



XERCISE4LESS

The Approach

Xercise4Less is one of the UK's leading gym providers and a pioneer of the low cost, high quality fitness experience.

- **I created a number of new campaigns designed to increase ROI and help Xercise4Less achieve their goals of opening more clubs in the UK**
- **I've covered the complete strategy in a separate case study, but in these slides, I've focussed specifically on the Facebook campaigns I created and the results gained from the strategy**
- **The client's aims were to increase sales and engagement across their Facebook pages**



XERCISE4LESS

Xercise4Less 

@Xercise4Less

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 Like

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Community

See all

 Invite your friends to like this Page

 103,303 people like this

 100,970 people follow this

 Emma Walker likes this



Social Media Responsibilities

- **Posting a variety of social media content**
- **Creating Facebook competitions**
- **Engaging gym members over social media**
- **Setting up and managing Facebook & Instagram adverts**
- **Increasing followers**

Social Media KPIs

- **Increase followers**
- **Demonstrate a measurable increase in sales and ROI**
- **Increase brand awareness**
- **Engage with customers and resolve enquiries**



XERCISE 4 LESS

My Solution

With Xercise4Less being such a well-known brand, the challenge was to create new and compelling content that results in a measurable increase in sales.

I came up with the following ideas:

- **A Facebook competition encouraging people to send in before and after pictures of themselves after training in one of our exercise programmes. The prize was free gym membership for a year**
- **A mixture of memes and gifs encouraging people to live healthy lifestyle**
- **Social media videos with highlights from our best training programmes**

A man with a beard and short hair is shown from the chest up, wearing a black t-shirt with yellow accents on the sleeves and the word "Fitbit" in white. He has a pained expression and is holding his right hand to his chest, suggesting discomfort or injury. The background is a blurred indoor setting, possibly a gym or office.

More expert advice.

Some of the memes/content I posted were designed to be humorous and boost engagement





Xercise4Less

24 October at 12:21 · 🌐

Correct 👍



Xercise4Less

24 October at 08:00 · 🌐

Leaving the gym after feeling defeated! 😞



Facebook Ads

I created a number of targeted Facebook ads, which included the following:

- Ads aimed at generating clicks and views
- Segmenting customer data and importing it into Facebook to create custom and Lookalike audiences
- Creating remarketing ads with custom audience targeting
- Producing targeted Facebook adverts, such as ads, blogs, graphics and videos

Results - Membership ads

- **Increased followers from 95,000-103,000 within 3 months**
- **1,551 website conversions**
- **44 immediate purchases**
- **1,025 link clicks**

Search

Filters



Add filters to narrow the data you are seeing.

Oct 15, 2018 - Oct 22, 2018

Account Overview

Campaigns

1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit



Rules

1-200 of 1136

View Setup

Columns: Dieter's Preset

Breakdown

Reports

<input type="checkbox"/>	Campaign Name	Budget	Amount Spent	Ends	Frequency	Post Reactions	Post Comments	Post Shares	Page Likes	Link Clicks	Unique Link Clicks	Website Checkouts Initiated	Website Purchases	Website Conversions
<input type="checkbox"/>	4Fit - Remarketing - Festive Fast Track	ad se...	€0.14	Oct 31, 2018	1.00	--	--	--	--	--	--	--	--	--
<input checked="" type="checkbox"/>	Membership - Remarketing - Competitors (19th Oct...	ad se...	€1,210.57	Ongoing	2.52	174	38	12	1	1,025	938	1,212	44	1,551

Results - Membership Clicks

- **77 signups**
- **54 purchases of other products**
- **Engagement rose by 53%**
- **67 link clicks**

Q Search

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<input type="checkbox"/>	Campaign Name	Reach	Cost per Result	Budget	Amount Spent	Ends	Frequency	Post Reactions	Post Comments	Post Shares	Page Likes	Link Clicks	Unique Link Clicks	Website Checkouts Initiated
<input type="checkbox"/>	4Fit - Remarketing - Festive Fast Track	118	— Per Initiate C...	Using ad se...	£0.14	Oct 31, 2018	1.00	—	—	—	—	—	—	—
<input type="checkbox"/>	Membership - Remarketing - Competitors (19th Oct...	98,711	£27.51 Per Purchase	Using ad se...	£1,210.57	Ongoing	2.52	174	38	12	1	1,025	938	1,212
<input type="checkbox"/>	Membership - Clicks - Competitors	86,600	£43.38 Per Purchase	Using ad se...	£650.71	Oct 31, 2018	2.18	74	50	11	—	620	569	398
<input type="checkbox"/>	Membership - Remarketing - Bolton	1,090	£3.40 Per Initiate C...	Using ad se...	£261.47	Oct 31, 2018	16.78	9	5	1	—	67	54	77
<input checked="" type="checkbox"/>	Membership - Clicks - Bolton	26,556	£5.02 Per Initiate C...	Using ad se...	£261.27	Oct 31, 2018	1.93	15	13	6	1	155	148	52

Results - Free Day Pass

- **201 link clicks**
- **60 website checkouts**
- **38,853 people reached**
- **Engaged increased by 35%**

Search

Filters



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Oct 15, 2018 - Oct 22, 2018

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Ads

+ Create

Duplicate

Edit



Rules

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View Setup

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Breakdown

Reports

<input type="checkbox"/>	Campaign Name	Reach	Cost per Result	Budget	Amount Spent	Ends	Frequency	Post Reactions	Post Comments	Post Shares	Page Likes	Link Clicks	Unique Link Clicks	Website Checkouts Initiated
<input type="checkbox"/>	Membership - CPL - Day Pass	20,000	€2.02 Per Initiate C...	Using ad se...	€201.27	Oct 31, 2018	1.33	10	10	0	1	100	140	32
<input type="checkbox"/>	Membership - CPL - Day Pass (October 2018)	38,953	€5.76 Per Landing ...	Using ad se...	€178.57	Oct 31, 2018	4.32	52	17	9	—	216	201	60

