



XERCISE4LESS

# The Approach

- **Xercise4Less is one of the UK's leading gym providers and a pioneer of the low cost, high quality fitness experience.**
- **I represented them during an exciting period of planned growth. They were in the process of expansion and opening new clubs across the UK.**
- **This meant there was a need to plan and execute a targeted strategy that integrated the online and offline channels in order to increase memberships across the board.**
- **I was given the target of designing, building and maintaining a digital strategy, that would offer a demonstrable return on investment.**



XERCISE4LESS



# Key targets

- **Increase gym memberships in all of their target locations**
- **Provide accurate tracking to demonstrate an ROI**
- **Increase brand awareness**
- **Promote pre-sale discounts and offers**

# The Investigation

**I conducted an in-depth, investigation, which involved competitor analysis, audience research & identification and keyword research, which together with the business model knowledge ascertained from the initial meetings, gave me the insight to design the strategy.**

# Localised Websites

- I took the lead in optimizing the content for each of the individual gym websites and created the following:
- Localised copy and imagery
- Smooth and simple user journey
- Conversion
- Ranking in local search results in a short space of time



# Promocode: OFFPEAK

20% discount on off peak gym memberships. Now only £7.99pm. Offer ends midnight, tonight. Limited spaces available.

Join now



OVERVIEW

WEIGHT LOSS

MUSCLE GAIN

SPORTS SPECIFIC

TONING AND CONDITIONING

HEALTH AND WELLBEING

## We are Xercise4Less

We know the one thing that keeps our members motivated is seeing real results. That's why we don't just help you set gym goals, we help you smash them.



# Digital Advertising

- **Google Adwords** advertising with highly targeted, local keywords
- **Facebook** advertising aimed at specific audiences within a perimeter of the gym clubs
- **Email Marketing** Using segmentation and automation to craft targeted emails with compelling content and graphics



# Time to take the plunge

Just 2 days left until our next camp on Monday May 7th at 4pm

DISCOUNT CODE: 50CAMP

## Book your next Camp For £75!

Read this email to get your unique discount code to get your camp at the reduced price.

£240: NOW: £75! SAVE £165

Achieve more than you ever thought possible

# 20% OFF

Gym membership from £7.99pm

## SAVE UP TO £42.40!

Promo codes:  
Peak: **PEAK**  
Off Peak: **OFFPEAK**

Buy now

Must end 22nd April 2018

# Time to test the waters

Try a Body Transformation Camp session for free.

Saturday, June 23rd, 12pm

Editing Transformation Camp - 22/05

Your business is represented in ads by its Facebook Page.

Xercise4Less

Advertise on Instagram

Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more.](#)

Add Instagram Placement

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

All campaigns

Overview

Recommendations

Campaigns

Ad Groups

Ads & extensions

Videos

Landing pages

Keywords

Dynamic ad targets

Audiences

Demographics

Topics

Placements

Settings

Locations

Overview



Biggest changes

19 Jun 2018 compared to 12 Jun 2018

1.) → FLASH SALE PROM...		£205.97
1.) Main Brand [P] - 25% Off		-95.90%
1.) → FLASH SALE PROM...		£53.76
1.) Main Brand [G] - 25% Off		-94.56%

Campaigns

	Cost	Conversions	Cost / conv.
1.) → FLASH SALE PROMOS Targete...	£12.30	4.00	£3.08
1.) → FLASH SALE PROMOS (opened...	£11.89	1.00	£11.89
LE - Chesterfield	£5.88	0.00	£0.00
LE - Duxford	£4.40	2.00	£2.20

# Results

**Now the important bit... how did the strategy stand up to the targets? Well, I'll let you be the judge of that:**

**Over the first 6 month period I delivered:**

- **20X return on investment**
- **1-3 rankings for targeted keywords across all of the sites I worked on**
- **5,000 new members**
- **A 65% increase in member retention**

# Social Media Responsibilities

- Posting a variety of social media content
- Creating Facebook competitions
- Engaging gym members over social media
- Setting up and managing Facebook & Instagram adverts
- Increasing followers

# Social Media KPIs

- **Increase followers**
- **Demonstrate a measurable increase in sales and ROI**
- **Increase brand awareness**
- **Engage with customers and resolve enquiries**

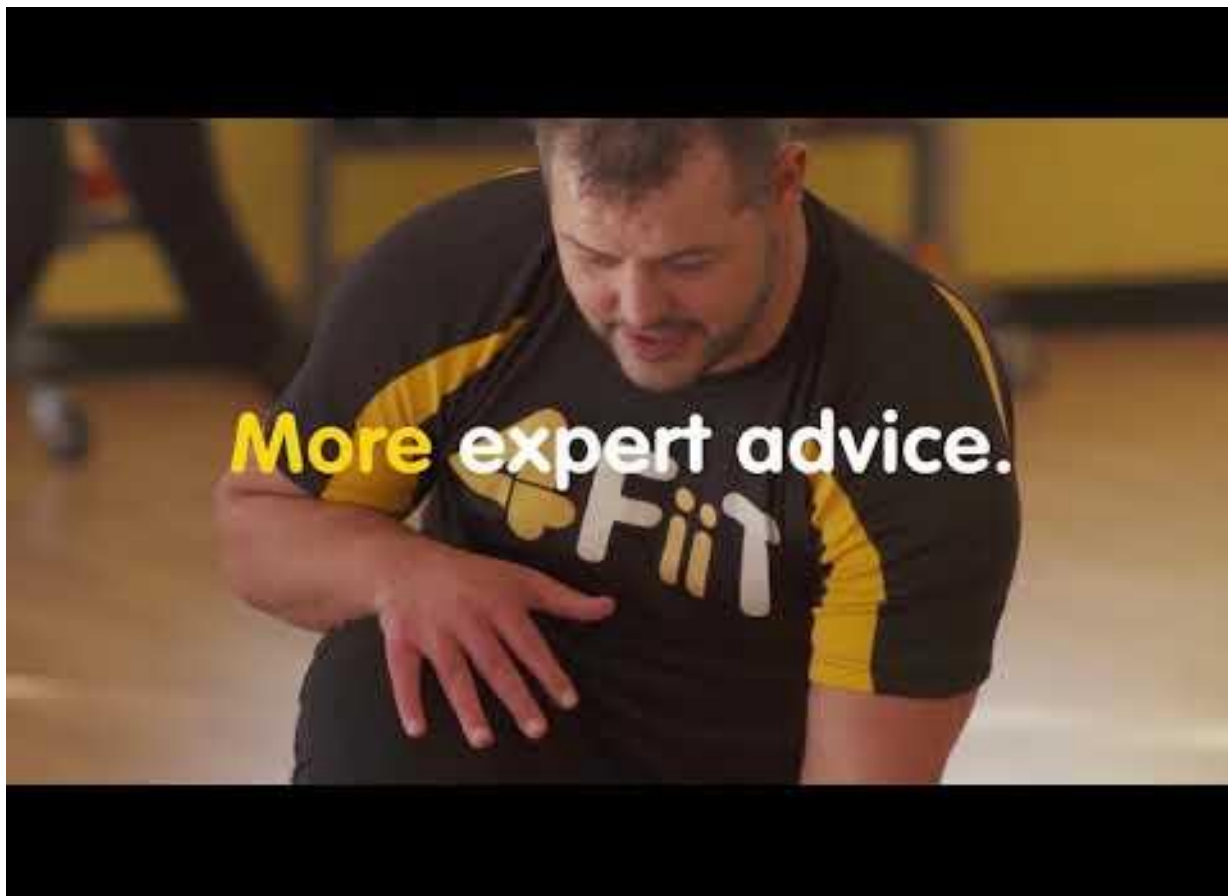
# My Solution

With Xercise4Less being such a well-known brand, the challenge was to create new and compelling content that results in a measurable increase in sales.

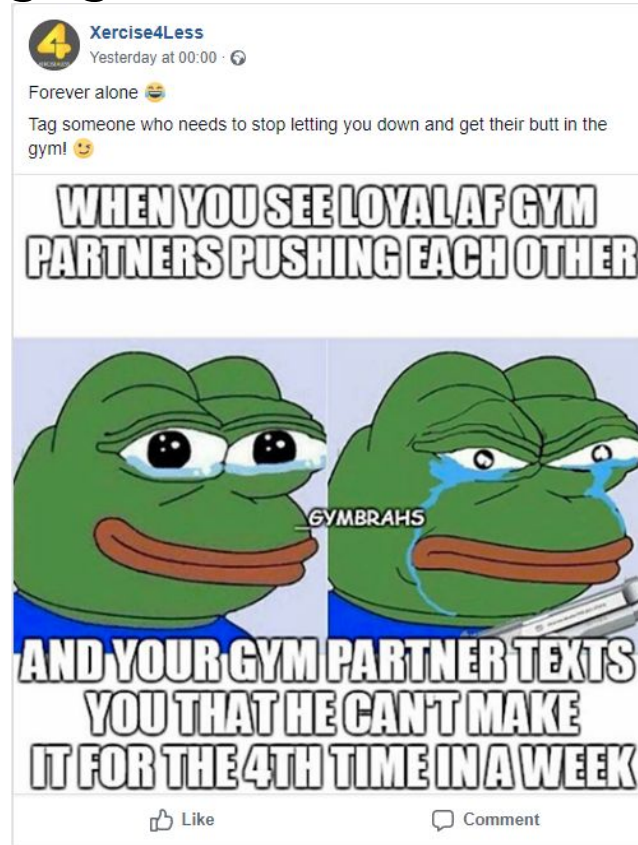
I came up with the following ideas:

- A Facebook competition encouraging people to send in before and after pictures of themselves after training in one of our exercise programmes. The prize was free gym membership for a year
- A mixture of memes and gifs encouraging people to live healthy lifestyle
- Social media videos with highlights from our best training programmes

**CLICK VIDEO TO PLAY (OPENS IN THE SAME WINDOW)**



Some of the memes/content I posted were designed to be humorous and boost engagement







Xercise4Less

24 October at 12:21 · 🌐

Correct 👍



**5PM AT WORK**



**20 MINUTES LATER AT THE GYM**



Xercise4Less

24 October at 08:00 · 🌐

Leaving the gym after feeling defeated! 😞



**THE FACE YOU MAKE AFTER YOU  
LEAVE THE GYM**

YEAHWETRAIN.COM

**"I'LL BE BACK"**

# Facebook Ads

I created a number of targeted Facebook ads, which included the following:

- Ads aimed at generating clicks and views
- Segmenting customer data and importing it into Facebook to create custom and Lookalike audiences
- Creating remarketing ads with custom audience targeting
- Producing targeted Facebook adverts, such as ads, blogs, graphics and videos

## Results - Membership ads

- Increased followers from 95,000-103,000 within 3 months
- 1,551 website conversions
- 44 immediate purchases
- 1,025 link clicks

Search ▾

Filters ▾



Add filters to narrow the data you are seeing.

Oct 15, 2018 – Oct 22, 2018

Account Overview

Campaigns

1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate ▾

Edit ▾



Rules ▾

1-200 of 1136

View Setup



Columns: Dieter's Preset ▾

Breakdown ▾

Reports

<input type="checkbox"/>	Campaign Name ▾	Budget	Amount Spent	Ends	Frequency	Post Reactions	Post Comments	Post Shares	Page Likes	Link Clicks	Unique Link Clicks	Website Checkouts Initiated	Website Purchases	Website Conversions
<input type="checkbox"/>	4Fit - Remarketing - Festive Fast Track	ad se...	£0.14	Oct 31, 2018	1.00	—	—	—	—	—	—	—	—	—
<input checked="" type="checkbox"/>	Membership - Remarketing - Competitors (19th Oct...	ad se...	£1,210.57	Ongoing	2.52	174	38	12	1	1,025	938	1,212	44	1,551

# Results - Membership Clicks

- 77 signups
- 54 purchases of other products
- Engagement rose by 53%
- 67 link clicks

Q Search ▾

Filters ▾



Add filters to narrow the data you are seeing.

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<input type="checkbox"/>	Campaign Name ▾	Reach	Cost per Result	Budget	Amount Spent	Ends	Frequency	Post Reactions	Post Comments	Post Shares	Page Likes	Link Clicks	Unique Link Clicks	Website Checkouts Initiated
<input type="checkbox"/>	4Fit - Remarketing - Festive Fast Track	118	— Per Initiate C...	Using ad se...	£0.14	Oct 31, 2018	1.00	—	—	—	—	—	—	—
<input type="checkbox"/>	Membership - Remarketing - Competitors (19th Oct...	98,711	£27.51 Per Purchase	Using ad se...	£1,210.57	Ongoing	2.52	174	38	12	1	1,025	938	1,212
<input type="checkbox"/>	Membership - Clicks - Competitors	86,600	£43.38 Per Purchase	Using ad se...	£650.71	Oct 31, 2018	2.18	74	50	11	—	620	569	398
<input type="checkbox"/>	Membership - Remarketing - Bolton	1,090	£3.40 Per Initiate C...	Using ad se...	<u>£261.47</u>	Oct 31, 2018	16.78	9	5	1	—	67	54	77
<input checked="" type="checkbox"/>	Membership - Clicks - Bolton	<u>26,556</u>	£5.02 Per Initiate C...	Using ad se...	<u>£261.27</u>	Oct 31, 2018	<u>1.93</u>	15	13	6	1	<u>155</u>	<u>148</u>	52

# Results - Free Day Pass

- 201 link clicks
- 60 website checkouts
- 38,853 people reached
- Engaged increased by 35%



Search ▼

Filters ▼



Add filters to narrow the data you are seeing.

Oct 15, 2018 – Oct 22, 2018 ▼

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Ads

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Duplicate ▼

Edit ▼



Rules ▼

1-200 of 1136



View Setup



Columns: Dieter's Preset ▼

Breakdown ▼

Reports ▼

<input type="checkbox"/>	Campaign Name ▼	Reach	Cost per Result	Budget	Amount Spent	Ends	Frequency	Post Reactions	Post Comments	Post Shares	Page Likes	Link Clicks	Unique Link Clicks	Website Checkouts Initiated
<input type="checkbox"/>	Membership - CPL - Day Pass	20,300	£0.02 Per Initiate C...	Using ad se...	£201.27	Oct 31, 2018	1.32	10	10	0	1	100	140	32
<input type="checkbox"/>	Membership - CPL - Day Pass (October 2018)	38,953	£5.76 Per Landing ...	Using ad se...	£178.57	Oct 31, 2018	1.32	52	17	9	—	216	201	60

