

Gold's Gym Drives 3-4x more leads and sales to boost memberships!

Multi-unit Gold's Gym franchise group in FL had a proven sales system in place and needed more leads and traffic. LEADLION implemented a lead generation marketing strategy that drove 3-4 times more leads at a fraction of the cost to fill the sales funnel month-after-month.

How we accomplished it:

- Mobile optimized landing pages
- Advanced Facebook Ad strategies.
- Multi-unit conversion boost.



Gold's Gym is a legacy fitness brand with over 700 locations across the globe with club sizes ranging from 10,000 - over 45,000 square feet.

The Results

↑ **3-4x** more leads per month

↑ **45%** landing page conversions

↓ **\$2-\$5** low cost per lead



“LEADLION has great in depth industry knowledge in the fitness industry as well as the most up to date marketing information. They really came through for us and are happy to recommend them.” Gary - Owner | Partner - Gold's Gym FL

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