

Crossfit Gym

CASE STUDY

*How we helped a Crossfit Gym **TRIPLE** their monthly memberships leading to **\$351k ARR in 6 MONTHS** all through Meta Ads*



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HERO METRICS



KEY METRICS TRACKED

01 **117** NEW members added in 6 months

02 **\$3.21** CPL AVG

03 **\$3,000** in Ad Spend ⇔ **\$351,000 ARR**



02

ABOUT THE CLIENT



CROSSFIT GYM IN NORTH CAROLINA

This CrossFit gym set out to create more than just a place to work out, they wanted to build a tight knit fitness community in a small town just outside a decently sized city. Their focus was on attracting local residents who valued accountability, coaching, and belonging, not the classic commercial gym crowds. By positioning the gym as a community hub and emphasizing results, culture, and personal connection they were able to consistently attract grow memberships. Using our approach they turned into a fully established gym and a go-to fitness destination for people looking for real support and long-term transformation.



03

THE CHALLENGE



TOP 3 FOUND

01 Inconsistent monthly lead volume from previous agencies

02 Low show up rates and disorganized offers

03 No sales funnel or scale system in sight



04

THE STRATEGY



JUNE
2025

1

-----> Creative testing, finding the exact offers that lead to long term sign up with ICPs

Fully ramp all meta campaigns to attract and pull as many ICPs and outliers as possible

2

JULY
2025

AUG
2025

3

-----> Create new offers for initial targets, set up sales funnel for nurturing previous leads

Initiate Phase 2: Big push into brand image and culture fits for current member retention on advertisements

4

SEPT
2025

OCT
2025

5

-----> Leads are flowing, sales are rolling, and offers are settled

Scale budget, plan for christmas drop offs, and create a full roadmap for the next 6 months

6

NOV
2025



05

THE EXECUTION



THREE FOCUSES

LEADS

Utilized no thought offers to attract customers into the door, set up calendly and sales process to ensure that foot traffic was coming in, and created high performance creatives using testimonials, reviews, and transformations.

SYSTEM

Lead funnels set up to integrate with a CRM, CRM integrations set up for automated messages on new offers and follow ups. Allowed for tracking of all leads from a personal level while executing everything quickly, all done from OUR END, **0 effort needed from the business owner.**

SALES

Speed-To-Lead automations set up for direct contact and bookings of classes, sales team built out to personalize themselves for the gym's image, and pipeline tracking all done for the owner. Again, all done from OUR END, **0 effort needed from the business owner.**



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THE RESULTS



117

New members signed on a 12 month contract

936

TOTAL LEADS, all still being nurtured

\$3,000

In Ad Spend over 6 MONTHS.

\$351,000

ARR IN 6 MONTHS



07

WHY IT WORKED



LEADS

Clear and no-brainer offers on the creatives engaged the target audience, allowing for a huge **upscale in local authority positioning** as well for everyone farther from the gym.

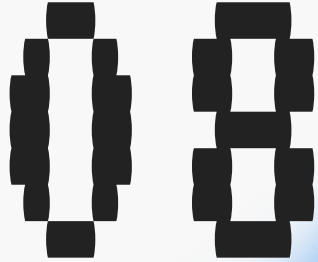
SYSTEMS

Immediate follow up systems made the process **easy for the business owner**, so he can focus on the customers coming in while we focus on putting them there. Allows for **credibility and trust within the community**.

META ADS

Meta campaigns allowed for **full interest based targeting** to get to the ICP quickly. Once they were found the ease of the forms and funnel to the trial date synced with calendars **allowed people to come in when THEY were free**. This made the process quick, easy, and seamless, allowing us to **focus on lead volume instead** of lead scheduling.





SCHEDULE YOUR CALL



WANT TO **SCALE** YOUR **BRAND** AS **QUICKLY** AS THEY DID?

We'll give you the exact framework we used, all designed and laid out in a free playbook. Then we will tell you how to use it.



Book Call