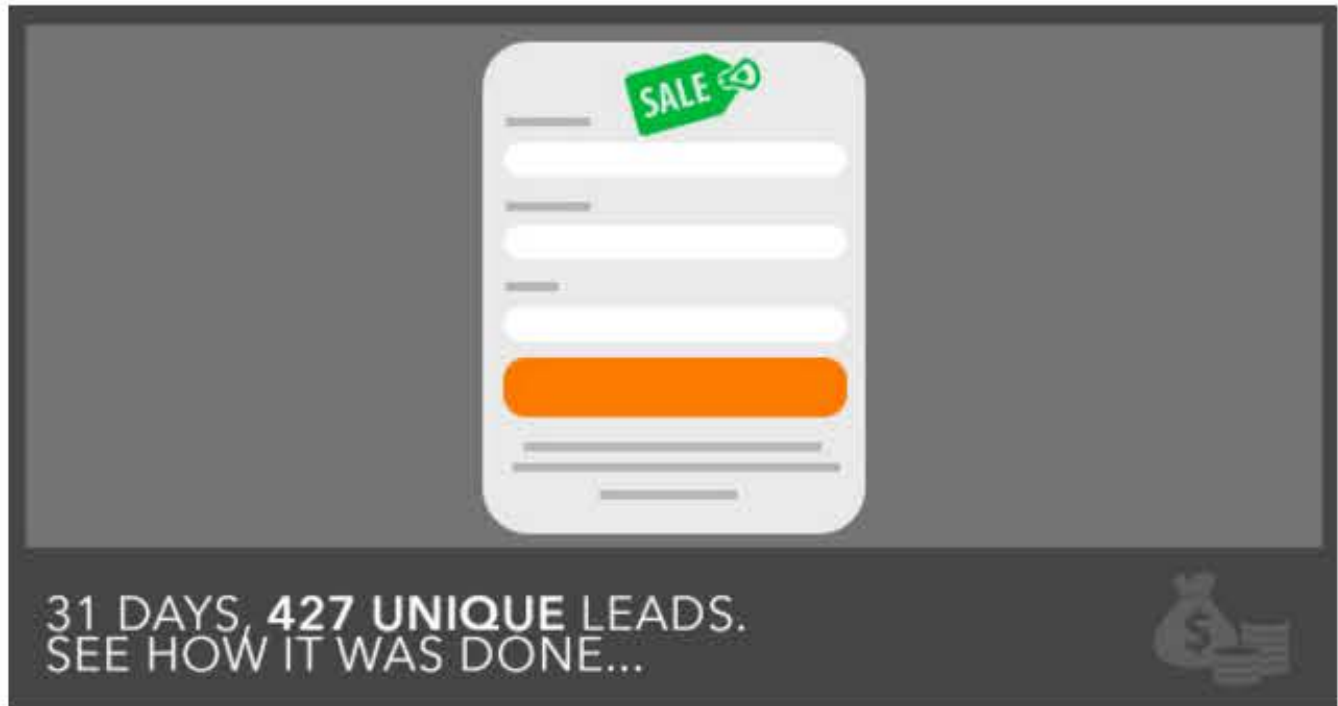


# Local Business? See How Jabz Boxing Studio Generated 427 Leads in 31 Days Using Local Advertising on Facebook

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Categories: [Blog](#), [Drive More Traffic](#)



In 31 days, our team at [Loud Rumor](#) generated 427 unique leads for an all-women's kickboxing studio.

Today we're sharing exactly how it was done, including...

- Offer
- Ad campaigns
- Targeting
- Budget

- Landing page

Let's get into it.

## Make an Offer

As a fitness studio, it's always best to intrigue people and get them through your door with an awesome offer.

So, to catch the attention of our client's target audience when scrolling through their newsfeeds, we promoted two different offers for two different studio locations (Scottsdale, AZ and Tempe, AZ):

- one free week trial
- one unlimited month for \$34

What's great about Facebook advertising is that you can constantly [optimize your campaign](#) to generate the best results.

In this case, we were able to optimize each offer for the location from which it got the highest ROI.

**First**, we tested both offers at each location to see which would respond to best...

Within the first 6 days, the kickboxing studio's Tempe location generated **47** unique leads with the offer of **one month for \$34**.

But there were only 8 unique leads to the Tempe location for the one free week.

So we adjusted the campaign to spend more marketing dollars on the \$34 offer for our client's Tempe location.

The one free week did much better with their Scottsdale location, resulting in

**34** unique leads in only **6** days.

So when you're initially deciding on an offer to invest in for Facebook advertising, choose a promotion that's already been proven to work for your studio outside of your paid efforts.

A free class or free week tend to do really well. Then, once the deal is decided on, it's time to create the ad campaign.

We'll get into building the Facebook ads in just a second. Let's first address a question that's always heavy on local business owners' minds...

## Why not Groupon?

Why is it so beneficial to promote these fitness offers through Facebook rather than any other deal site like Groupon, Living Social, etc?

3 **big** reasons:

- It's not financially savvy to advertise on Groupon. They charge a 2.5% fee to the merchant for any Groupons purchased, and get a 50% cut of the revenue from each coupon.
- Groupon and Living Social don't allow you to target your audience as niche as Facebook does (gender, age, interests, income, and so on).
- Deal sites have such high competition that they actually have started to focus on larger businesses, franchises, and corporations. This has pushed the local companies to the bottom. With Facebook, anyone can advertise and reach their audience.

(RELATED: [Perpetual Traffic Episode 28: 7 Ways to Grow Local Businesses Using Paid Traffic](#))

## Building The Facebook Ad

The kickboxing studio's Facebook ads were built to promote the 2 different



offers in a simple, strategic, and intriguing way.

Since the goal was to get more people to join and become members, we used a CTA button that said **"Sign Up."**

The title of the ads were the actual offers themselves. This way when someone scrolled in their newsfeed and saw the ad, **the promotion was clear.**



One of the best aspects of these ads?

The photos came directly from the client.

**Refrain from stock images here.**

For local businesses, use images directly from the location specifically for the Facebook ads. We used pictures of our clients physically working out in their facility.

This gave prospects a taste of what to expect at the studio before they even visited or opted in.

On top of the images we included overlays that said the offer again — **the free week and the unlimited month for \$34.**

Within the first 31 days, these ads got a total of **4,608** clicks, which resulted in

**427** unique leads. The cost per click to generate those leads was **\$0.25**.

What made these ads so “clickable”?

- The **deal stands out**: it’s in the title of the ad and overlaid on the image as well
- The **CTA is simple** and asks that people “sign up” in order to redeem the offer
- The **image was taken at the local fitness studio’s location** and is 100% unique to their brand (not stock)
- The **audience targeting was niche**, which brings us to...

(**NOTE:** Want the Ultimate Facebook Ad Template Library? Copy & paste these 7 proven Facebook ad campaigns to create low-cost, high-converting ads on demand. Get them [here](#).)



## Set Up Audience Targeting

Local businesses should have a reach of at least 40,000 for their Facebook ads.

*(Are you up to date on Facebook’s targeting potential? If not, stop now and go read [this guide](#) by Molly Pittman.)*



read [this guide](#) by [Ivony Fitness](#).)

Our kickboxing client has a potential reach of 130,000 people. We set the audience location to their physical address with a 12 mile radius.

This was to ensure that people who were about 20 minutes away from studio didn't get shown the ad — because they would be less likely to opt-in.

And since this is a boutique studio specifically for women, we narrowed the gender to include females between 26 – 65+.

It's important to remember that you want your targeting to be niche, but not too niche. That's why the minimum reach of 40,000 people is crucial.

#### Potential Audience:

Potential Reach: 130,000 people

#### Audience Details:

- Location:
  - United States: 13610 N Scottsdale Rd, Ste 23, Scottsdale (+12 mi) Arizona
- Age:
  - 26 - 65+
- Gender:
  - Female

If a local business sets up targeting that's too limited or specific, not enough of the right people will see the ad which limits the potential for more conversions.

## Set Your Budget

The minimum a company can spend per day on their Facebook ad is \$5.

But even still, this doesn't guarantee best results.

To bring high quality leads, we like to set a minimum of at least \$10/day. Keep in mind, **the campaign can be paused at any time.**

**(RELATED: [How 6 Pro Marketers Would Spend \\$10/day Buying Website Traffic](#))**

So if there's too much of an influx of leads (which is a great problem to have), the campaign can be stopped.

Same goes with the opposite issue.

If there's not enough being spent, but the right people are seeing the ads and opting in, you can increase the budget to reach more of those ideal clients at any time.

Over 31 days, the kickboxing studio spent a total of **\$52/day** for their two locations.

So to break that down, the cost per standard ad for a day was **\$26** per location, which was **\$13** per ad set (4 total).

To generate the 427 leads over the month, this results in a **\$2.94** cost per lead.

(RELATED: [How to Leverage Facebook Data to Scale Your Ad Campaigns](#))

## Create the Landing Page

Once someone clicked on the kickboxing studio's Facebook ad, they were taken to a landing page for that offer — either the free week or unlimited month.

There were several elements and features on the landing page that encouraged users to convert:

### Video

We added a video of our client to the landing page that showcased...

- Their studio
- The offer
- The overall kickboxing experience

In our office, we have a green painted wall that conveniently doubles as a green screen.



We wrote the script, shot the video, and edited the content.

Rather than simply having an opt in form on the landing page, this gave our client's prospects a better idea of their fitness studio and actually helped increase conversions.



## CRM

One of the great things about [LeadPages](#) is that it syncs with several different Customer Relationship Management systems (CRMs). This allowed our kickboxing client to capture all the contact forms that were filled out on the landing page to redeem the free week or unlimited month.

Depending on the CRM (we use [Infusionsoft](#)), you can also organize all of these leads with tags. This allows local businesses to segment their prospects based on offers they're interested in, location, etc.

## Countdown Timer

On the [thank you page](#) (once someone redeemed the one free week or unlimited month), we included a countdown timer and additional bonus offer. But they had to call our client within a specific time frame to redeem the bonus



offer.

This strategy got prospects on the phone with the kickboxing studio twice as fast; countdown timers add a great sense of urgency here.



In order to bring in tons of leads... like 427 in 31 days... there's a lot that goes into a strong Facebook campaign.

Local fitness studios need a great offer (or 2), good CTAs and images, the budget to invest in the ads, niche targeting and a solid reach, and a killer landing page where leads can convert.

Facebook has become the #1 place for local businesses to get in front of their audience.

And when it's done the right way, companies are looking at hundreds of leads per month. **This is a game changer.**