



# 4 Marketing Moves to Achieve Audience Growth

Next Gen personalizes advertising and acquisition with Marketing Cloud.





## Contents

Introduction .....	3
Reach the Right Audience at the Right Time .....	4
Advertise to Lookalike Audiences .....	5
Numbers Tell the Story .....	6
The Power of 1-to-1 .....	7
Conclusion .....	8



## Introduction

Customers are quick to screen out online advertising, but connected brands are changing the game with clever tools that target the right customers with offers they find hard to resist.

Using Advertising Studio and the rest of Salesforce Marketing Cloud, Australian health and lifestyle club provider Next Gen Health & Lifestyle Clubs grows its audience and drives a personalized experience for new members.

*“Marketing Cloud’s 1-to-1 cross-channel communication is a new kind of approach for Next Gen – and it’s delivering great results.”*

**ANDREW SAVAGE**

*Director of Marketing and Products  
Next Gen Health & Lifestyle Clubs*





## Reach the Right Audience at the Right Time

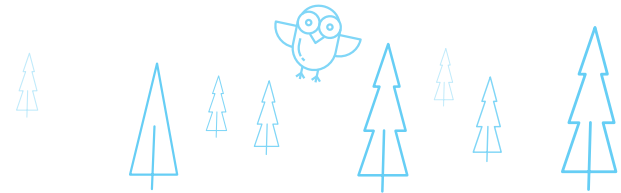
Unlike traditional gyms and health clubs, where mass promotions are pitched to almost anyone willing to break a sweat, Next Gen advertises its premium multiservice clubs to specific audiences.

Built on the country club concept blending fitness, relaxation, aquatic, and racquet pursuits within a single facility, Next Gen competes for customers with no shortage of choices. The Next Gen team believed that unstructured lead generation was letting prospects slip through the cracks.

Andrew Savage, Next Gen's director of marketing and products, felt that marketing automation to coordinate sales channels was the best way forward. All paths led to Salesforce Marketing Cloud's Journey Builder.

Next Gen's marketing machine was immediately transformed with smart workflow and automated triggers, bringing new customers on board and keeping them informed and connected.

The move effectively embedded Next Gen's customer management in tightly sequenced steps, which typically include interactions via email, SMS, and advertising. Next Gen's customer journeys include trial membership, remarketing (for those not quite ready to take the plunge), new member onboarding (to ensure they're engaged and participate in the club's induction program), retention (when attendance drops below a certain threshold), and member recovery.



# Advertise to Lookalike Audiences

With customer journeys running like a well-oiled machine, Savage pondered the bigger picture. An online approach, he figured, opened the door to more precise targeting and further automation to close the loop between Next Gen's lead generation, conversion, and customer retention.

Next Gen's big play was to target lookalike customers on Facebook. Advertising Studio directs the show, syncing Next Gen's customer data – first-party CRM data – with Facebook ad targeting, allowing Next Gen to buy and optimize ads on Facebook.

The key here is customizing advertisements to Facebook users who look and behave like Next Gen club members.

Next Gen targets a range of lookalike customer groups, tailoring advertising and offers, including Salesforce landing pages, smart capture forms, and advertising creative – all unique to each group. The campaign for active retirees looks quite different from Next Gen's Facebook campaigns targeting students and stay-at-home moms.

With over 90% of Facebook's daily active members using a mobile device to visit Facebook, Next Gen had to make things easy for mobile customers. To do the job, Savage used Facebook lead ads to extend Next Gen advertising and lead capture functions to direct engagement within the Facebook mobile app.

Journey Builder connects the dots, capturing prospects from each lookalike group to set in motion reminders and downstream comms.

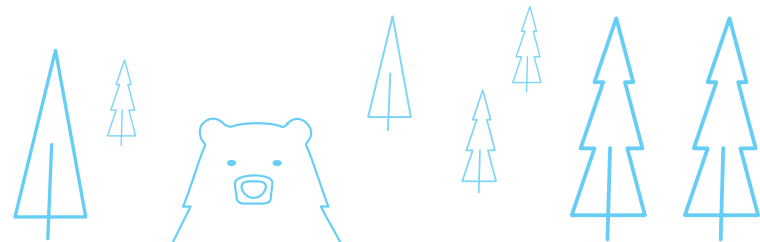




## Numbers Tell the Story

Campaign activity delivers fantastic numbers.

With Advertising Studio directing segmentation and targeting, each one of Next Gen's six clubs reaches up to 50,000 lookalike customers on Facebook who live and work near a Next Gen club. By digital standards these aren't huge numbers, but Savage wasn't interested in volume. Rather, the goal was to optimize advertising spend by targeting people most likely to join up. The approach is working wonders, boosting inquiries by 32%.

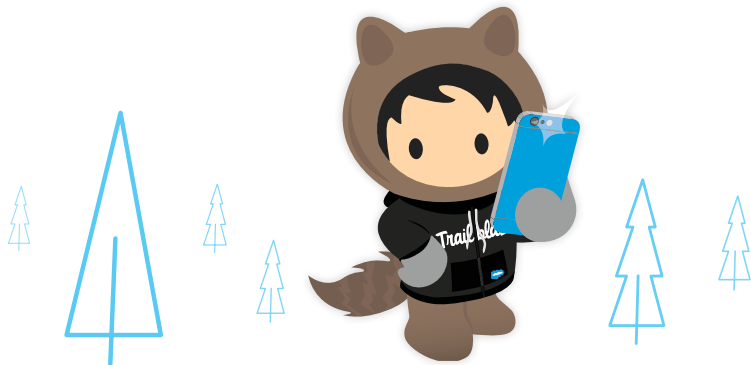


# The Power of 1-to-1

Andrew Savage, Next Gen's director of marketing and products, says Marketing Cloud's 1-to-1 customer model ensures that the company drives across-the-board increases in high-quality lead generation and conversion.

"It's the combination of customer segmentation, lead generation, and customer journeys. That's the real difference," he said. "And then being able to use different tools from properties like Facebook – it's just a more intelligent way to reach people and drive leads."

"Marketing Cloud is a very strong contributor," said Savage. "One-to-one cross-channel communication is a new kind of approach for Next Gen – and it's delivering great results."



*“It’s the combination of customer segmentation, lead generation, and customer journeys. That’s the real difference.”*

**ANDREW SAVAGE**

*Director of Marketing and Products  
Next Gen Health & Lifestyle Clubs*





# Conclusion

## Challenge:

- A company rebrand spurred Next Gen to build a better understanding of customer segments.
- Success with Marketing Cloud's Journey Builder automated sales processes, but the big opportunity was to add digital acquisition to the marketing mix.

## Solution:

- Marketing Cloud's Advertising Studio unlocks CRM data in Salesforce to reach customers, target lookalikes, and optimize advertising.

## Results:

- **Syncing Next Gen's customer data (first-party CRM data) with Facebook ad data to target lookalike customers precisely targeted roughly 50,000 high-quality prospects at each Next Gen club. It also boosted inquiries by 32%.**
- **Closing the loop on acquisition and customer journeys improved lead conversion on a trial campaign by an astounding 93%.**



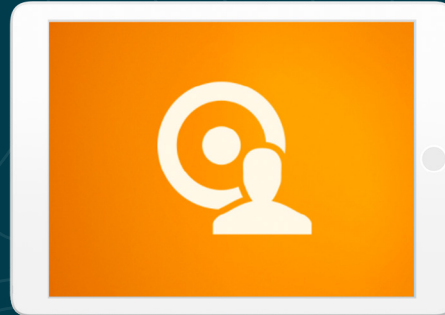


# Resources You May Also Like:



The Future of Advertising Report

[GET THE REPORT](#)



The Future of Advertising Webinar

[WATCH WEBINAR](#)



Nucleus ROI Case Study

[GET THE REPORT](#)

# Notes

---

---

---

---

---

---

---

---

---

---



# Notes

---

---

---

---

---

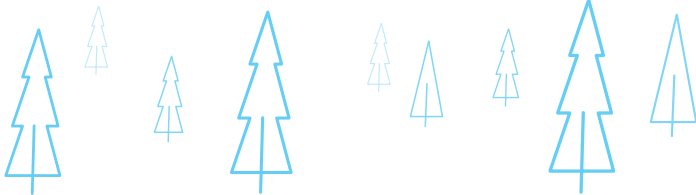
---

---

---

---

---





CONNECT TO YOUR CUSTOMERS  
IN A WHOLE NEW WAY

[salesforce.com](https://salesforce.com)