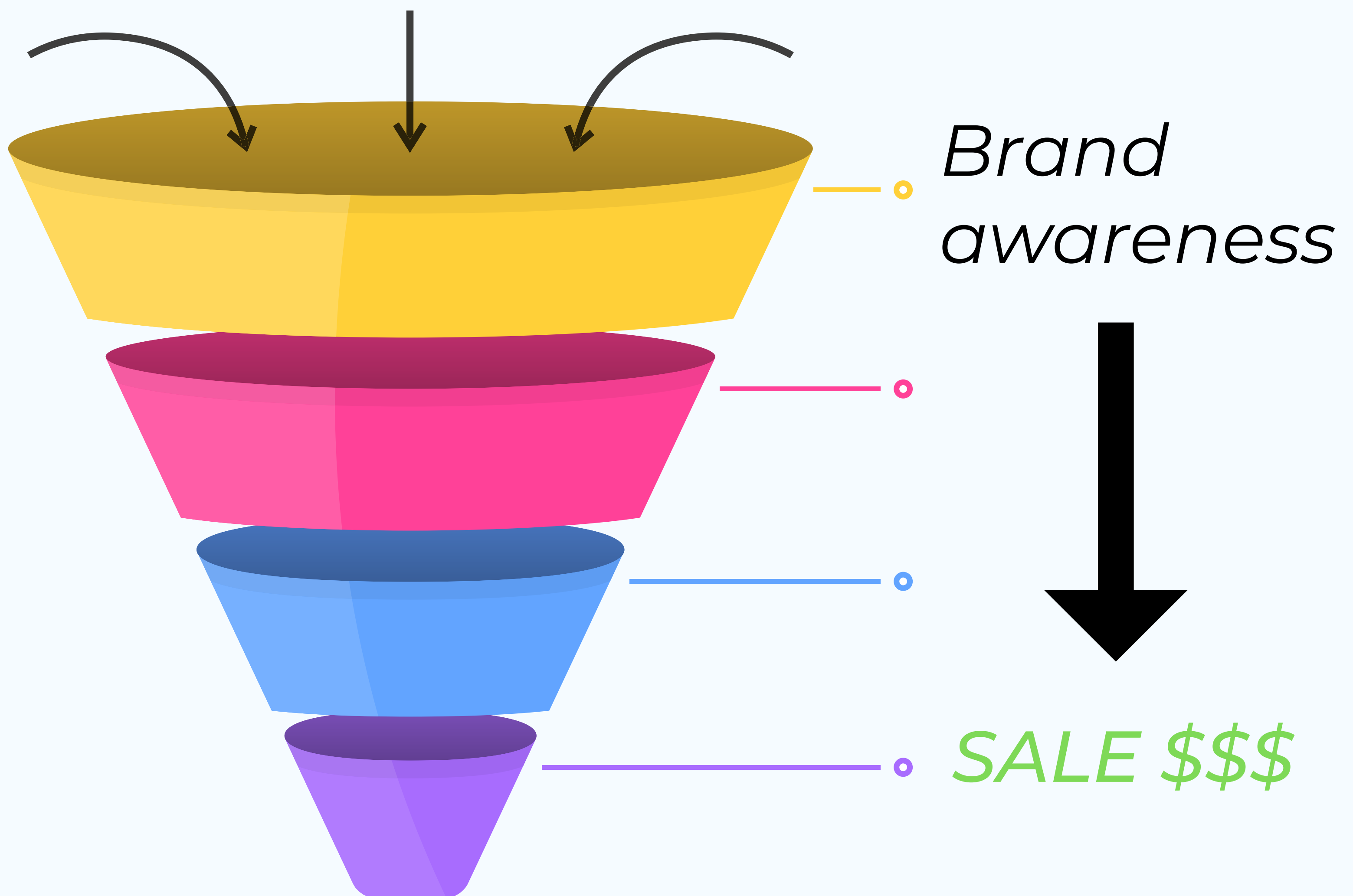
- *SHORT VIDEO*
- *LONG VIDEO*
- *PICTURES*
- *CAROUSEL*
- *A/B TESTING*

Content is the KEY to a successful ad campaign, and we will make sure that yours is the best in the market.

AWARENESS



Next, our goal is to EXPOSE your gym to as many people in your local area as possible. We will use our newly created content to run targeted brand awareness campaigns and get your local market aware of your service!



AWARENESS



For this client, we were able to REACH 107,000 people in their local market, and generate over 320,000 impressions within 30 DAYS!

Campaign name	Reach	Impressions	Cost per result
[Redacted]	60,224	155,379	\$41.45 [2] Website Leads
[Redacted]	49,104	132,300	\$33.29 [2] Website Leads
[Redacted]	17,659	30,793	\$51.23 [2] Website Leads
[Redacted]	2,750	3,528	\$66.25 [2] Website Leads
Total results 4 / 4 rows displayed	107,296 Accounts Center accounts	322,000 Total	\$38.22 [2] Website Leads

LEAD GEN



Once people are made AWARE, now we can generate HIGH QUALITY leads, from the most interested customers. Collecting important information like name, email, phone number



- *CVR CAMPAIGNS*
- *CALL 2 ACTION*
- *RE-TARGETING*
- *UNIQUE OFFERS*
- *A/B TESTING*

LEAD GEN



For this client, we were able to generate 73 high quality leads for \$36.50 per lead in just 14 days!

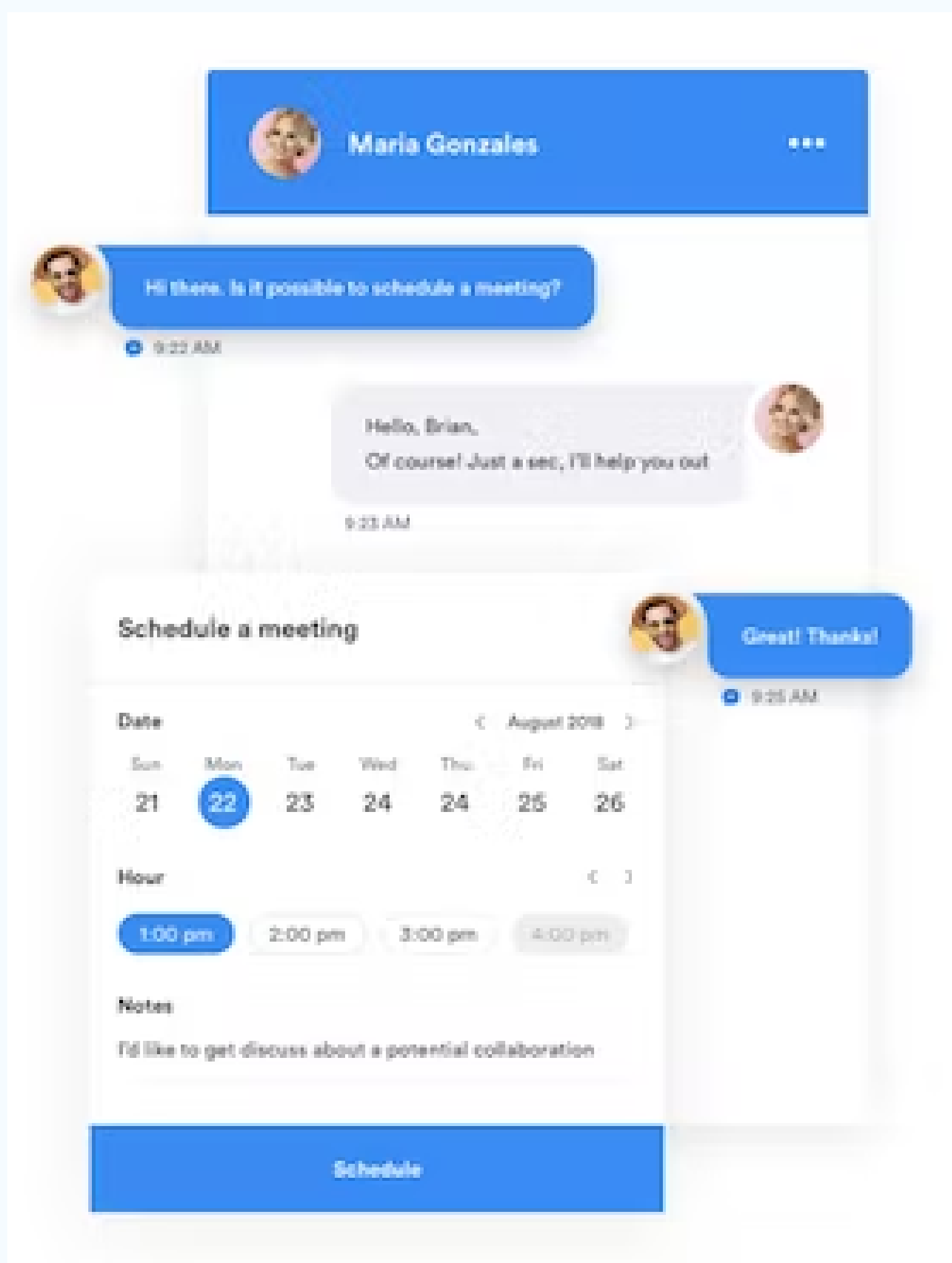
Their close rate is ~25% and their LTV of a customer is \$500+, so this is an EXTREMELY profitable campaign.

Campaign name	Delivery	Results	Cost per result
[Redacted]	● Active Campaign	28 [2] Website Leads	\$40.11 [2] Website Leads
[Redacted]	● Active Campaign	37 [2] Website Leads	\$30.25 [2] Website Leads
[Redacted]	● Active Campaign	8 [2] Website Leads	\$52.73 [2] Website Leads
Total results 3 / 3 rows displayed		73 [2] Website Leads	\$36.50 [2] Website Leads

FOLLOW UP



Once leads are flowing in steadily, we use our software to implement AUTOMATED follow up systems, which maximize show rate of each lead and improve the ROAS of the campaigns.



- *EMAIL FOLLOW UP*
- *SMS FOLLOW UP*
- *ENGAGE LEADS*
- *BOOST SHOW RATE*
- *INCREASE ROAS*

SOFTWARE



We use custom software to keep EVERYTHING organized, stream lined, and transparent. You will be able to track incoming leads, campaign success, and ongoing follow up automations

NEW APPOINTMENT!

NEW DEAL!

Opportunities: 204
Pipeline Value: \$180,513.30
Conversion Rate: 6.37%

Source	Total Leads	Total Value	Open	Value

RESULTS



Here is a look at some of the amazing results we've achieved for our clients. Each of these clients was ROI+ within 3 months.

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RESULTS



Ad Sets Ads

Rules ▾ View Setup Columns: Custom ▾ Breakdown ▾ Reports ▾

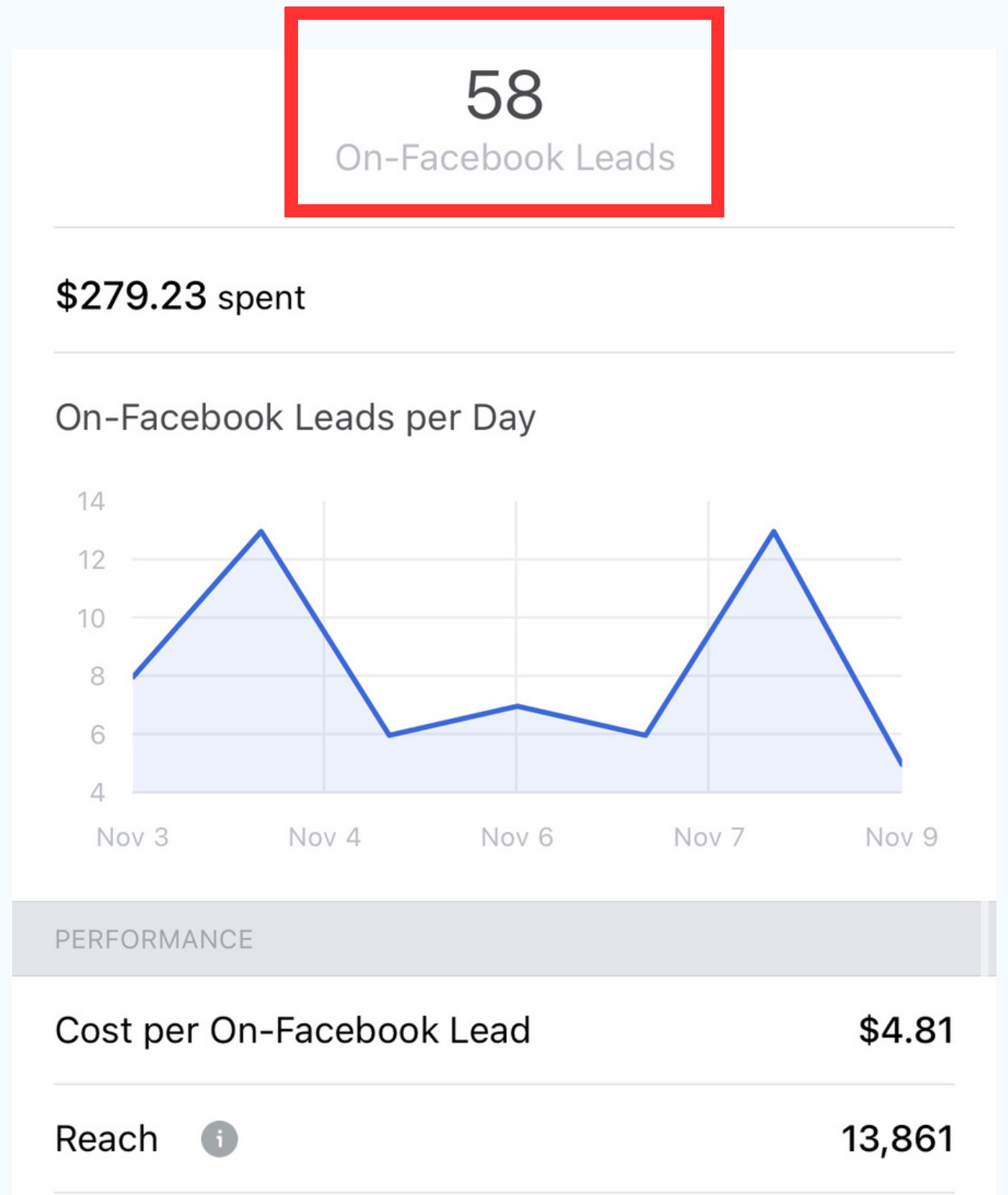
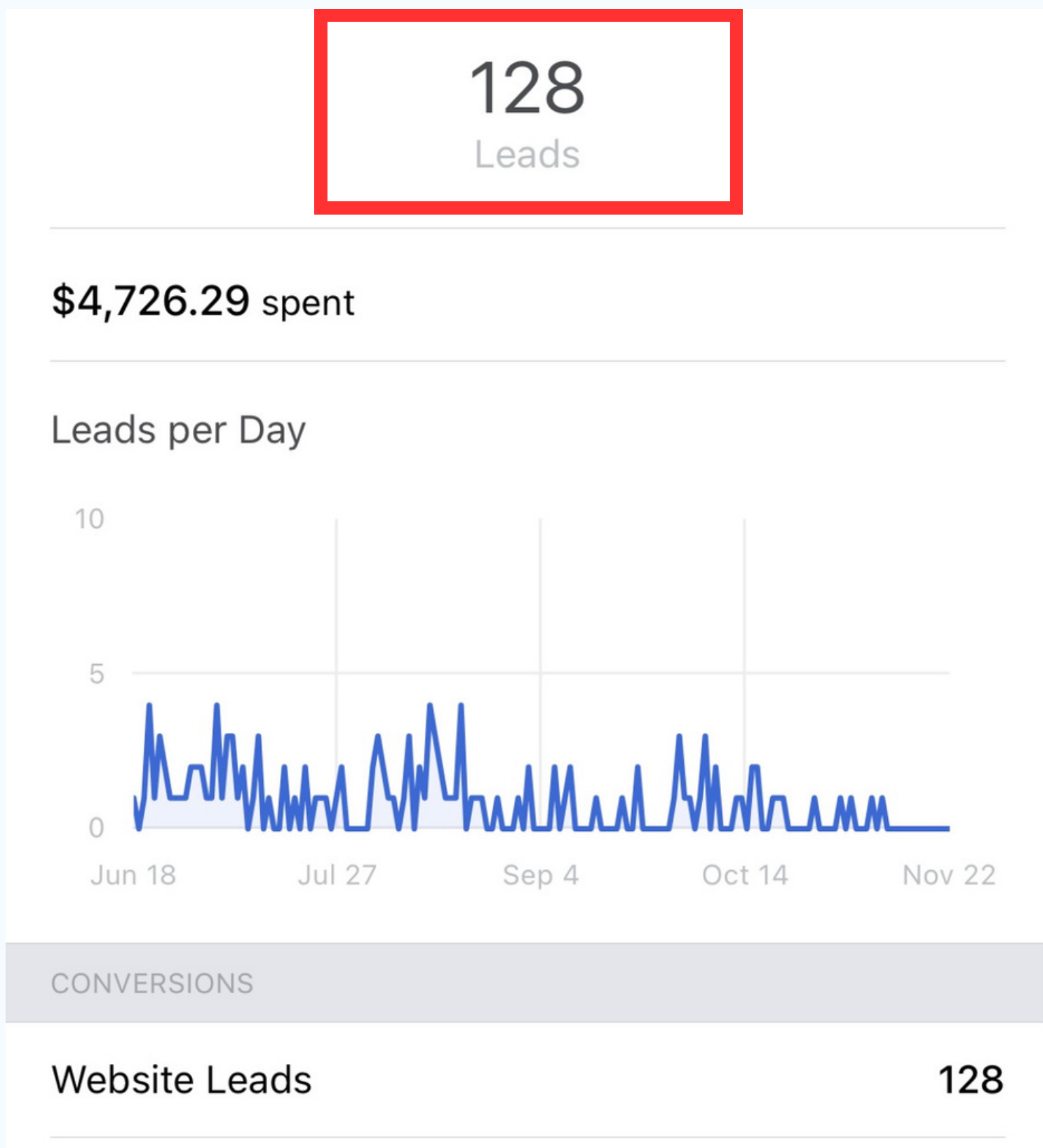
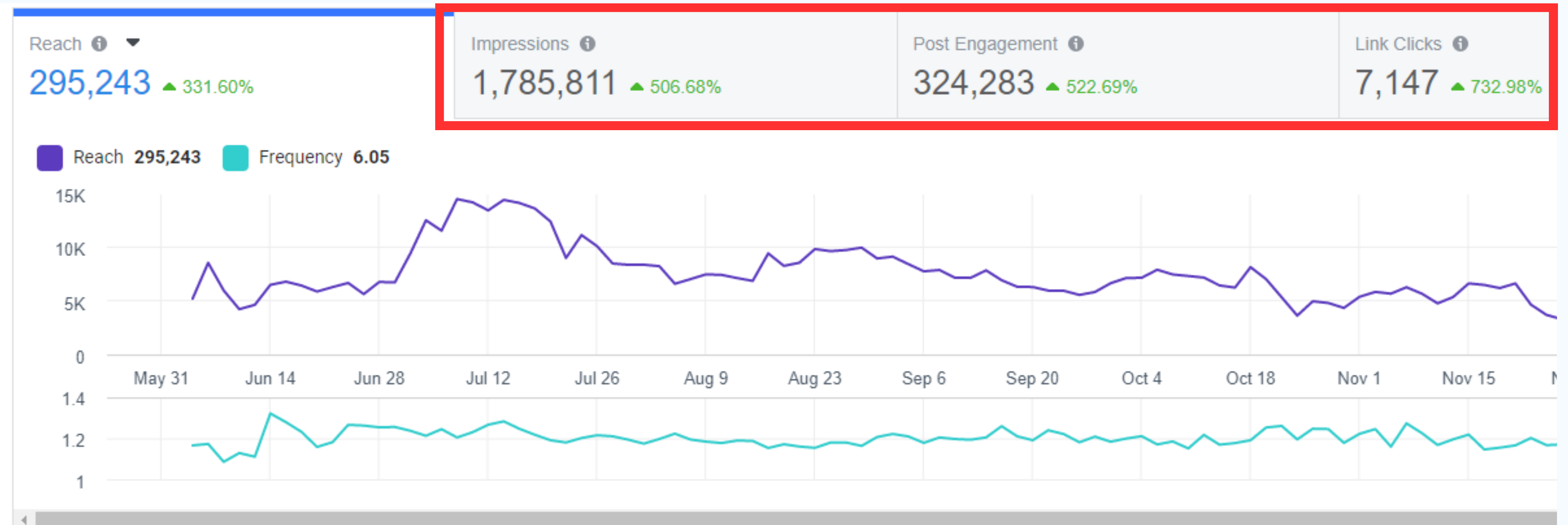
Results	Reach	Frequency	Cost per Result	Budget	Amount Spent
88 Leads (Form)	20,353	5.20	\$24.28 Per Lead (F...	Using ad set b...	\$2,136.42
88 Leads (Form)	20,353 People	5.20 Per Person	\$24.28 Per Lead (F...		\$2,136.42 Total Spent

Ad Sets for 1 Campaign Ads for 1 Campaign

Rules ▾ View Setup

Results	Reach	Impressions	Cost per Result	Amount Spent
37 On-Faceboo...	6,924	13,641	\$4.73 Per On-Face...	\$174.86
254 On-Faceboo...	26,767	88,024	\$4.55 Per On-Face...	\$1,156.87
291 On-Facebook ...	33,487 People	101,665 Total	\$4.58 Per On-Faceb...	\$1,331.73 Total Spent

RESULTS



RESULTS



Last 7 days

Results

Last 7 days vs previous 7 days

Website Leads	>	Cost per Website Leads	>
19		\$29.43	
+58.3%		-37.1%	

● Active

4	\$14.93	\$59.71
Website Leads	Cost per Website Leads	Spent

● Active

3	\$25.22	\$75.66
Website Leads	Cost per Website Leads	Spent

HOME > CAMPAIGN

Lifetime **7 days** 1 day

Nov 8, 2020 - Yesterday

62

On-Facebook Leads

[View Leads](#)

\$298.64 spent

On-Facebook Leads per Day

Date	Leads
Nov 8	13
Nov 9	5
Nov 10	8
Nov 11	4
Nov 12	6
Nov 13	16
Nov 14	10

PERFORMANCE

Cost per On-Facebook Lead	\$4.82
Reach <i>i</i>	12,383
Frequency <i>i</i>	1.93

[Show Details](#) ▾