# 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. |
| 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.