

# Retro Fitness New York Wins 3 Top Performance Awards!

Retro Fitness in NY was boosting social media post instead of making data driven marketing decisions. Three New York locations partnered with LEADLION to accelerate lead flow and drive membership sales.

## How we accomplished it:

- ROAR Secret Sauce!
- Advanced Facebook Advertising strategies and lead gen funnels.
- 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

↓ **61%** reduction in cost per lead

↑ **5x** lead flow volume



“Great job increasing our lead count each month!” Warren - Owner - Retro Fitness NY

**LEADLION**  
MARKETING