

Toledo Defines Malibu-Based Company with User Acquisition and Content Development Strategy

The Client



Fit-Concierge, a Malibu-based start-up, is developing a mobile application where health instructors (fitness and wellness) and everyday people can connect on the platform to improve their wellbeing through games, competitions and traditional instruction.

The Problem

The FC team was looking to create hype around the launch of the beta version of its application in February 2021. The team needed a social media marketing (SMM) strategy to attract both a healthy number of early adopters and enough instructors to satisfy demand for its platform.

The Solution

We first reversed-engineered a social media marketing strategy that focused on acquiring 1 trainer for every 3 new participants. The idea behind this ratio was to model a SaaS business model where the LTV to CAC ratio must be above 3 for a business to scale. Furthermore, we outlined a strategy where each trainer would be providing training on the platform with an influencer.

Furthermore, Toledo developed a content strategy that would address both health instructors and participants on a weekly basis. Content varied from weekly articles that would turn to a newsletter and as well infographics. The final part of the content strategy was to establish strong do follow backlinks on authoritative websites geared towards either personal trainers or gymgoers, Backlinks would be in the form of guest posts with the goal to improve SEO ranking on Google, increase organic traffic to the FC website, attract certified personal trainers, and elevate brand engagement with gymgoers.

The Value

- FC has a clear 3-month user and service-provider acquisition strategy.
- Client has 100 beta testing participants ahead of launch.
- Established 3 backlinks (1/month) on relevant authoritative websites.

Client Testimonial



We're impressed with their work. Toledo is very professional and their team has excellent training. Toledo delivered the job when it was due and in the context of what we wanted.

- Charles Benoualid, CTO, Fit-Concierge, Malibu USA