

Case Study -Local Gym



Facebook Success- Local Gym Case Study

Become Famous by ..

2

Being Active In The Same Place As The 6.9 Million Gym members in the UK Are - [Facebook!](#)



Becoming Famous Is As Easy As 1-2-3 !

3

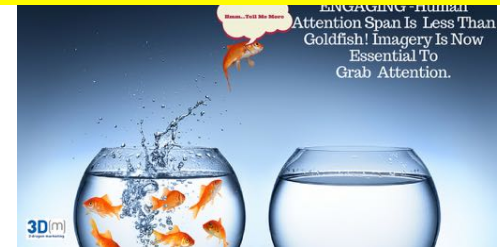
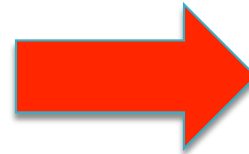
1 - Create a Facebook Business Page



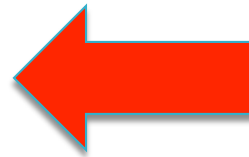
Dominate The Facebook Eyeballs In Your Gym's Area



2 - Share Interesting Content NOT Just Offers



3 - Use Ads To Promote Your Great Content Just To Your Target Audience For As Little As 40 Pence Per Thousand



Now You're Famous You Can

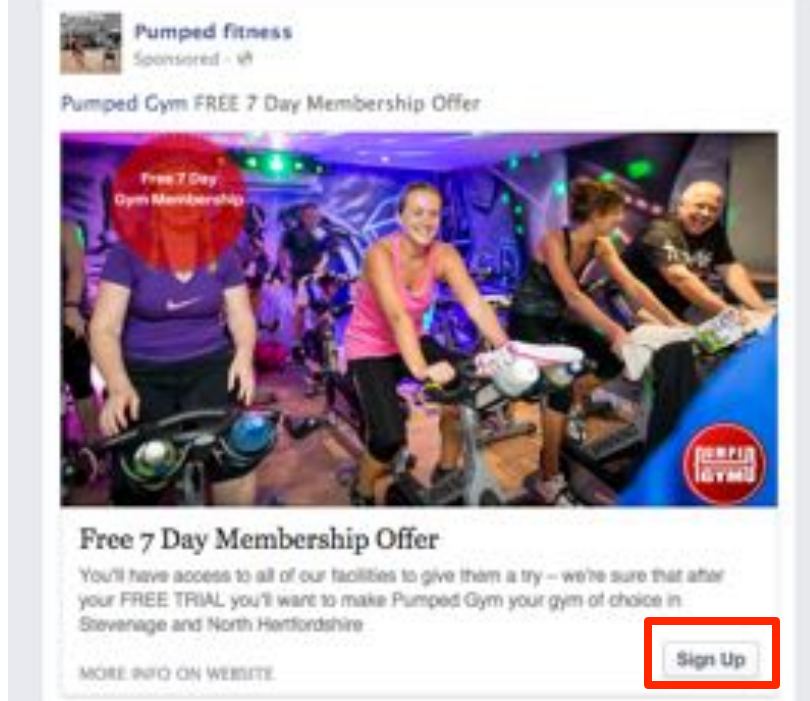
4

- Keep Creating Engaging Content And Share With Gym Fans In Your Area Then You Can:
 - ▣ Promote Special Offers
 - ▣ Switch Gym Members From Your **Competitors**
 - ▣ Launch **New** Classes
 - ▣ **Create Laser Targeted** Class Promotions

Promote Special Offers

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7 day Free Trial



The image shows a Facebook advertisement for Pumped Gym. At the top, it says 'Pumped fitness Sponsored - 18'. Below that is the headline 'Pumped Gym FREE 7 Day Membership Offer'. The main visual is a photograph of three women on stationary bikes in a gym setting. A red circular graphic with the text 'Free 7 Day Gym Membership' is overlaid on the left side of the photo. In the bottom right corner of the photo, there is a red circular logo with the text 'PUMPED GYM'. Below the photo, the text reads 'Free 7 Day Membership Offer' followed by 'You'll have access to all of our facilities to give them a try - we're sure that after your FREE TRIAL, you'll want to make Pumped Gym your gym of choice in Stevenage and North Hertfordshire.' At the bottom left, it says 'MORE INFO ON WEBSITE'. At the bottom right, there is a red-bordered button with the text 'Sign Up'.

- Hyper targeted “Look-Like” Audiences
- 7,072 people reached
- 74 sign ups
- 35 pence per **Sign Up**

Specific Offers Work Even Better

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Women Only 12 Week Body transformation offer



The image shows a Facebook advertisement for a fitness competition. At the top, it says 'Pumped fitness' and 'Sponsored (demo)'. Below that, the headline reads 'Win A 12 Week Body Transformation'. The main visual is a collage of three photos: a close-up of a woman's back and legs, a woman in a red tank top lifting a barbell, and a woman in a blue tank top performing a plank. Below the images, the text says 'Women Only Competition - Win A 12 Week Body Transformation!' and 'The prize includes: Induction with your personal trainer | Diet plan which you and'. At the bottom left, it says 'ENTER TODAY'. At the bottom right, there is a 'Sign Up' button highlighted with a red box.

- Women only | Live near Gym PLUS:
 1. Already Visited the website
 2. Look a Like version of 1
 3. Interested in Gyms
- 6,245 Women only reached
- 153 Sign Ups
- 16 pence per **Sign Up**

Promote Your Gym To Competitors Members – You Know Their Weak Points Yes?!

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Potential Audience:

Potential Reach: 890,000 people

Audience Details:

- Location - Living In:
 - United Kingdom
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: David Lloyd Leisure or Fitness First

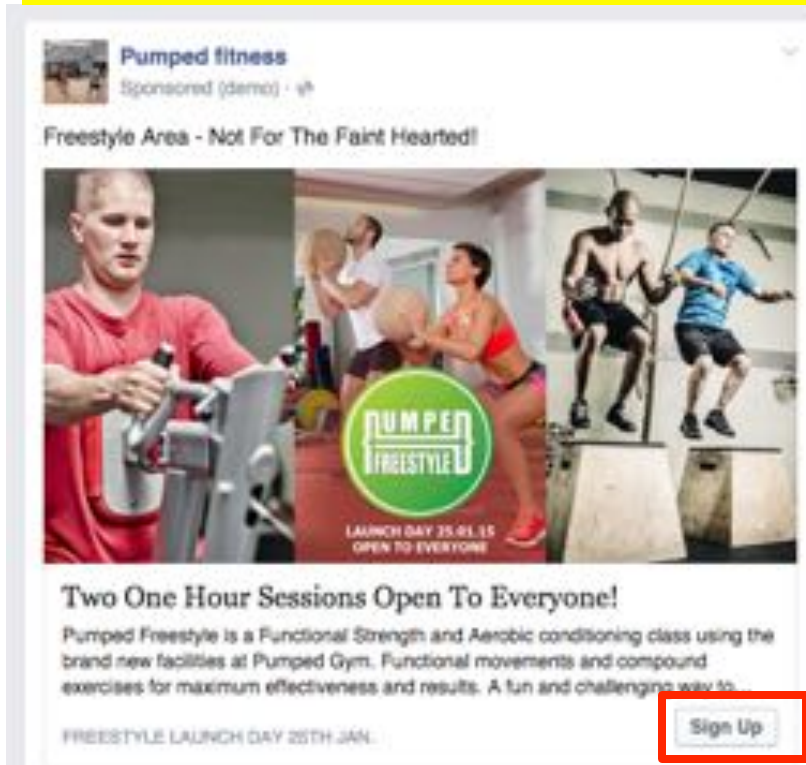


Filtered by
your location
+ XX Miles

Launch New Classes

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Freestyle | Functional training



The image shows a Facebook advertisement for a fitness class. At the top, it says 'Pumped fitness' with a small profile picture and 'Sponsored (demo) · v'. Below that is the headline 'Freestyle Area - Not For The Faint Hearted!'. The main visual is a collage of three photos: a woman on a stationary bike, a woman in a red sports bra, and a man and woman on a box jump. A green circular logo with 'PUMPED FREESTYLE' is overlaid on the photos. Below the photos, it says 'LAUNCH DAY 25.01.15 OPEN TO EVERYONE'. The main text reads 'Two One Hour Sessions Open To Everyone!' followed by a description: 'Pumped Freestyle is a Functional Strength and Aerobic conditioning class using the brand new facilities at Pumped Gym. Functional movements and compound exercises for maximum effectiveness and results. A fun and challenging way to...'. At the bottom left, it says 'FREESTYLE LAUNCH DAY 25TH JAN.' and at the bottom right, there is a 'Sign Up' button highlighted with a red box.

- Hyper targeted “Look-Like” Audiences
- 2,500 people reached
- £3.85 spent !
- 18 pence per **Sign Up**

Zumba Class Promotion For The Over 40's?

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Potential Audience:

Potential Reach: 1,100,000 people

Audience Details:

- Location - Living In:
 - United Kingdom
- Age:
 - 40 - 64
- Gender:
 - Female
- People Who Match:
 - Interests: Zumba

Summary

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Facebook Pages
Now “Pay To Play”



Summary

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Solve Don't Sell.



Summary

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Target People
Who Know You
Already!



Summary

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Measure The Right Things

You might be . . .



. . . measuring the wrong things.

Summary

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Test Small -
Then Scale



Summary

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Give it a Go!



Questions? Want To Know More?

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Contact Me The Way That Suits You!

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- Email : graham@3dragonmarketing.co.uk
- Call me on: 07973 69 88 77
- Tweet me: [@Graham_3Dragons](https://twitter.com/Graham_3Dragons)

Graham Archer FIDM

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