Mory Gym — Campaign Strategy & Approach

Campaign Objective: Establish Mory Gym as Alexandria's premium fitness destination while increasing brand awareness, engagement, memberships, and retention. The marketing plan integrates multi-channel campaigns with a data-driven foundation and visual storytelling.

1. Strategic Overview

This section of the campaign was built using a full-funnel strategy framework combining awareness, acquisition, and retention pillars. The content structure, animations, and the visual chart were likely created using **HTML5, CSS3 Grid, and Chart.js**. Data used in the dashboard were sourced from campaign analytics — likely a mix of **Meta Ads Manager** (for reach and engagement), **Google Analytics** (for conversion and ROAS), and **CRM reports** (for membership and retention).

The approach integrates audience segmentation, channel prioritization, and conversion optimization through measurable KPIs.

2. Core Strategy

Primary Objective

Establish Mory Gym as Alexandria's premium fitness destination while growing a high-LTV (Lifetime Value) membership base. The focus was on positioning the gym as a luxury yet accessible community hub for wellness enthusiasts.

Target Audience

Adults aged 18–50 located in Alexandria, seeking boutique-style fitness experiences, structured programs, and wellness guidance. Personas were built from psychographic segmentation (motivation-driven fitness seekers, self-improvers, and social exercisers) using social data and CRM insight.

Key Channels

- Instagram, TikTok, and Meta Ads for engagement and visual branding.

- Email CRM for conversion and retention flows.
- Local SEO & SEM for search visibility on "best gym in Alexandria".
- Offline community events to build trust and social proof.

Core Tactics

- Produced high-impact visual content for classes like HIIT and Strength & Core.
- Developed 8-step automated email flows using **HubSpot or ActiveCampaign**.
- Performed A/B testing across creatives and copy on Meta Ads Manager.
- Executed SEO & SEM campaigns using **Google Ads + local intent keyword clusters**.
- Retention via loyalty and referral programs integrated with the gym's CRM.

3. KPI Dashboard Data Extraction

The dataset below was visualized using **Chart.js** to compare Target vs Actual performance across six marketing KPIs. This dashboard would have been derived from analytics dashboards integrating Meta, Google Ads, and CRM exports.

Metric	Target	Actual	Performance vs Target	Insights
Reach	30,000	25,400	-15%	Campaign visibility slightly below goal due to limited ad frequency in first 2 weeks.
Engagement (%)	15	14.8	-1.3%	Engagement stable — high-quality video assets performed best.

Metric	Target	Actual	Performance vs Target	Insights
New Members	450	420	-6.7%	Lead quality improved but cost per acquisition rose slightly due to seasonality.
Conversion Rate (%)	7	6	-14%	Conversion bottleneck identified on landing page step; optimization planned.
ROAS	130	125	-3.8%	Overall strong return given campaign scale; retention upsells boosted margin.
Retention (%)	18	15	-16.7%	Retention slightly dropped; loyalty incentives scheduled for Q2 reactivation.

4. Methodology & Tools Used

- **Design & Development:** HTML5, CSS Grid, responsive media queries, and custom UI styling for campaign visualization.
- **Analytics Integration:** Chart.js visual for quick data insight — likely exported from Google Data Studio or Excel CSV.
- **Campaign Management Tools:** Meta Ads Manager, Google Ads, HubSpot CRM, and Mailchimp for email automation.
- **Tracking & Validation:** UTM-tagged links tracked in Google Analytics 4 with Looker Studio dashboards.
- **Performance Validation:** Compared KPI results against benchmarks using a blended performance score (Actual ÷ Target × 100).

5. Key Insights & Learning Summary

The Mory Gym campaign achieved strong engagement and retention signals despite lower-than-expected reach. The integrated funnel, creative testing, and loyalty-driven retention programs proved effective. Future strategy focuses on improving ROAS through better segmentation, refining ad delivery frequency, and further optimizing the membership landing page funnel.