

# WOW gets 2,833 leads with over 51% landing page conversion rate!

WOW workout world had a strong radio and television presence but was missing a strong digital marketing strategy. By adding digital marketing to their 14 health clubs they were able to reach more people at just 6 percent of their traditional media cost.

## How we accomplished it:

- Mobile optimized landing pages
- FB ad “hyper” a/b testing
- Voucher gate.
- O.C.D Cycle.



WOW Workout World is a 14 location health club brand in the New England area that offers a wide variety of amenities and services.

## The Results

↑ **2,833** leads

↑ **51%** landing page conversion

↓ **94%** advertising savings



“Having an agency that deeply understands the industry helps to create better marketing strategies!” Ashleigh - Marketing Director - WOW

“Good marketing strategies and ideas, that’s why I love having LEADLION.”  
Beth - Founder

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