

JW Social Media Marketing Case Study

#8 Las Vegas Gym – Memberships – The Last Lead Generation System

BACKGROUND:

Client:

David Barton 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 (Services): \$750 USD monthly

Advertisement Budget: \$500 USD

Used: The Last Lead Generation System

Results:

First Month Break Down

- 40 Highly Qualified Leads
- 30% Closed Percentage
- 12 New Memberships
- 190% Return on Ad Spent Investment

HOW WE TURNED \$500 OF ADS INTO \$996 OF RE-OCCURRING MEMBERSHIP SALES:

The Last Lead Generation System – Creating a Sales Funnel

1. **Audience Research:** To attract people that live in Vegas, can afford a high-end gym and like to work out, our best platforms where going to be: Google search ads, YouTube Video Ads & Instagram Video Ads

2. **Video Edits/ Creation:** David Barton Gym already had video footage for us to use. We took this footage + stock workout footage to make an amazing video ad campaign video.
3. **Website Landing Page:** We were able to create a simple website landing page where we are able to direct traffic to so we can collect our leads. (Name, email & phone)
4. **Creating & Executing Campaign:** Put 1 & 2 together (targeted audience + our video) to make an ad campaign to run over Instagram & YouTube.
- While we are executing our ad campaign, all lead are being delivered to David Barton Gym sales team. We interact with our client daily to ensure quality leads are being deliver and to hear how sales are coming.
5. **Email Marketing** – Comes into play the start of week #2
6. **Re-Targeted Marketing** – Comes into play the start of week #2

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

Audience Name: DBG LV Membership
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 (with red arrows pointing to 'Age: 25 - 45', 'Interests: Luxury Life, Life Time Fitness, Equinox or Anytime Fitness', and 'Income' section)

Edit

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

Editing Ad: Default name - Traffic

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

Account: davidbartongymsummerlin

Create Ad | Use Existing Post

- Ad with an image or video
- Ad with multiple images or videos in a carousel (Recommended)
- Collection

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 15 seconds**
- To maximize ad delivery, follow Facebook mobile first best practices.

AD Right before it was live (with red arrow pointing to video thumbnail)

Ad Preview: 1 of 1 Ad

Mobile News Feed

David Barton Gym Summerlin

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

Video Us (with red arrow pointing to video player)

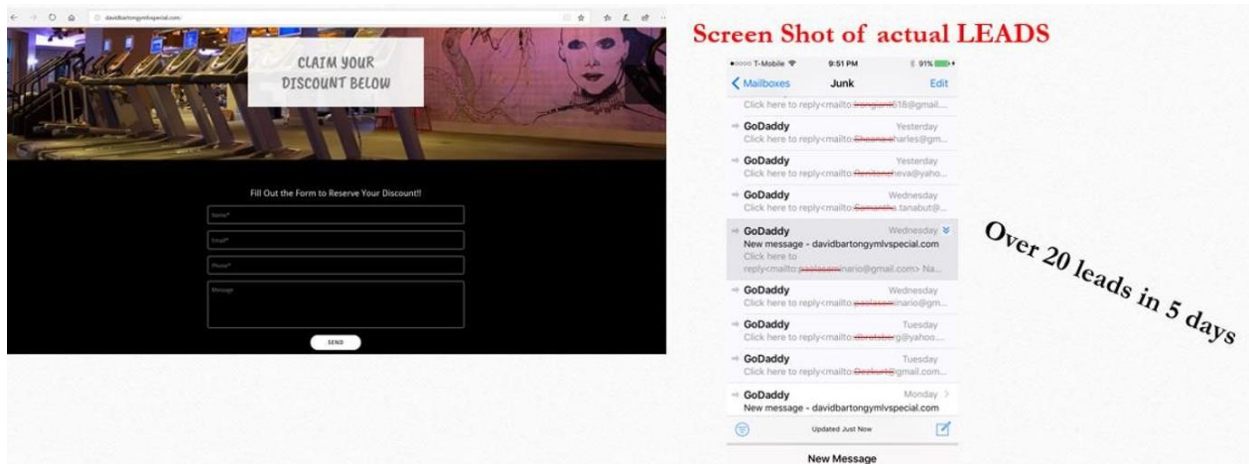
WORKOUT IN THE LUXURY ATMOSPHERE YOU DES... [LEARN MORE]

Like Comment Share

Refresh preview • Report a problem with this preview

Discard Draft 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:

- 5 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)
- 40% of ad budget has been spent
- Gross - \$415 in sales in 1 week

After 1 Month Of Working Together:

- 40 Highly Quailed Leads
- 30% Closed Percentage
- 12 New Memberships
- 190% Return on Ad Spent Investment

David Barton Gym spent a total of \$1,250 with JW Social Media Marketing (ONE MONTH: \$750 for our services + \$500 to spend on ads) & after just 30 days grossed \$996 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!