



www.thefitnesscollective.co.uk/

**20-30 high quality leads generated on average per month with an
80% conversion rate!**

Discover how this high-end small group training studio has grown their member base substantially since partnering with Pink Leopard in June 2020.

The Fitness Collective had attempted advertising on Facebook with little success before working with Pink Leopard. They approached us after being recommended by another gym and have been delighted with the results we continue to deliver for them.

The Client - The Fitness Collective

The Fitness Collective has developed an inclusive, customer-centric experience built on a foundation of personal training that focuses purely on results.

Their training classes have been designed for great results across 3 core elements of fitness: Strength, Stamina and Flexibility.

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

The Plan

In a competitive market we ensure that we cut through the noise with creatives that are regularly refreshed.



We mix it up with videos, still images, testimonials and then analyse which is working best to refine the campaign to drive the best possible results.

We also target an audience that is likely to be interested in joining a gym of this nature. Facebook/Instagram has unparalleled targeting capabilities which we apply to all of our campaigns.

The traffic is then driven to a landing page where the prospect can learn more about the gym, the offer, what's included, the price and testimonials from existing members. This strategy is the best way to generate high-quality leads. The landing page acts as a 'sales pitch' because it includes all relevant information for the prospect to make an informed decision on whether they want to learn more.

This is continuing to be an extremely successful campaign giving the gym the ability to grow and reach their goals.

The Results -

Dates - August 1st - November 30th 2020

Ad Spend - £1,678.81

Leads - 93

Cost per lead - £18.05

Campaign Name	Delivery	Reach	Amount Spent	Link Clicks	Leads	Cost per Lead
PL_TOF_CONV_TRIAL	Off	47,427	£1,083.87	1,632	75	£14.45
PL_TOF_CONV_TRIA...	Off	13,016	£206.42	210	11	£18.77
PL_TOF_CONV_TRIA...	Off	8,938	£155.98	121	2	£77.99
PL_TOF_CONV_TRIA...	Off	7,367	£114.94	141	3	£38.31
PL_MOF_CONV_TRI...	Off	2,783	£55.45	89	2	£27.73
PL_TOF_AWARENESS	Off	11,708	£47.82	2	—	—
PL_TOF_EBOOKS_L...	Off	3,372	£14.33	42	—	—
PL_TOF_CONV_TRIA...	Off	—	—	—	—	—
Results from 10 car		66,884 People	£1,678.81 Total Spent	2,237 Total	93 Total	£18.05 Per Action

What Tim Clarke, Owner of The Fitness Collective has to say about Pink Leopard...



“The Pink Leopard team has helped our business grow exponentially since partnering!

As a business, we’d tried numerous costly attempts to increase our member base with very mixed, and sometimes poor results. Pink Leopard from the off, took the time to understand our business and what our key outputs are.

They have successfully implemented a clear and simple process, which gives us a consistent growth pattern of quality, price qualified leads. They are consultative and engage very well, keeping us abreast of campaigns, discussing, reasoning and seeking approval for changes they feel will be impactful.

If you’re looking for a company to help your business grow and thrive you should call the Pink Leopard Team!”