



VideoForce.ai

Fitness Marketing 360

CASE STUDY

FITNESS SF, a prominent multi-location gym in the San Francisco area was already a leader in the market and had a steady flow of new memberships as well as trials. However, their current CAC was way too high! Seeking to reduce the cost of their new memberships generated from paid media, Fitness SF implemented VideoForce's Fitness Marketing 360 Program.

-86%

cheaper cost per lead

2.5x

ROAS for new memberships

-61%

decrease in Cost Per New Member

Fitness Fueled by Data

FITNESS SF is a locally owned San Francisco Bay Area gym network that broke away from a national franchise to build an independent brand focused on health, community, and personal well-being. Founded by two brothers, the gym emphasizes three wellness pillars— physical, mental, and social—while partnering with community initiatives. Their mission is “Creating Opportunities & Realizing Potential.”



Campaign Goal

Increase ROAS / Decrease Cost Per Lead

Seeking to reduce the cost of their new memberships generated from paid media



FITNESS SF

“VideoForce has been a game-changer for FITNESS SF, especially as we adapted to a smaller marketing team post-COVID,” said Troy Macfarland, FITNESS SF. “We initially partnered with VideoForce to streamline content creation, but their use of Generative AI took our marketing to the next level. VideoForce’s algorithms have dramatically lowered our ad costs while boosting our member signups”

Troy Macfarland

Director of Marketing @ FITNESS SF

The Solution

VideoForce.ai

Fitness Marketing 360

Test New Creative

Testing new creative consistently from VideoForce, partnering with them on understanding the top performing ads and the reasons they were performing

Optimize Campaigns

Adding new audiences, rebuilding campaigns, fixing geo-targeting and optimizing to today’s best practices for campaign builds

Track Appropriately

Fixing the tags and tracking for advertising signals in Google Tag Manager

Aggregate Reporting

Updating tracking and reports in Hubspot to comprehensively see leads, subscriptions, and overall LTV



Fitness Marketing 360 Approach

VideoForce fixed the tech stack, incorporated necessary tracking, and built new campaigns that outperformed all previous tactics both in measurement and in-platform performance.

- 1. Source Affordable Content
- 2. Stitch content into winning ad variants
- 3. Test Ads quickly to find winners
- 4. Optimize Media Spend



Campaign Details

Platform

Meta Ads

Timeframe

May - July

Campaign Objective

Membership

Ready to see what VideoForce can do for your business?

Get Started

Get more out of your content with VideoForce

Get Started



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