

# Retro Fitness Location Becomes Top Franchise In Membership Sales!

Retro Fitness in NJ was invested in direct mail and other marketing channels that overtime became less effective. Alongside a great club management team LEADLION brought a fresh digital strategy that helped propel the franchise into the top 10 in sales.

## How we accomplished it:

- Mobile optimized landing pages
- Advanced Facebook Ad strategies.
- Conversion Rate Optimization.



Retro Fitness is a growing health club franchise that offers a wide array of amenities in facilities ranging from 15,000 to over 25,000 square feet.

## The Results

↑ **Top 10** franchise awards

↑ **37%** landing page conversions

↑ **2x** memberships sales



“Awesome agency to work with, very personable and professional.” Sam - Operations Manager - Retro Fitness NJ

**LEADLION**  
MARKETING