



F45 TRAINING

FRANCHISE MARKETING CASE STUDY



SocialMadeSimple

Contents

Introduction

03

Advertising

04

SocialModo

05

Results

06

Contact

07

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 Client

F45 Training is a **global fitness franchise** specializing in high-intensity, innovative, 45-minute group workouts with over 1,750 studios in 45 countries.

They came to SocialMadeSimple in need of a **social media advertising strategy that could generate customer leads** that are qualified, consistent, & cost-efficient. Today, we are the social media team for seven F45 locations (& counting), driving real results through Facebook advertising!



Advertising

We **create, publish, and optimize Facebook & Instagram lead generation ad campaigns** designed to drive a steady flow of affordable and consistent gym membership sign-ups. Our team executes a hyper-local strategy to generate the best results for each F45 location!

STRATEGY OPTIMIZATION

TARGETING

- **Location:** ZIP Code (1+ mi. radius)
- **Lookalike Audience:** F45 Customer List
- **Interests:** High-intensity interval training, Physical fitness, etc.

**This is an example of targeting parameters, not an exhaustive list.*

LEAD GENERATION

- Interested users **submit their info directly** on Facebook or Instagram.
- Lead info is **delivered to F45's CRM** in real-time.
- **Promote various offers** to generate leads in the form of sign-ups (7-day free trial, Circuit Breaker Challenge, etc.).

F45 Training Downtown Silver Spring
Sponsored ·

What is F45? 45 minutes of sweat-dripping, heart-pumping FUN 🏃

Experience it for yourself with our limited-time deal - 7 days for ONLY \$7 !

F45 | **7 DAYS FOR \$7 JOIN TODAY!**

*LOCAL RESIDENTS ONLY

FORM ON FACEBOOK
7 Days For \$7
Team training. Life changing.

Sign up

SocialModo

With **SocialMadeSimple's** platform, SocialModo, F45 Training franchisees have the ability to view and manage their **content calendar, campaign stats, and aggregated messages** across Facebook and Instagram in real-time with **24/7 access**.



Ads

We send **bi-weekly emails** to F45 for feedback and revisions.

Social Networks

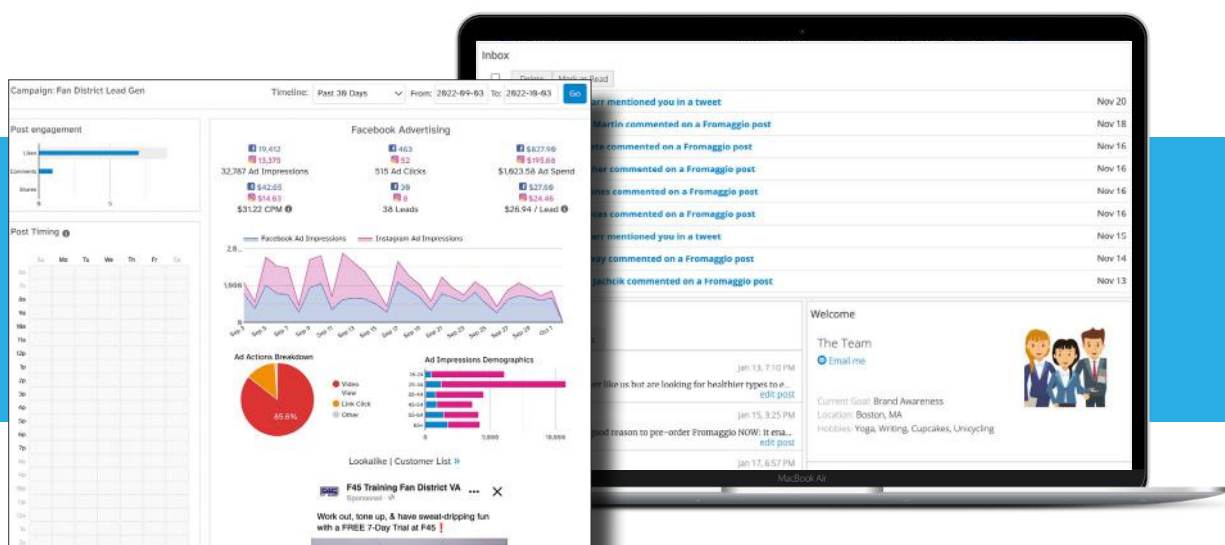
Schedule and publish posts to each location's Facebook and Instagram with a **single click**.

Reporting

Franchisees receive **comprehensive reporting** via analytics dashboards and emails.

Support

F45's dedicated **Client Success Manager** is available for support or updates on campaign performance.



Results

Through the success of our strategy-driven ad campaigns, for the past year, F45 franchisees have been **generating qualified leads while significantly boosting brand awareness.**

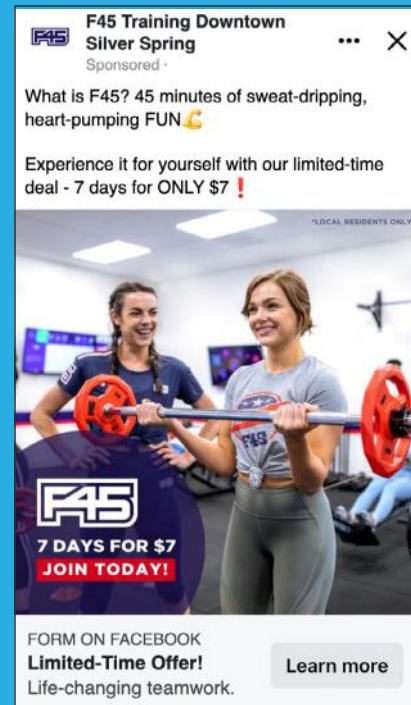
Locations: Penrose | Columbia Heights
U Street | Silver Spring | Dumbarton
Fan District VA | Short Pump

2.6M+ TOTAL AD VIEWS

1M+ TOTAL REACH

2K+ TOTAL LEADS

\$29 AVG. COST PER LEAD



Contact

READY TO GET STARTED?



JULIEN PAUL

Director of Business Development

julien@socialmadesimple.com

617.380.6570

SCHEDULE A CALL



SocialMadeSimple

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