

# Fitness 1440 Gilbert Boosts Grand Opening Even During Slow Months

Fitness 1440 is a growing franchise that offers mid size health clubs with high tech amenities and studio like training zones.

## How we accomplished it:

- Mobile optimized micro-funnel
- Highly compelling ads
- Algorithm hack
- Smart Scaling



Fitness 1440 quickly generated over 400 attributed leads between \$2.50 - \$6 per lead to open it's doors during a slower fitness industry month. TIP: Boosting post and hoping for the best is not a strategy. A hyper-focused micro funnel with geo-targeted ads and compelling offer is.

## The Results

↑ **402** leads during Grand Opening

↑ **88%** more leads

↓ **9-10** relevance scores with killer key performance indicators.



“Thank you, you’re a godsend. The fitness and marketing industry experience is a huge plus!” Steve B - Fitness 1440

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MARKETING