



DIGILIGHT MARKETING SOL

How **Fitness and Gym** Owners Can Maximize their
Revenue Using Facebook ads?

Case Study



ABOUT US

The vision of Digilight is to integrate the values of Perfection, collaboration, and Customer essence in obtaining exciting research in Technology and financial performance by improving grades and revenue for the business owners.



Why Facebook Ads?

Meta claims their total advertising audience is 2.11 billion people, or 72.5% of their total 2.91 billion monthly active users.

Since Facebook is the most populous social platform, it's also the one with the highest potential ad reach. Again, for marketers serious about growth, Facebook isn't optional.

US Facebook Net Ad Revenues, 2019-2023

billions, % change and % of total digital ad spending



Opportunities with **facebook**



Location Targeting

Digilight Enable Geotargeting with Facebook ads enables you to reach potential customers, especially if you run a brick and mortar business. You can target an entire state, city, or a specific address. Don't forget to narrow down your audience by targeting people based on their interests, behaviors, and demographics



Income Targeting

Digilight can help a business get more visibility for their Facebook content and boost traffic to their core website content – whether it's cornerstone site content, simple ad copy, or blogs. Facebook ads can be set up to target greater site traffic, more impressions, and even click-through-rate (CTR).



Audience Retargeting

We do target that customers following up reminder too to make sure a new lead with a strategical designed Ads.



Simplified Funnel



Goal Month

Bring new customers with the facebook advertisement with prior strategies and provide client a return of investment (ROI)

Potential Results Month:

- Facebook Ads Costs 1000 USD
- New Leads 90
- New Customers 60
- New Trial Members 17

People \times Life time customer value = Return $15 \times 480 = 7200 \text{Usd}$

Results **Achieved** by Our Customers

Campaign Name	Starts	Ends	Amount Spent	Purchases	Purchases Conversion Value	Purchase ROAS (Return on)
Promotion Retargeting (Ends Jan 31, 2019)	Apr 26, 2017	Jan 31, 2019	\$3,645.87 of \$3,645.87	162	\$173,007.20	47.45
B&B Promo Retargeting - Ends December 12, 2019	Feb 19, 2019	Dec 12, 2019	\$1,061.05 of \$2,315.00	42	\$53,714.80	50.62
End of January Promotion 2019	Jan 10, 2019	Jan 29, 2019	\$100.35 of \$100.35	1	\$1,690.00	16.84
Getaway Package	Jan 25, 2018	Feb 3, 2018	\$74.20 of \$74.20	1	\$990.00	13.34
Brand Awareness May	May 16, 2018	May 23, 2018	\$31.02 of \$31.02	1	\$505.00	16.28
▶ Results from 5 campaigns ⓘ			\$4,912.49 Total Spent	207 Total	\$229,907.00 Total	46.80 Average

Thanks