

JW Social Media Marketing Case Study

Client: David Barton Gym

First Month Break Down

- 80 Highly Quailed Leads
- 30% Closed Percentage
- 1900%+ Return on Ad Spent Investment
- 190%+ Return on Entire Marketing Investment

BACKAGROUND

Company: *David Barton's Gym*

David Barton's Gym is a luxury gym in Las Vegas that charges members \$83 per month on a monthly agreement.

Goal:

Increase monthly sales count while not offering a lower gym price

Budget:

JW Social Media Marketing: \$1,000 monthly

Advertisement Budget: only \$100

Services Used:

Basic marketing package

How we turned \$100 in ads - to \$1,992 in SALES

Creating a Sales Funnel!

1. Find how to get our name / product in front of our targeted audience's eyes (audience research)
2. Create a video to use for our marketing campaign
3. Create a website landing page where we are going to direct traffic to so we can collect an email address for our email marketing where customers will receive a discount

- Put 1 & 2 together (targeted audience + our video) to make an ad campaign to run over Facebook and Instagram
- While our ad is running, all traffic will be directed to our landing page for a discount
- Review our ad

Step 1: Find our targeted audience that will be interested in a luxury gym

Screenshots from actual campaign

Audience Details
View how this audience is defined

Audience Name: DBG LV Membership
Size: 7,100
Type: Saved Audience
Created: 05/27/2018 8:00pm
Last Updated: 05/27/2018 8:17pm

Location: United States: 270 S Rampart Blvd, Las Vegas (+7 mi) Nevada
Age: 25 - 45

People Who Match: Interests: Meditation, Physical fitness, Yoga, Running, Weight training, Bodybuilding or Physical exercise
And Must Also Match: Interests: Luxury Life, Life Time Fitness, Equinox or Anytime Fitness
And Must Also Match: Income: 2. \$50,000 - \$74,999, 3. \$75,000 - \$99,999, 4. \$100,000 - \$124,999, 5. \$125,000 - \$149,999, 6. \$150,000 - \$249,999, 7. \$250,000 - \$349,999, 8. \$350,000 - \$499,999 or 9. Over \$500,000
Interest expansion: Off

Most important (points to the 'And Must Also Match' section)

Edit

Step 2: Edit an awesome video to run with our ad

Editing Ad: Default name - Traffic

Instagram Account: davidbartongymsummerlin

Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in Business Manager.

Create Ad Use Existing Post

- Ad with an image or video
- Ad with multiple images or videos in a carousel (Recommended)
Show multiple images or videos for the same price. [Learn more.](#)
- Collection
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

Fullscreen Experience
Add a mobile landing page that opens instantly from your ad. Start with a template or create a custom Canvas to feature photos, videos or products and encourage action. [Learn more.](#)

Add a fullscreen Canvas

Image Video / Slideshow

VIDEO RECOMMENDATIONS

- Recommended video ratio: **Square (1:1) or Vertical (4:5)**
- Recommended video length: **Less than 16 seconds**
- To maximize ad delivery, follow Facebook mobile first best practices.

[Clear Videos](#)

ad 4 gym.mp4
960 x 600

AD Right before it was live

Ad Preview 1 of 1 Ad

Mobile News Feed 1 of 3

David Barton Gym Summerlin Sponsored

Tired of over crowded gyms? Not anymore! We are currently giving away 25 gym memberships at a discounted rate with: NO ENROLLEMENT FEE + NO CONTRACTS! Start enjoying & looking forward to your workouts again! Click the 'Learn More' button below to claim your discount! ONLY 25 SPOTS!

David Barton Gym

WORKOUT IN THE LUXURY ATMOSPHERE YOU DES... [LEARN MORE](#)

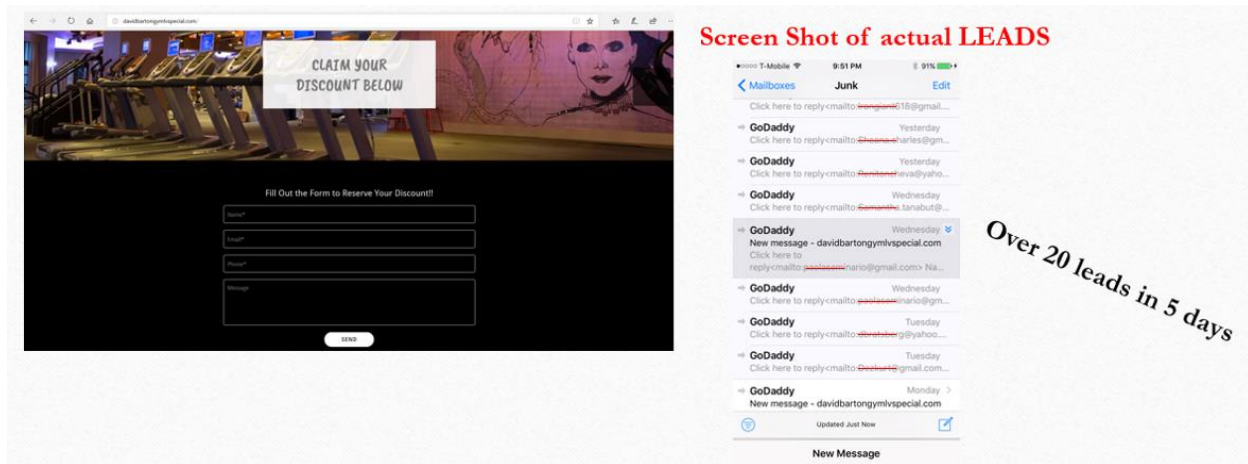
Like Comment Share

[Refresh preview](#) [Report a problem with this preview](#)

Video Us

Publish

Step 3: Drive traffic to our landing where we collect “leads” + emails to use for future marketing



Step 4: Follow up with sales team to collect data

After first week of marketing Results:

- 7 new members generated from 20+ leads
- All others were added to our email list for our email marketing campaign to come at the end of every 2 weeks (Re-targeted)
- 27% of ad budget has been spent – 2% over
- Gross - \$581 in sales in 1 week

Step 5: Analyze

On a \$25 advertisement budget (1 week's budget) this is what we came up with

- 200+ views on our landing page
- 20+ lead forms completed
- 7 new members
- 37 new page likes (on fb)

(Retarget people that viewed our website but didn't do the form next ad)

- Next week we ran 2 ads – \$12.50 on each one
- One ad we kept the same as we had great results

- The other ad was targeted specifically to those individuals that watched more than 45 seconds of as well as those individuals that visited our landing page but didn't complete the form.

After 1 Month of Working With US!

- 80 Highly Qualified Leads
- 30% Closed Percentage
- 1900%+ Return on **Ad Spent** Investment
- 190%+ Return on **Entire** Marketing Investment

David Barton Gym spent a total of \$1,100 with JW Social Media Marketing (ONE MONTH: \$1,000 for our services + \$100 to spend on ads) & after just 30 days grossed \$1,992 in sales! Let's not forget that we are talking about a gym on a monthly reoccurring payment schedule meaning these sales continue to pay every month!