

# Zoo Health Club NJ location boosts pre-sale leads 750% per week.

The Zoo Health Club is a growing franchise that offers 24/7 access and great amenities at a great price. As a franchise preferred partner, we work with many of the Zoo Health Clubs to generate leads, drive new member sales, and boost personal training revenues.

## How we accomplished it:

- Optimized landing pages
- FB ad BSUV technique
- Founding member magnet
- Automated funnel follow-up



Zoo Health Club in NJ started with LEADLION during pre-sale. This new Zoo club was doing mailers and other forms of marketing with mediocre response. LEADLION was immediately able to boost the number of leads and new members each week.

## The Results

↑ **344** pre-sale leads in 8 weeks

↑ **750%** increase in leads

↑ **2900%** return on investment



“I wish I would have found you sooner! I stopped running print because it cost so much more and doesn't do anywhere near as well as the digital marketing program. LEADLION definitely knows their stuff.”  
David B - Zoo Health Club NJ

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MARKETING