

Bodyfit Social Media Paid Performance Case Study



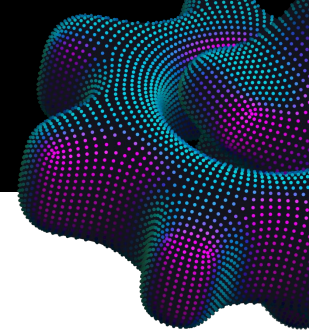
DISCOVER



Case Study

Shoreline Communications Strategy

bodyfit
Got It In One



This document will introduce you to one of the COG Branding Performance Paid Social Media Marketing (SEM) projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!



Luke Sullivan
Managing Director
COG Branding

MANY

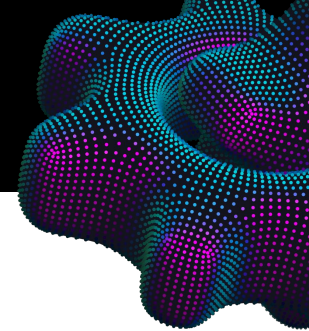
PEOPLE

ONE

BODYFIT

START!





We knew that Bodyfit needed a trusted professional Australian Social Media digital marketing team to strategize, manage, campaign and nurture their social media driven business.

We also knew that the Bodyfit brand needed a Social Media agency that is affordable, communicates clearly, and understands the Meta (Facebook, Instagram) platform and Facebook Business Manager.

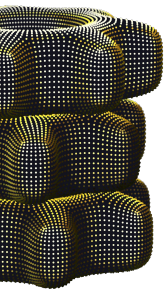
Plus, their business wanted a team of digital experts to offer solutions for better performance in website UX and CRO (Conversion Rate Optimisation and have analytics easy to read.



Bodyfit are more than a gym, they are a community.

Bodyfit believe everyone should have the right to exercise in a safe, welcoming and fun environment. Bodyfit understand value for money, first class facilities, your wellbeing and a friendly smile from our team are important to you. Bodyfit are devoted to making a difference.

Bodyfit is an independently owned suite of gyms, operating a growing group of fitness centres across the greater Sydney area.

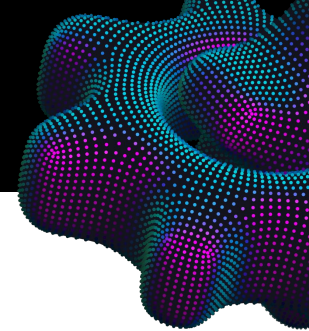




Case Study

From the client

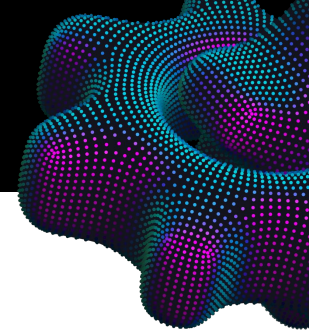
bodyfit
Got It In One



“COG Branding forced us to become strategic, planned and structure the brand to ensure our customers are at the center of all our decision making”.



Nat Grosvenor
CEO
Bodyfit



PAID PERFORMANCE MARKETING STRATEGY

We establish specific goals for communications strategies. It's important for us to then link these goals closely to business objectives to reflect best practices, the company's vision, and its mission statements. Paid performance marketing strategy involves using paid channels to promote products or services, focusing on measurable results and optimizing campaigns for efficient and cost-effective customer acquisition.

CAMPAIGN GRAPHIC DESIGN

Central to any successful social media marketing campaign is delivering the creative - best idea and design wins on the platform! Social media marketing campaign graphic design involves creating visually compelling content for social platforms to enhance brand presence, engage audiences, and achieve marketing goals effectively.

META CONSOLE MANAGEMENT

Facebook (and Instagram) Ads run exclusively through Facebook's advertising platform (for Facebook Agencies). Ads appear in Facebook's feed, Messenger, and even on non-Facebook apps and websites. Facebook ads are a type of display ad and can only be seen by the platform's users who have been selected using Facebook's targeting tools. Our management of the Facebook advertising console involved managing the creating, optimizing, and analyzing ad campaigns. It also included audience targeting, budget management, and performance tracking for effective online advertising.

THIRD PARTY SOFTWARE INTEGRATION

Integrating third-party software for a website involves seamless incorporation of the GymSales external ecosystem that enhanced the sales functionality, and ensured compatibility for an enhanced sales experience for customers.

DATA, TRAFFIC, ANALYTICS, RESEARCH AND INSIGHTS

Advertising analytics involves tracking, analyzing, and interpreting data from campaigns to measure performance, optimize strategies, and enhance ROI for effective decision-making and campaign improvement.

KIDSFIT CLASSES

MON - THU 4:30PM



**\$2 FOR 2
WEEKS**

Redeem NSW Active Kids Vouchers

Kidsfit
bodyfit

KIDSFIT CLASSES

MON - THU 4:30PM



Redeem NSW Active Kids Vouchers

Kidsfit
bodyfit



**FREE
BODYFIT
T-SHIRT**

For all Fitness Passport members on



**FREE
BODYFIT
T-SHIRT**

Passport members on their next visit.



bodyfit

**5 DAY
FREE PASS**



5 DAY

FREE PASS

bodyfit



5 DAY

FREE PASS

bodyfit



**10 WEEKS
FOR \$10***

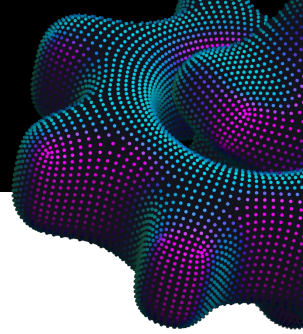


**HOME
AWAY FROM
HOME**



bodyfit

5 DAY

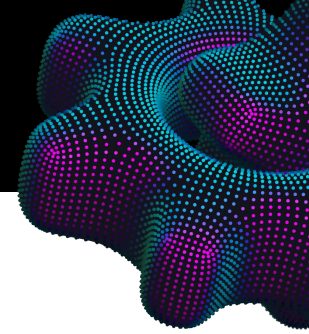


Whether you are starting your first project or have a lot of experience, one thing is for certain – there will be challenges!

All projects will encounter hurdles and toll gates that are tough to get through - here your partners are key. With strong leadership that drives astute and confident project management, any challenges will be met with gusto!

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **ACHIEVE A SOLID ROAS WITHIN A HIGHLY COMPETITIVE SECTOR.**
- **MULTI-CHANNEL MANAGEMENT FOR SOCIAL MEDIA LEAD GENERATION.**
- **UNDERSTAND SOCIO ECONOMIC GEOGRAPHIES PER LOCATION AND SUBURB.**
- **MULTIPLE DEMOGRAPHICS AND TARGETED AUDIENCE GROUPS.**



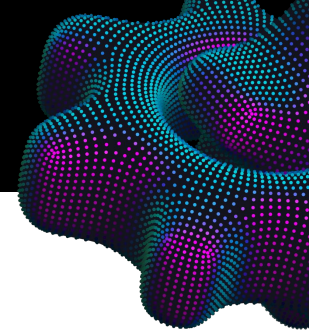
Bodyfit approached COG Branding with a brief to deliver the paid performance social media and digital marketing for the Bodyfit brand and all of its fitness centres across Sydney.

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Bodyfit launched the brand on social media a decade ago while the Facebook platform was much different than it is today. The brand was managed by staff who had little knowledge of industry technical standards and also little accountability to the quality of accounts, the security and record keeping of the accounts and how to adequately handover credentials on their departure from the business.

COG Branding absorbed the role of account managers and optimised of all accounts to ensure an overhauled social media platform suite and performance based ecosystem. COG Branding also implemented protocols to maintain clean BAU functions.

Bodyfit were looking to partner with a Sydney marketing agency that specialises in Social Media Performance Paid Marketing and that can provide strategy, content development, research, key insights, creative design concepts and performance conversion focused advertising executions across the Meta platform.



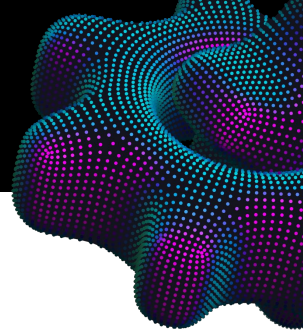
The COG Branding solution is a common sense yet tactical approach to managing organic and paid social media performance marketing campaigns, building brand and converting new customers into long term members.

A strong conversion focused approach for all campaigning provided a foundation that supports any Paid and Organic Social Media activity and programs, thus a key part of our brief was to ensure the website was included Social Media Strategy as the full customer journey loop was critical to success.

By having access and control to all Bodyfit digital touchpoints we were able to create a comprehensive eCommerce approach to Facebook and Instagram campaigns that drive leads from various platforms to be converted by a single third party service in GymSales.

Key to successful social media marketing was to generate content that engages the various targeted consumer groups, and stimulates them to take action. Creative assets such as imager, copy and video media that followed the Bodyfit Style Guide was critical to the broader Social Media content planner.

Focused on conversion and reaching new users while maintaining existing members, the COG Branding social media performance paid marketing strategy is a sophisticated and complex network of lead generation marketing that is a key business driver for the Bodyfit business.



ROI!

Roas Powerhouse Success! (Return On Ad Spend)

GROWTH!

Growing Account (Facebook And Instagram) Audience By 300%.

REACH!

Increasing reach, impressions and unique link clicks per campaign while reducing budget waste and spend.

50+

Creating 50+ audience groups and profiles

CRO!

Increased the conversion rate from always-on-acquisition campaigns while optimising and reducing ad spend.



Where We've Earned Our Experience



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your marketing ROI, you must step up and take branding seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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Your
all in one
for small
business
starts
here



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