

COGdigital^o

SOCIAL MEDIA PAID MARKETING

Case Study – Bodyfit

bodyfit
Got It In One

DISCOVER



THE COG DIGITAL APPROACH TO PERFORMANCE PAID SOCIAL MEDIA MARKETING



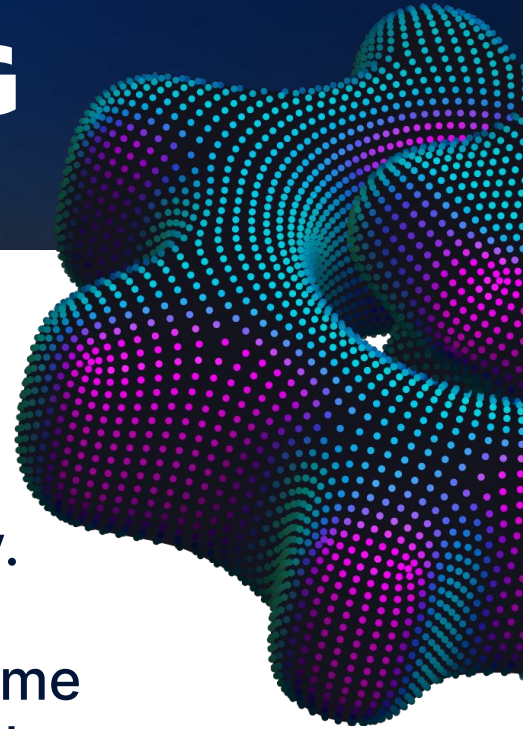
bodyfit
Got It In One

This document will introduce you to one of the COG Digital 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!

START!





MANY

PEOPLE

ONE

BODYFIT



WHAT WE KNEW FROM THE 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.

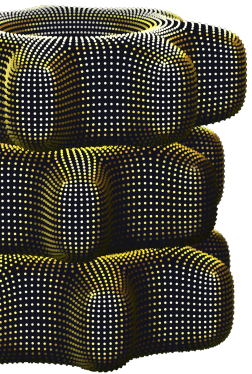


ABOUT THE CLIENT

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.

A group of fitness centres across Sydney,
Bodyfit is the gym that has *Got It In One*.



FROM THE CLIENT

“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](#), General Manager



THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Facebook Ads

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. More than two billion people use Facebook every month, and offer ads for every size and type of business. 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.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the [Google Marketing Platform brand](#).

Google Analytics is a web analytics service that provides statistics and basic analytical tools that are great to understand traffic and conversion from social media campaigns.

GymSales

[GymSales](#) is part of the most comprehensive club management solution in the fitness industry delivered by ABC Financial, and promotes itself as the fitness industry's top lead management tool for growing fitness clubs.

Social Media campaigns drive traffic to the website, and there the website drives the lead through to GymSales for conversion.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

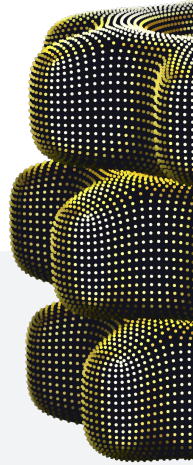
All projects have challenges and people really rely on COG Digital for our astute and confident project management.

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 socioeconomic geographies per location and suburb.**
- **Multiple demographics and targeted audience groups.**



BRIEF SUMMARY



Bodyfit approached COG Digital 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.

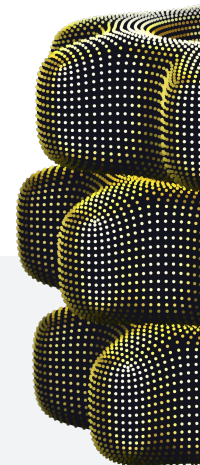
Bodyfit are more than a gym, they are a community. Bodyfit believe everyone should have the right to exercise in a safe, welcoming and fun environment. Bodyfit understand value for money, first class facilities, your wellbeing and a friendly smile from our team are important to you. Bodyfit are devoted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

Bodyfit 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 Digital 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.



SOLUTIONS SUMMARY



The COG Digital 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 Digital 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.

KIDSFIT CLASSES

MON - THU 4:30PM



Redeem NSW Active Kids Vouchers

Kidsfit
bodyfit

bodyfit



**\$2 FOR 2
WEEKS**

KIDSFIT CLASSES

MON - THU 4:30PM



Redeem NSW Active Kids Vouchers

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**FREE
BODYFIT
T-SHIRT**

For all Fitness Passport members on



**FREE
BODYFIT
T-SHIRT**

Fitness Passport members on their next visit.



bodyfit



**5 DAY
FREE PASS**

5 DAY



FREE PASS

5 DAY



FREE PASS

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**10 WEEKS
FOR \$10***



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HOME



**YOUR
AWAY FROM
HOME**

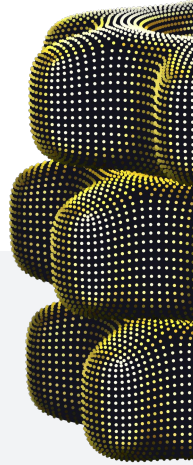
bodyfit



5 DAY



RESULTS SUMMARY



ROAS Powerhouse Success!

- Growing account (Facebook and Instagram) audience by 300%.
- Increasing reach, impressions and unique link clicks per campaign while reducing budget waste and spend.
- Creating 50+ Audience groups and profiles
- Increased the conversion rate from always-on-acquisition campaigns while optimising and reducing ad spend.



THE COG BRANDING PRODUCT SOLUTIONS

DOWNLOAD THE PRODUCT GUIDE



LEARN MORE >



LEARN MORE >



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



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 branding ROI, you must step up and take brand marketing 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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