



THE CUSTOMER SUCCESS PLATFORM



+ social.com

Use social advertising to drive gym registrations



Fitness First

As the leaders in fitness, Fitness First inspires people to go further in life with the right balance of training and motivation.

With clubs in 16 different countries, they are the largest privately owned health club group in the world. In Australia, there are more than 240,000 members who visit 70 clubs located on the Eastern seaboard.



Advertising For Gym Registrations

Fitness First not only want to build their brand in Australia; they wanted to drive acquisition at a lower cost than traditional marketing channels including man-on-the-street marketing.



Fitness First Australia
September 29, 2014 · 🌐

Experience the new Fitness First. Get a free 3-day pass.



EXPERIENCE THE CHANGE

Come and experience Fitness First with a free 3 day guest pass. Get your free guest pass now by entering your details. Valid till 31 October 2014.

WWW.FITNESSFIRST.COM.AU

“Using Social.com, for the first time we could track how effective our social media advertising was at driving offline results in our gyms.”

- Ashley Gatte – Social Media Manager, Fitness First Australia

Advertising Different Promotions

During October 2014, Fitness First advertised five different promotions, each with a corresponding message and call-to-action. These were:

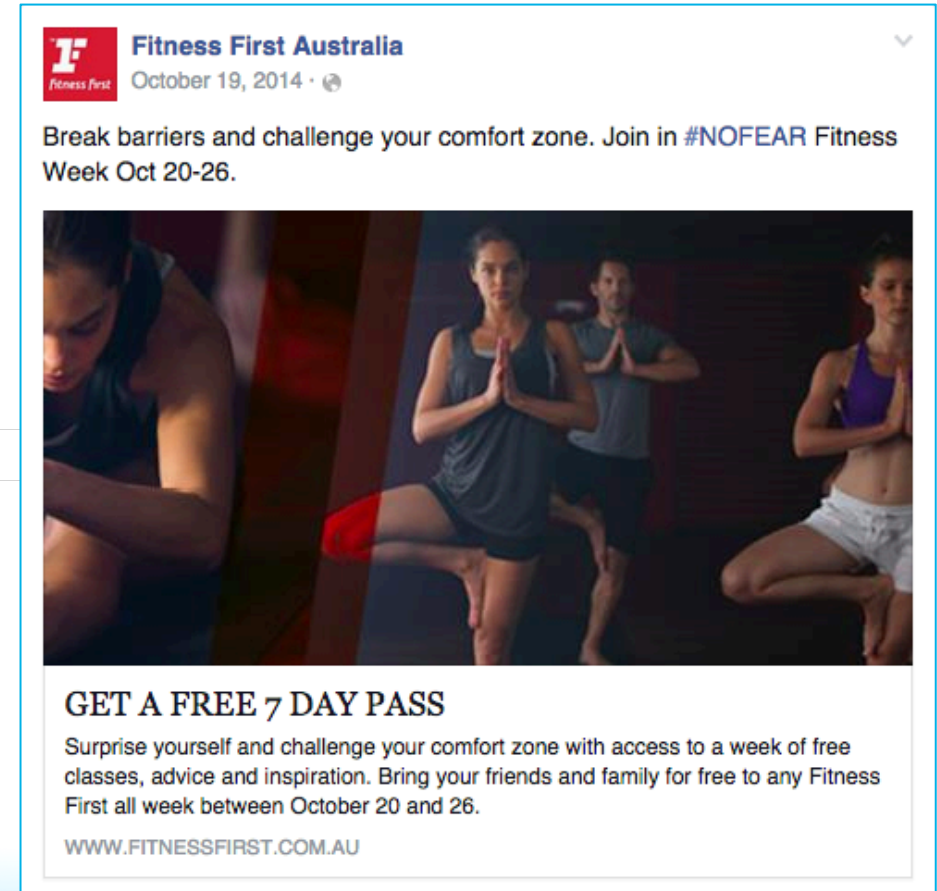
A three day pass to trial Fitness First clubs

A free pass to trial a Hot Yoga class

A one week pass to trial Fitness First clubs


A 10 visit pass to trial Fitness First clubs for AU \$10

A free Personal Training session



Fitness First Australia
October 19, 2014 · 🌐

Break barriers and challenge your comfort zone. Join in #NOFEAR Fitness Week Oct 20-26.



GET A FREE 7 DAY PASS

Surprise yourself and challenge your comfort zone with access to a week of free classes, advice and inspiration. Bring your friends and family for free to any Fitness First all week between October 20 and 26.

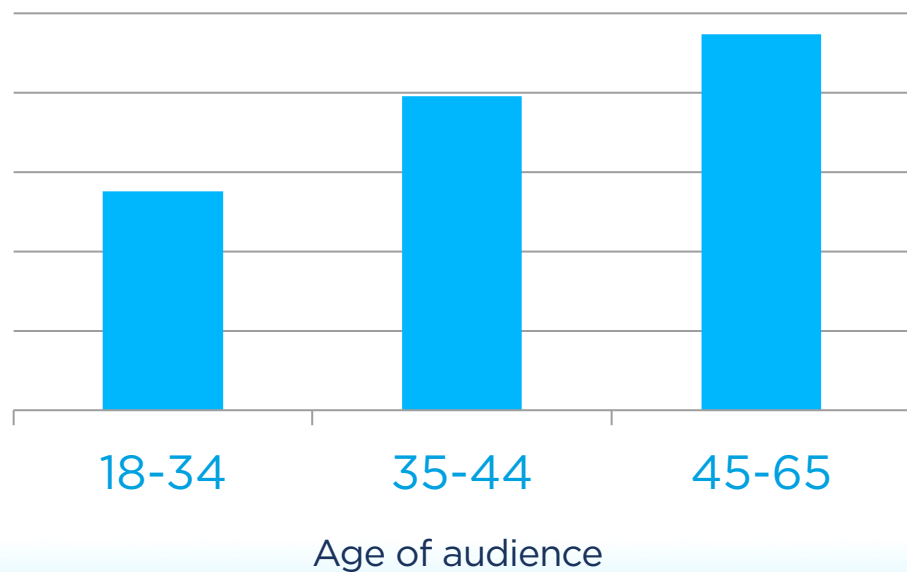
WWW.FITNESSFIRST.COM.AU

Measure Success With Registrations

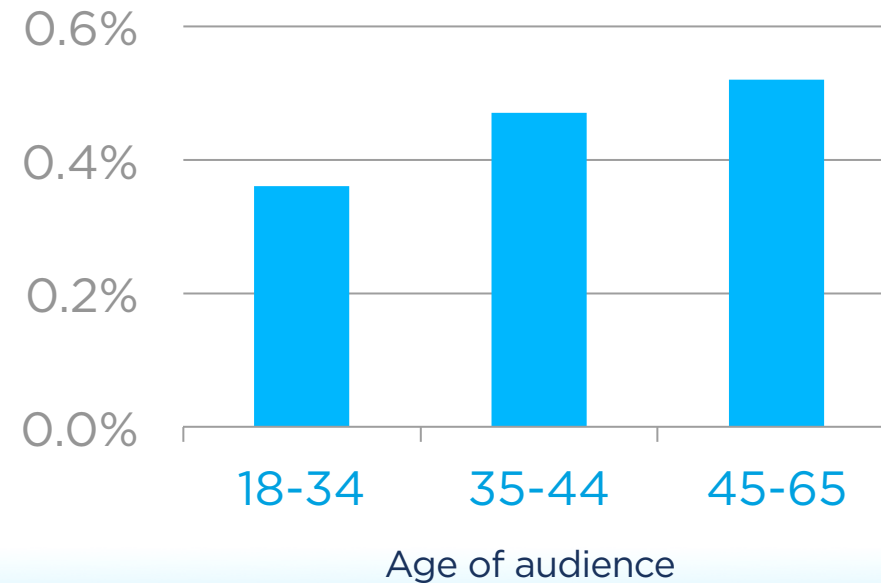
All Fitness First advertisements were not evaluated just on impressions or clicks, but on driving completed registration forms for one of the special offers.

Younger Facebook users showed a lower click through rate (CTR) but also a lower cost per lead conversion, and so advertising to them was more effective.

Cost Per Lead




CTR



Vary Targeting And Creative to Find What Works

Fitness First continually adjusted their targeting to find what worked.

For example, advertising to people interested in specific other brands, such as diet food brands, was less effective than advertising to specific activities such as yoga.



Interest Segment 1

1 Interest

✕

Health & Fitness

weight lifting, Aerobic exercise, Elliptical trainer, trx, cross trainer, CrossFit, BodyPump, walking on treadmill, Pilates, Toning exercises, Abdominal exercise, body balance, body combat, spin class, Burpee (exercise), superfoods, workouts, Kale, Training, push ups, running on treadmill, Superfood, Yoga, Broccoli, Bikram Yoga, Gyms, workout, Zumba, Tough Mudder, Fitness and wellness, Cross-training, Treadmill, bootcamps, Running, body step, Hot yoga, Aerobics, cross fit, Boxing, Weight loss, Strength training, body jam, gym class, Physical exercise, blueberries, BodyAttack, trx training, Cardiovascular fitness [Less](#)

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Compare To Other Channels

Fitness First uses a variety of other channels to drive new signups. These include a large on-the-street presence in major geographic areas, where Membership Consultants and external promotion staff engage with pedestrians to sign up for trials, as well as other forms of advertising.

Social ads dramatically outperformed the on-the-street acquisition method, with both a lower cost-per-signup and a better impact on the Fitness First brand.



“We can customize our promotions and offers for each of our target audiences on Facebook to drive interest in our gyms.”

- Ashley Gatte – Social Media Manager, Fitness First Australia

Lessons Learned

Compare social ads to other channels. Fitness First compared effectiveness of their social ads to their traditional ways of acquiring customers, including man-on-the-street outreach.

Measure success based on business objectives. Impressions help build your brand awareness, and clicks are a strong proxy for interest in your ads. But Fitness First focused on real signups for trials.

Evaluate results for different targeting. Fitness First learned that some of their target audiences were more likely to sign up for a trial than others.



Fitness First Australia
October 6, 2014 · 🌐

Try a **FREE** personal training session at Fitness First.



DISCOVER THE NEW YOU
Contact Fitness First if you have any enquiries regarding our clubs, membership, fitness goals and more.
WWW.FITNESSFIRST.COM.AU

What is Social.com?

A true self-service platform, that's powerful but easy-to-use and helps run efficient and effective social ad campaigns at scale. It powers the largest agencies and advertisers globally including the biggest social media advertisers in gaming, retail, CPG, finance and entertainment. We also provide premium, migration and support service options to help customers optimize, manage and scale their advertising teams and spend.

Who uses the platform?

Customer	Campaigns	Performance
Agencies	Manage thousands of clients at scale	Direct Response, Reach, Collaboration
Mobile Publishers	Drive mobile app installs & engagement	App Installs
Gaming	Drive app installs & revenue	Direct Response, LTV
Brand In-House Teams	Magnify brand message & conversions	Reach, Direct Response

What is Active Audiences?

Active Audiences helps marketers harness data from email, mobile, and social engagement along with the powerful automation and segmentation capabilities of the Salesforce Marketing Cloud to create targeted audiences for paid media campaigns that drive results.

Why use it?

Agencies and advertisers can build highly targeted campaigns quickly and easily, with sophisticated tools to optimize and automate every dollar invested. Teams can share and collaborate around campaign assets, to allow scalability across social ad buying and strategy.

Credits

This case study was a collaboration between Fitness First and social.com.

It is intended to educate and inform readers of the best practices of a Facebook advertiser while using a best in class advertising platform. All results reported are not indicative of future results but reflect the learnings of Fitness First running their campaigns over a pre-defined period.

Our thanks to Ashley Gatte for her openness and continued partnership with social.com and the Salesforce Marketing Cloud.

We also acknowledge the work of Vinh Mai for their ongoing work with Fitness First in helping to create this report.

The case study was co-authored by Zachary Reiss-Davis, Product Marketing Manager at social.com and Fitness First.

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