

Blue Fitness



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Business Description

BlueFitness.com

Blue Fitness is a local gym in Los Angeles.

They have recently launched their website BlueFitness.com to attract more clients to their gym

Business Model

Blue Fitness earns money through gym passes (90 dollars a month), premium subscriptions and comission from private coaching

Business Goal



Due to COVID-19, the gym shut down and the business wasn't doing too well. So they have decided to try and attract new customers and focus on 1:1 coaching while waiting to be authorized to open the gyms again

So their campaign goal is to get potential clients to fill out a form on their website BlueFitness.com that demonstrates their interest in private coaching. The coaches then directly contact them. This is a way of also getting their email info to later on send them updates on their special offers and a reminder when the gym opens

Business Strategy

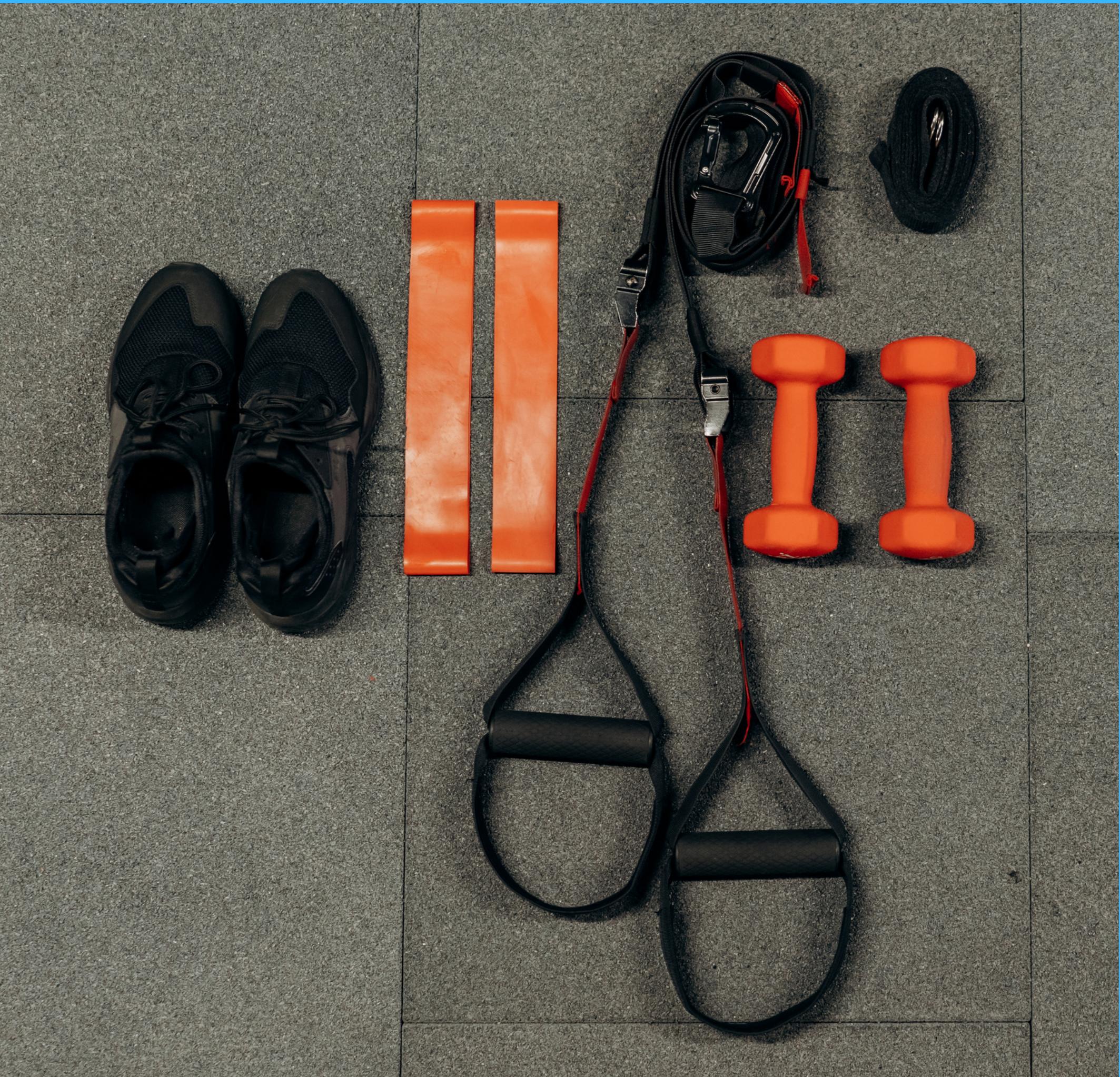
So the goal of the campaign is leads.

The gym needs to publicize their website and get potential clients to fill out the form.

They could try a display or search campaign.

Seeing as the budget is limited, the campaign needs to target certain groups:

- people interested in fitness and healthy living, usually younger
- Only Los Angeles since it's a local business it will save them money so they don't have to pay for ads to show up for people who don't live in los angeles and are therefore unlikely to be interested.



They also need to focus on certain keywords that are not too broad, have not much competition, aren't too expensive and are closely related to them to make sure they attract most of the people viewing the ads

As per the budget it needs to be not too high (the business is not in a good place) or too low (ads won't show up)

Why google ads and how to drive positive ROI



Google ads allows to:

- Choose campaign type and goal (personalized based on the business)
- Choose the "Smart" option for businesses with not much experience using it
- Target specific people (based on age, gender...)
- Target specific locations (zipcode, country...)
- Track conversions by adding scripts to the thank you page and therefore see if it's working out for you, if not change the strategy

What's the budget?

If the subscription is 90 dollars a month and the cost of ads is 100 dollars/day (the recommended amount by google) - >3000 dollars a month, we need to be guaranteed to have at least 34 new customers filling out the form and actually paying for the subscription every month. If it's not possible they could reduce the cost of ads to suit the average amount of customers they receive.

If after trying it out for a month we find that it's not working we could always look for other ways/strategies and correct what isn't working.

The keyword rules

- Competition: not too high
- A good average search rate
- The keyword is relevant and specific to the business to guarantee that it's the searcher's intention to look for a similar business
- The bidding values are not too expensive
- Searching for keywords using the URL could help



Examples from FirstConverter.com keywords

| | | | | | |
|---------------------------|------------|--------|---|-----------|------------|
| brand content marketing | 100 – 1 k | Faible | – | 4,88 \$US | 11,62 \$US |
| service digital marketing | 1 k – 10 k | Faible | – | 9,43 \$US | 18,20 \$US |
| content marketing and seo | 100 – 1 k | Faible | – | 4,61 \$US | 22,00 \$US |