

DIGITAL MARKETING OVERVIEW & BEST PRACTICE

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ONLINE JOIN

- Online join is continuing to grow in terms of online membership sales every month.
- **836 online membership sales** since launching mid-last year
- Online-exclusive sales with **campaign codes** – helping to boost sales and close out end of the month/campaign period strong.



175 memberships sold online over 3 days for the boxing day sale.



81 memberships sold online over 4 days for November close out.

NATIONAL SOCIAL

- **\$3.75 cost per lead average**
- **567 memberships** sold from Oct – Dec from national social ad campaigns
- For every dollar spent on national social ads, **\$21.68 profit made in return**



GOOGLE ADS

- **\$7.80 cost per lead** average
- **1,218 memberships** sold from Oct – Dec from Google AdWords campaigns
- For every dollar spent on google ads, **\$26.76 profit made in return**

Ad · join.fernwoodfitness.com.au/gym/stkilda ▼

Fernwood Fitness St Kilda - Half Price Summer Memberships

Women's Only Gym with Weights, Cardio, Group Fitness & More. Join Now & Save! Flexible Memberships. 70+ Locations. Supportive Community. Experts in Women's Fitness. Creche. Personal Training. Group Fitness. Food Coaching. Spin. Wellness. Yoga.

📍 [Richmond](#) · [9 locations nearby](#)

Group Fitness Classes

Browse Our Group Fitness Classes.
Yoga, Pilates, Body Pump & More.

Health & Wellness Blog

The latest from Fernwood Fitness.
Health, Wellness, Nutrition & More.

	July	August	September	October	November	December
Spend (\$)	\$12,411	\$9,694	\$11,025	\$12,894	\$19,257	\$16,039
Leads	1,035	1,327	1,161	1,493	2,783	1,906
Clicks	11,416	10,585	10,704	11,995	18,996	14,514
Memberships	178	265	248	286	506	426

FACEBOOK & INSTAGRAM AD GUIDELINES

- **Facebook advertising guidelines:** outlines the kind of content you can and cannot advertise on their platforms.
- Facebook has become **a lot stricter when it comes to reviewing ad content** – run the risk of your Facebook/Instagram page and/or ad account being blocked.
- Consequences could be detrimental to your clubs leads + sales from local Facebook campaigns.

Advertising Policies

[Overview](#)

[The advert review process](#)

[Steps to take if disapproved](#)

[Prohibited content](#)

[Restricted content](#)

[Video ads](#)

[Targeting](#)

[Positioning](#)

[Lead adverts](#)

[Use of our brand assets](#)

[Data use restrictions](#)

[Things you should know](#)

12. Personal attributes

Ads must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, voting status, membership in a trade union, criminal record or name.

[Learn More](#)

13. Misinformation

Facebook prohibits ads that include claims debunked by third-party fact-checkers or, in certain circumstances, claims debunked by organisations with particular expertise. Advertisers that repeatedly post information deemed to be false may have restrictions placed on their ability to advertise on Facebook. Find out more about fact-checking on Facebook [here](#).

[Learn More](#)

14. Controversial content

Ads must not contain content that exploits crises or controversial political or social issues for commercial purposes.

[Visit our Business Help Centre](#)

PERSONAL ATTRIBUTES POLICY

Ads must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's age, disability or medical condition (including physical or mental health).

https://www.facebook.com/policies/ads/prohibited_content/personal_attributes

EXAMPLES

What you can say	What you can't say
Fitness and weight loss focused training program available.	Do you want to lose weight?
Our new Empower program includes tools for managing stress and anxiety.	Treat your anxiety with our new Empower program.

PERSONAL HEALTH POLICY

Ads must not contain "before-and-after" images or images that contain unexpected or unlikely results. Ad content must not imply or attempt to generate negative self-perception in order to promote diet, weight loss or other health-related products.

https://www.facebook.com/policies/ads/prohibited_content/personal_health

ADULT CONTENT

Excessive visible skin, even if not explicitly sexual in nature (I.e. images of women in crop tops)

https://www.facebook.com/policies/ads/prohibited_content/adult_content



This image focuses on physical fitness and is compliant.



This image implies weight loss and would be non-compliant if used to promote a dietary or weight loss product.



This image promotes healthy eating habits and is compliant.



This image of a person on a scale would be non-compliant if used to promote a dietary or weight loss product.



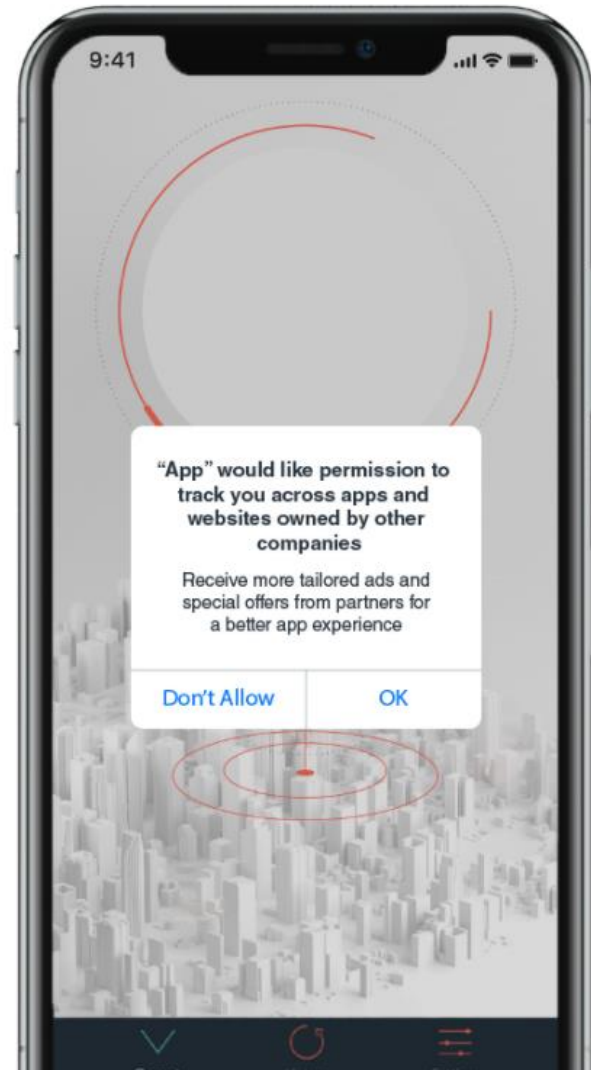
This image of a person drinking vegetable juice is compliant.



This is a non-compliant image of a person before and after weight loss.

APPLE IOS 14 UPDATE

- Apple iOS 14 update: Facebook and Instagram app users on iPhones will be **required to opt-in to tracking and to receive personalised ads**.
- Reduced visibility of the action's users are taking on our website after they click on a Facebook ad.
- As a result, **reduced size of retargeting audiences** for us to use on Facebook for personalised ads (less tracking data available)
- Facebook **performance likely to look different** as this update rolls out. Cross-check your Facebook results against your results in QLIK.
- Our **Exerp database will continue to act as a valuable resource** – pull custom audiences from our owned database for Facebook ads (instead of relying as much on Facebook data).



FOSTERING ORGANIC CONVERSATIONS ONLINE

- **Consistent** posting
- **Plan** your social post calendar
- Capture **high-quality** posts (lighting, audio, etc)
- Create posts that **drive conversation**: workout challenges, funny happenings in the club,
- Encourage **staff to tag their friends** to snowball other comments



GOOGLE ADS STRATGEY

- Restructured our Google AdWords account to be **focused primarily on lead generation**, rather than brand awareness. The goal has been to not only **increase volume of leads**, but also **lower our cost per lead**.
- **Branded search terms** perform best for lead generation and cheap for us to advertise on (low cost per lead). Also prevents other gyms from appearing above Fernwood in organic search results.

🕒 fernwood fitness|



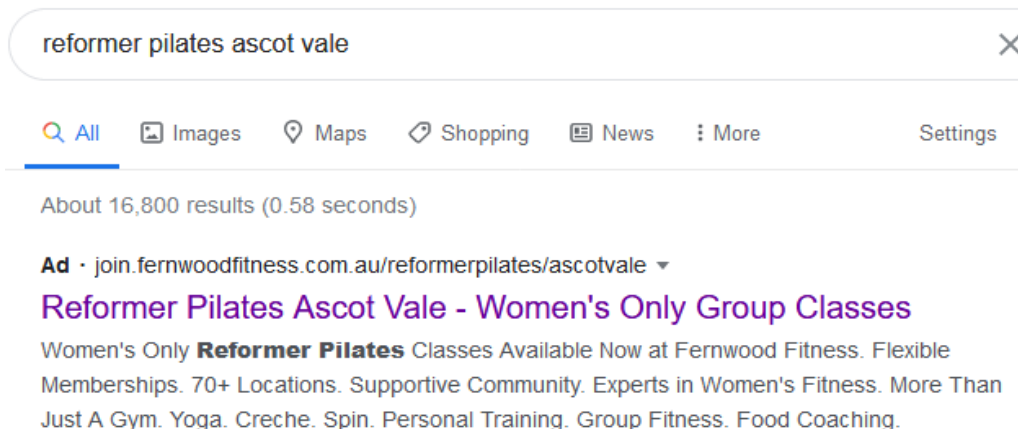
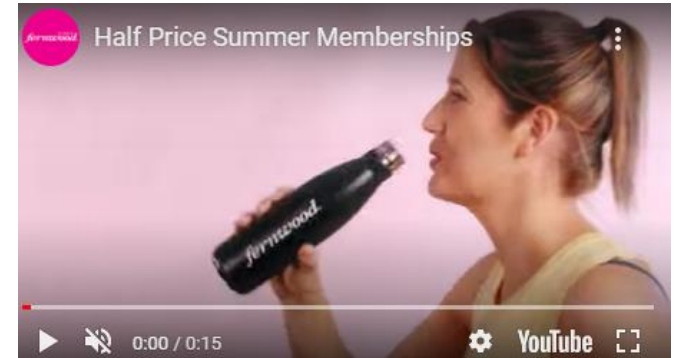
- **Gym related keywords** are more expensive to bid on however provide us with exposure to anyone searching for gyms within the local area. Puts Fernwood on their radar – more likely to conduct a branded Fernwood search later on and convert to a lead.

🕒 women's gym



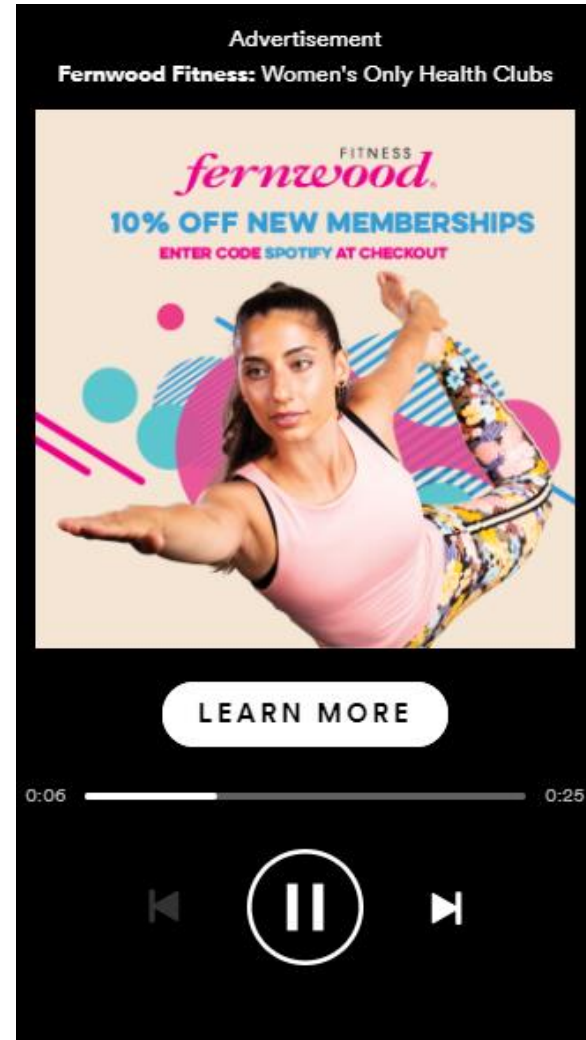
DIGITAL MARKETING PLANS FOR 2021

- **YouTube advertising: focus on brand awareness.** Targeting broad interest groups such as women interested in joining a gym. Remarketing to users who have recently visited the Fernwood website. Lead generation ads on YouTube will also be tested.
- **Display advertising** with a focus around general brand awareness and remarketing, similar to YouTube.
- Advertise on **new search keywords and test these each month.** I.e. Reformer Pilates search key words that link through to dedicated landing page with information about Reformer classes.



DIGITAL MARKETING PLANS FOR 2021

- National **Spotify ad campaign** will run in line with the End of Summer Sale in the last week of February.
- Targeted to women who reside within the postcodes of our club locations, who are **currently listening to a fitness or workout related playlist**.



LOCAL DIGITAL SPEND REIMBURSEMENT

- Reminder to clubs: digital (social and/or google ads) spend allocation that is available for your local club use.
- Great opportunity to target your local market with offers that best suit your club, particularly for areas such as reformer, childcare etc.
- All clubs have been **allocated \$3,000 for the current financial year which ends June 30, 2021**. This amount does not roll over to next financial year!
- To claim your re-imbursement, send a copy of your Facebook ads or Google ads receipt to our finance team.

THANK YOU

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