



ULTIFIT

**ULTIMATE
NINJAS**

FITNESS

FRANCHISE MARKETING CASE STUDY



SocialMadeSimple®

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Introduction



SocialMadeSimple

SocialMadeSimple is a **digital marketing agency** established in 2009. Since then, we've helped over 30,000 businesses achieve success online.

Blending proprietary software with a team of Customer Success Managers, Digital Ads Specialists, and Content Specialists, SocialMadeSimple **delivers high-performing social media campaigns** that drive results.

The Clients

Ultimate Ninjas is a children's fitness franchise inspired by the hit television show American Ninja Warrior on NBC, that offers ninja training for kids of all ages and skill levels.

As a part of Ultimate Ninjas, **UltiFIT** is an adult physical fitness & obstacle training franchise offering revolutionary workout programs for all fitness levels.

Both brands participated in a Franchise Marketing Pilot Program, where they **tested SocialMadeSimple's full suite of services completely free for 90 days.**



Program Overview

SocialMadeSimple became the social media team for five Ultimate Ninjas locations with the ultimate goal of generating **leads in the form of sign-ups for their summer camps**, as well as **bookings for classes and birthday parties**.

SocialMadeSimple created, monitored, and optimized **Facebook and Instagram ad campaigns** that encouraged parents to register their children for Ultimate Ninjas.



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PROGRAM STRATEGY

TARGETING

- **Location-Based** (5 - 15+ mi. radius)
- **Ages** 30 - 65+
- People who match the title: **Parents**

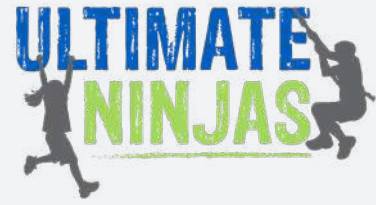
**Example of targeting parameters, not an exhaustive list*

STRATEGY OPTIMIZATION

- **Start of Program:** Launched a **lead generation ad campaign** designed to generate leads in the form of summer camp sign-ups.
- **Revised Strategy:** To streamline Ultimate Ninjas' sales process, SMS pivoted to a **website traffic campaign** that encouraged the audience to sign up for summer camps, book a class, or book a birthday party directly on their website.

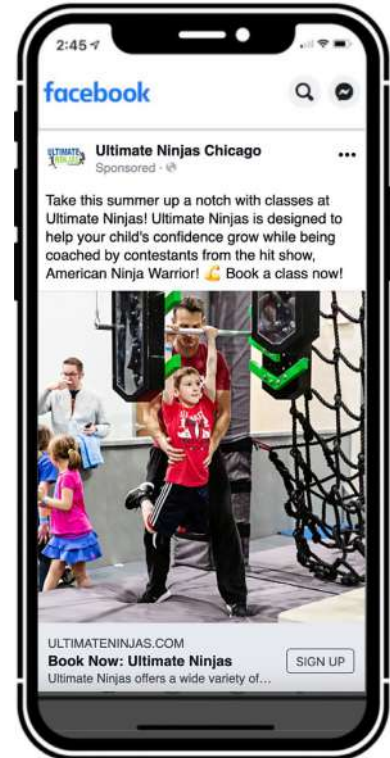


Results



90-DAY LEAD GEN CAMPAIGN

95K+	TOTAL IMPRESSIONS
38K+	TOTAL REACH
300+	TOTAL LEADS
\$5	AVG. COST PER LEAD (CPL)
<i>*Fitness industry average CPL: \$55</i>	



90-DAY WEB TRAFFIC CAMPAIGN

TOTAL IMPRESSIONS	80K+
TOTAL LINK CLICKS	1.2K+
AVG. COST PER CLICK (CPC)	\$0.56
AVG. CLICK-THROUGH RATE (CTR)	1.5%
<i>*Fitness industry average CPC: \$1.90</i>	
<i>*Fitness industry average CTR: 1.01%</i>	

Program Overview

SocialMadeSimple became the social media team for five UltiFIT locations with the ultimate **goal of attracting new members interested in booking a class.**

SocialMadeSimple created, monitored, and optimized **Facebook and Instagram ad campaigns** that enticed new members with an offer for a free UltiFIT session.

The logo for UltiFIT, featuring the word "ULTIFIT" in a bold, sans-serif font. The "ULTI" part is in a light green color, and the "FIT" part is in black. The letters are slightly shadowed, giving them a 3D appearance.

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PROGRAM STRATEGY

TARGETING

- **Location-Based** (5+ mi. radius)
- **Ages** 22 - 55
- **Interests:**
 - **Fitness**
 - **Weight Training**
 - **Men's Health**
 - **Women's Health, etc.**

**Example of targeting parameters, not an exhaustive list*

STRATEGY OPTIMIZATION

- **Start of Program:** Launched a **lead generation ad campaign** designed to generate leads in the form of new members booking classes.
- **Revised Strategy:** To streamline UltiFIT's sales process, SMS pivoted to a **website traffic campaign** that encouraged the audience to book classes directly on their website.

Results

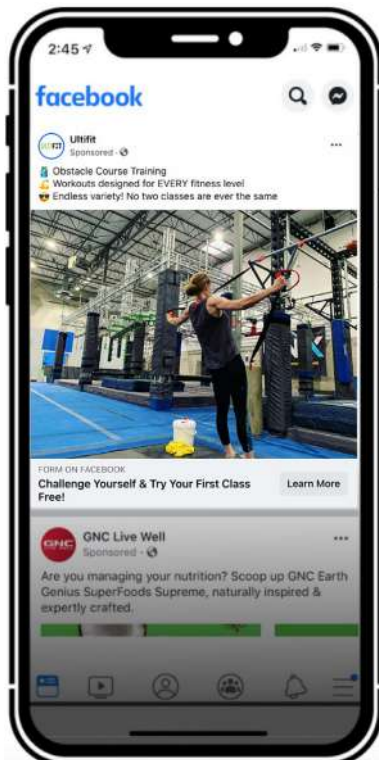


90-DAY LEAD GEN CAMPAIGN

65K+	TOTAL IMPRESSIONS
33K+	TOTAL REACH
100+	TOTAL LEADS
\$13	AVG. COST PER LEAD (CPL)
	<i>*Fitness industry average CPL: \$55</i>



90-DAY WEB TRAFFIC CAMPAIGN



TOTAL IMPRESSIONS	86K+
TOTAL LINK CLICKS	1.1K+
AVG. COST PER CLICK (CPC)	\$0.62
AVG. CLICK-THROUGH RATE (CTR)	1.27%

**Fitness industry average CPC: \$1.90*
**Fitness industry average CTR: 1.01%*

Contact



[SCHEDULE A CALL](#)

TEST-DRIVE SOCIAL, COMPLETELY FREE!

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