



[www.performgym.co.uk/](http://www.performgym.co.uk/)

**180 leads over a 4 month period and “Perform has grown faster than we ever had with a 40% increase in membership numbers, and coming into November we had actually surpassed our best ever month.”**

Explore how this high-end personal training facility is experiencing exciting growth through the power of Facebook & Instagram advertising.

We've worked as a partner in the fitness industry for many years and can proudly say that we know a thing or two about how to use Facebook & Instagram advertising to help drive results. Perform Fitness were told about us from another gym using our services and wanted to find out what we could do to help them.

### **The Client - Perform Fitness**

Perform Gym in South Liverpool is a community of friendly and supportive people – clients and trainers alike. They are all working towards their own personal fitness and health goals, in a comfortable and non-judgemental environment.



**The Goal** - Generate high quality leads to be converted into paid trial members.

**The Plan** - Perform Fitness have big goals to achieve when it comes to growing their business.

The obvious platforms to drive brand awareness and generate new members is Facebook & Instagram because of the sheer number of people spending time on these platforms on a daily basis - you can be safe in the knowledge that the audience for your business is right here.

We created a campaign centred around increasing new paid trial members for their 30-day introduction programme.

This is a competitive market so standing out from the crowd is a must. We use videos and images from the gym to create into ads and then target relevant audiences to place the ads in front of.

We then drive the traffic to a landing page where the prospect can learn everything they need to know about the gym and the offer available. From here, we collect the prospects name, email address and telephone number and deliver it to the team at Perform to contact and book in.

## The Results

Dates - August 1st - November 30th

Ad Spend - £1,529.24

Leads - 180

Cost per lead - £8.50

Campaigns		Ad Sets				Ads	
+	Create	Duplicate	Edit	A/B Test	Rules	View Setup	
<input type="checkbox"/>	Campaign Name	Delivery	Reach	Amount Spent	Link Clicks	Leads	Cost per Lead
<input type="checkbox"/>	PL_TOF_CONV_JULY...	Off	58,448	£904.60	1,128	118	£7.67
<input type="checkbox"/>	PL_TOF_CONV_JULY...	Off	28,349	£486.54	451	40	£12.16
<input type="checkbox"/>	PL_TOF_CONV_OCT ...	Off	10,847	£138.10	164	22	£6.28
<input type="checkbox"/>	Instagram Post	Completed	—	£0.00	—	—	—
<input type="checkbox"/>	[01/01/2016] Promo...	Completed	—	£0.00	—	—	—
> Results from 5 cam			75,427 People	£1,529.24 Total Spent	1,743 Total	180 Total	£8.50 Per Action



## **What Peter, Owner of Perform Fitness has to say about Pink Leopard...**

*"We started working with Pink Leopard in the final month of the March lockdown as a solution to the losses that we had suffered as a result of the long closure.*

*We figured that while other gyms may be struggling with a bit of a 'hangover' we would hit the ground running with a more targeted 'pre-opening' lead generation campaign.*

*In the 3 months from August to October we have grown faster than we ever had with a 40% increase in membership numbers, and coming into November we had actually surpassed our best ever month.*

*Couldn't be happier with the team, the support we are given and obviously the results and we can't wait for the next big push into the New Year to see what we can achieve."*