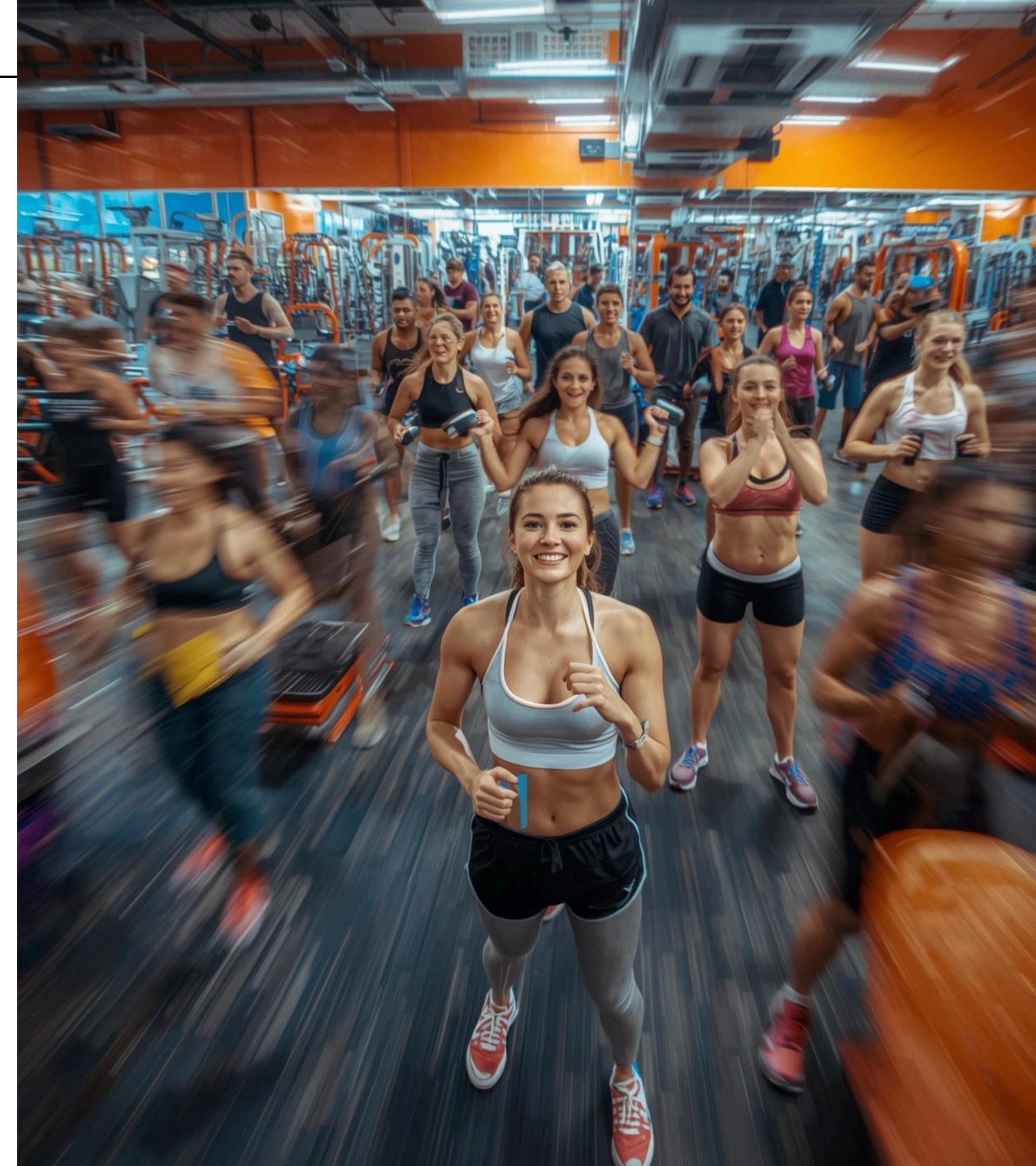


# Health & Fitness

Playbook for Growing Gym Memberships

Grow with Purpose. Heal with Strategy.



# The Challenge

## Navigating a Competitive Landscape

### Crowded Market

The fitness industry is saturated with options, making it difficult for gyms to stand out and attract potential members amidst overwhelming competition and consumer choice.

### Rising Ad Costs

As ad costs continue to climb, gyms struggle to maintain effective marketing strategies that yield positive returns on investment, often leading to reduced visibility and engagement in their local markets.

### Local Reach Limits

Many gyms face limitations in local reach, which hampers their ability to effectively connect with nearby communities, ultimately affecting membership growth and retention in a crowded marketplace.

Dhubab bridges inspiration + strategy to connect with the right audience authentically.

# Unlock the Power of Meta Ads

Why Meta Ads Are a Game-Changer for Wellness Brands

3B+

Users Across Meta Platforms

Facebook + Instagram  
combined reach

65%

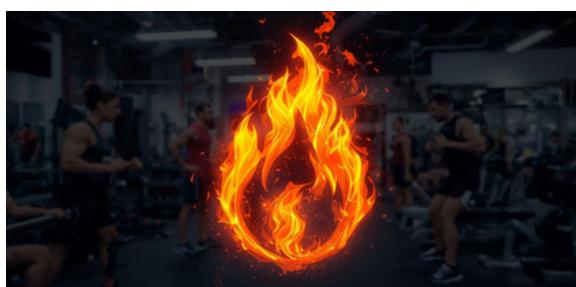
Wellness Consumers

Discover new brands via social

72%

Purchase After Stories

Buy after watching authentic  
stories from real people



## Engagement

Discover gyms on Instagram for optimal reach.

## Discovery

3B+ users are available to promote memberships.

## Conversion

80% lift in conversions with engaging videos.





# The Dhubab Strategy

## Our Meta Funnel Blueprint for Wellness

- 01 **Awareness:** Craft captivating videos to spark interest. Lifestyle videos showing real transformation stories
- 02 **Engagement:** Showcase real transformations to inspire connections. Testimonials + educational content
- 03 **Conversion:** Use clear trial CTAs to drive sign-ups. Free consult or trial offers with WhatsApp CTA
- 04 **Retention:** Community remarketing & habit-tracking content

# Creative Strategy

Engaging Content for Conversion

Inspire. Educate. Convert.

## Motion Shots

Utilizing motion shots captures the dynamic energy of workouts, showcasing real movements that inspire potential members to envision themselves in action. This engages audiences effectively.

## Real Trainers

Featuring real trainers fosters authenticity and trust, providing relatable role models for viewers. Their expertise enhances credibility, encouraging prospective members to feel confident in joining the gym.



Short, impactful 20-second reels grab attention quickly, delivering concise messages that resonate. These quick bursts of inspiration are ideal for social media, driving engagement and shares.

# Optimization Framework

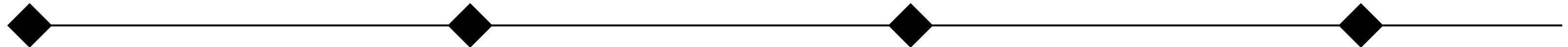
## Mindful Marketing Meets Performance

 Creative Tests

 Lookalike Audiences

 Budget Scaling

 Weekly Data Reviews



Conduct weekly creative tests to identify the most effective ad content.

Utilize lookalike audiences to increase reach and target potential members.

Scale budgets based on performance data to maximize return on investment.

To measure impact and ROI

# Expected Results

## Key Performance Indicators to Achieve

### ROAS

Achieve a Return on Ad Spend (ROAS) of 4 times or more, demonstrating the effectiveness of targeted campaigns in generating revenue for gym memberships and community growth.

### Cost Per Lead

Maintain a Cost Per Lead (CPL) of \$12 or less, ensuring that your advertising budget is efficiently converting prospects into potential members while maximizing marketing impact and outreach.

### Click-Through Rate

Strive for a Click-Through Rate (CTR) greater than 1.8%, indicating strong audience engagement and interest in your ads, ultimately leading to higher conversion rates and increased memberships.

# Authenticity + Analytics = Transformation

Human-Centered Storytelling

Builton data

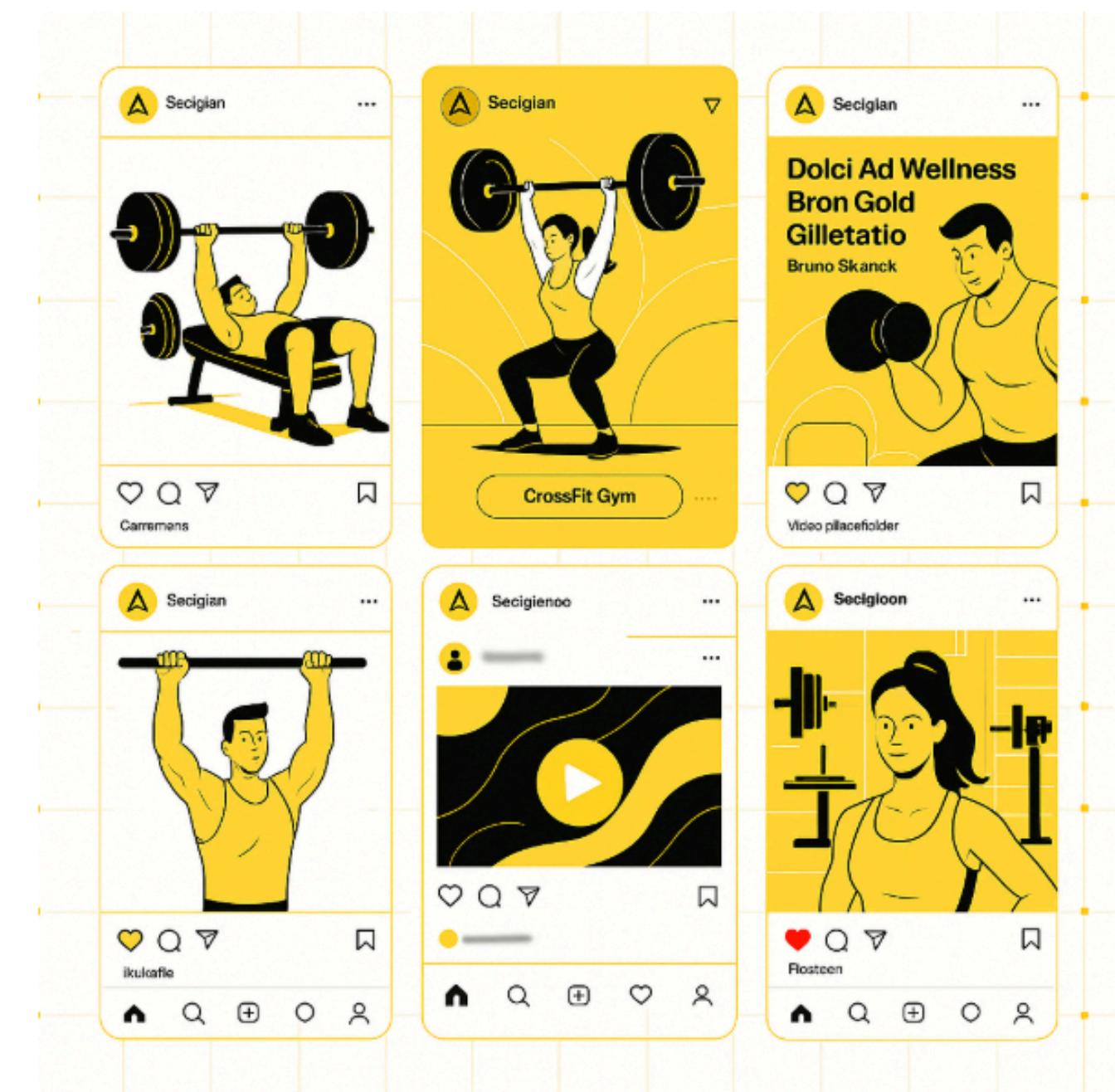
Continuous Creative Optimization

Full-Funnel Transparency

And metrics

Partnership Mindset

Not just management





Dhubab

Alkanfen



# The Dhubab Difference

## From Wellness Vision to Visible Growth

- 01      Expertise in the gym and fitness markets drives results.
- 02      Our transparent data approach builds trust and accountability.
- 03      We focus on a partnership model for shared success.

# Client Impact

Real Results from Dhubab Strategy

## New Leads

With our targeted Meta ads, clients have experienced a remarkable increase of 72% in new leads, showcasing the effectiveness of tailored advertising strategies in the fitness industry.

## Return on Ad Spend

Dhubab's approach has delivered an impressive 4.3× return on ad spend, demonstrating how our funnel optimizes conversions and maximizes investment in marketing campaigns for gyms and fitness studios.

## Cost Per Lead

Our innovative strategies have successfully reduced cost per lead by 35%, ensuring that clients can grow their membership base while maintaining budget efficiency and maximizing overall marketing effectiveness.

+52%

New Consultations

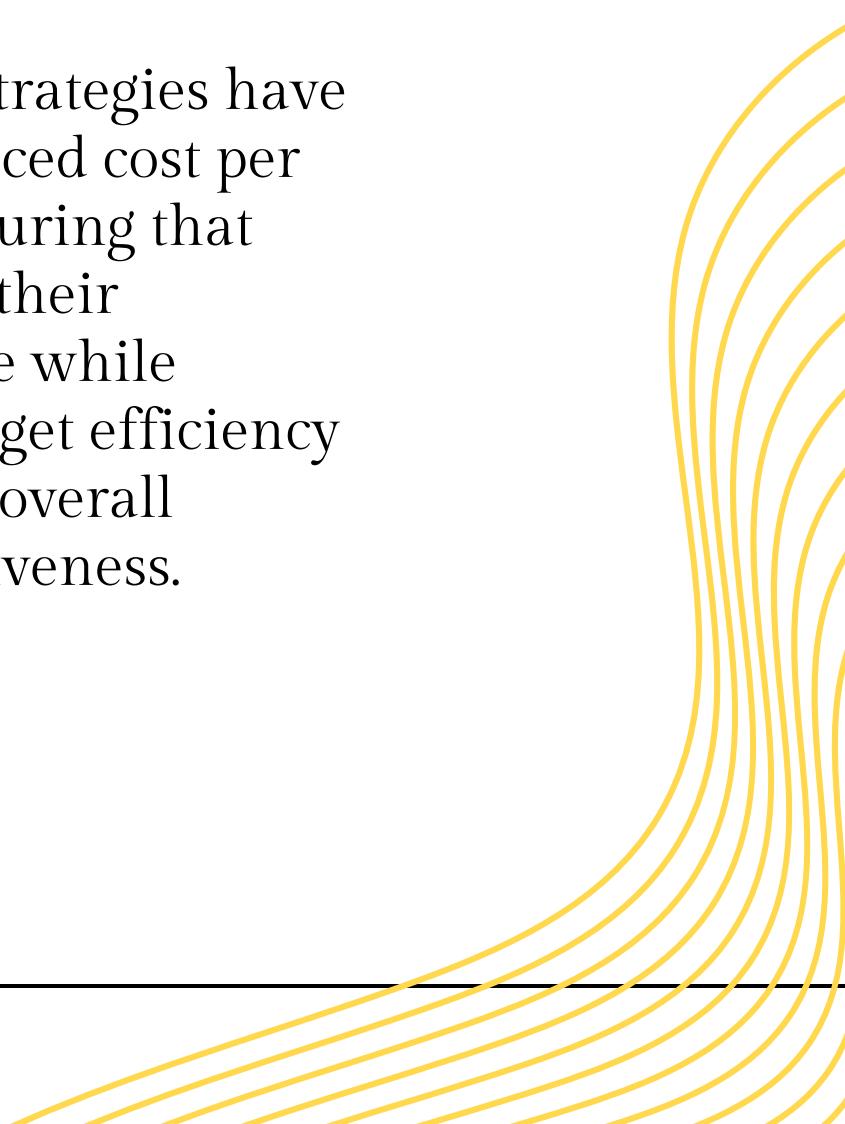
In 3 Months

-27%

CPL Reduced

4.1×

ROAS





# Want the Dhubab Strategy Applied to Your Brand?

Let's build your next Meta Ads funnel together. Book your free 30-minute Strategy Call to map your path to scalable growth.

[Book Strategy Call ->](#)

Or scan the QR code to book on WhatsApp

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