



Increase Member Sign Ups & Leads

PumpFit Club, Fort Lauderdale, FL

Products:   


## Fort Lauderdale Fitness Center Fills Its Classes Thanks To Soaring Sign Ups

### Goals:

- Fill up classes by generating more leads through a mix of digital marketing channels including social, local, and search engines
- Establish a brand presence online through the PumpFit Club website
- Establish a following on several social media platforms including Facebook, Twitter, Instagram, and more

PumpFit Club established a strong online presence through SEO, SEM, and Social Media Marketing. We helped them fill more classes and increase member retention.



### Results & Metrics:

6 Number of Keywords Now On First Page of Google

54%

Increase in Organic Traffic in the 6-Month Period Between March, 2016 and September, 2016

8 Keywords Moved Up in Last Week of October, 2016



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## PumpFit Club sought to fill their classes by increasing member sign ups at their location in Fort Lauderdale, FL.

### Game Plan: SEO, SEM, & Social Media

- ▶ Launch a full-scale Search Engine Marketing campaign using Pay Per Click (PPC), Display Advertising, Remarketing, and more
- ▶ Build a website which accurately represents the brand, sets the company apart, and optimizes lead generation/conversion rates
- ▶ Optimize website for search engines, build links, and increase content through consistent blog posting

### Why it worked:

#### Search Engine Marketing Experts

Our Search Engine Marketing experts used several SEM strategies to generate website traffic and collect leads.

One of the strategies we used is called "Remarketing." This strategy involves targeting individuals who visited your website and showed an interest in your service but never actually signed up. Retargeting markets to a group of people who you already know are interested in your business. We also used Remarketing to advertise on social media.

Other SEM techniques we used included Pay Per Click (PPC), Display Advertising, and more.

#### Creative Social Strategy

Our Social Media Marketing strategy takes advantage of various social platforms including Facebook, Twitter, Instagram, and more.

We also created custom-designed Ads for all social media platforms as well as for Ads on Google's Display Network.

In addition to frequent social posts, we set up Local Marketing on Facebook & Instagram as well as Remarketing on social platforms.

#### Excellent Web Design

Our web design team designed a custom website based on WordPress which is optimized for SEO, accurately represents the PumpFit Club brand, and encourages visitor engagement /membership sign ups.



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