



# Infiniti Fitness

Well Known Gym in  
Hyderabad





## About the client

Infiniti Fitness is a well known gym in Hyderabad.

They are located in Gachibowli and Rethibowli. Infiniti fitness offers a variety of cardio and strength training equipment as well as group exercise programs.



# Challenges

- Refine Target audience and grow an audience
- Grow brand presence
- increase sales, order volume and revenue of the gym.
- Increase gym membership and retain the existing members.

# Solution

- We did a research on the fitness industry and decided to leverage the Facebook and Instagram platforms for generating business for Infiniti Fitness.
- We setup Facebook Lead generation campaigns for the client and created a funnel for the leads and integrated it with Hubspot CRM
- Auto Follow up emails and sms campaigns were scheduled for registration with the help of lead magnets.
- We made sure that that CTR for the campaigns was good enough with help of engaging and contextually relevant images.
- We did A/B testing to make sure that our campaigns were well optimized and our CPL was in the budget.

▶ **START TRAINING TODAY!**

**Annual Membership  
for  
Rs. 8500 ONLY!**





**Upto 50% off on  
Annual  
Membership**





Get your  
Free 3 Day Pass



\*Limited Offer  
for first 5 signup.  
JOIN TODAY!

# Website Development

Developed a fully responsive and interactive website for visitors with an option to choose their location.



Get Ready to start  
your fitness journey

Choose your Location

GACHIBOWLI

RETHIBOWLI

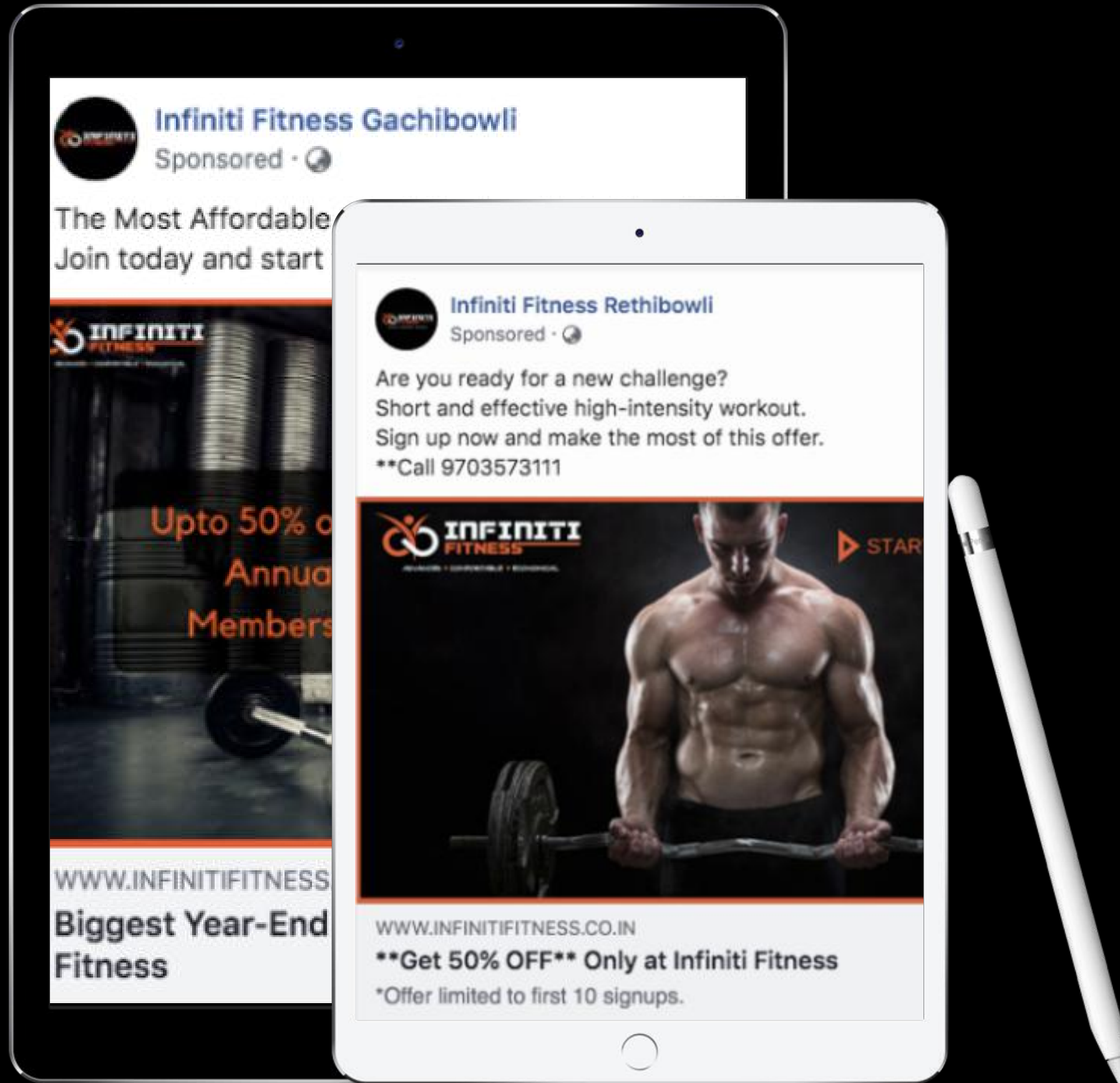


# Results from Ad campaigns

Generated 220+ High Quality leads in a span of 30 days. The Ads reached 42K+ audience and gave a good boost to the brand.

		Fcases - Lead generation	● Not Delivering Campaign is Off	18-35 0 active ads	Lowest cost Leads	₹100.00 Daily	Jan 8, 2019, 8:48 PM 49 days ago	39 Leads (For...	12,096
		rethibowli - Lead generation	● Not Delivering Campaign is Off	18-35 0 active ads	Lowest cost Leads	₹100.00 Daily	Dec 30, 2018, 10:14 PM 58 days ago	96 Leads (For...	19,004
		Gachibowli - Lead generation	● Not Delivering Campaign is Off	18-31 0 active ads	Lowest cost Leads	₹100.00 Daily	Dec 26, 2018, 4:44 PM 62 days ago	39 Leads (For...	10,868
		N-IF-Rethibowli2 - Lead generation	● Not Delivering Campaign is Off	18-35 0 active ads	Lowest cost Leads	₹100.00 Daily	Dec 26, 2018, 1:55 AM 63 days ago	1 Lead (Form)	694
		Fcases - Lead generation <a href="#">View Charts</a> <a href="#">Edit</a> <a href="#">Duplicate</a>	● Not Delivering Campaign is Off	18-35 0 active ads	Lowest cost Leads	₹100.00 Daily	—	52 Leads (For...	10,700
▶		<b>Results from 5 ads</b> ⓘ Loading...					—	<b>227</b> Leads (Form)	<b>42,632</b> People

# Conclusion



Cost per Lead = Rs. 227

78% Returns Annually

342.7% increase in the website visitors