



Social Media Marketing Case Study

Social Media



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the fit studios Thefitstudios

Connecting people to fitness

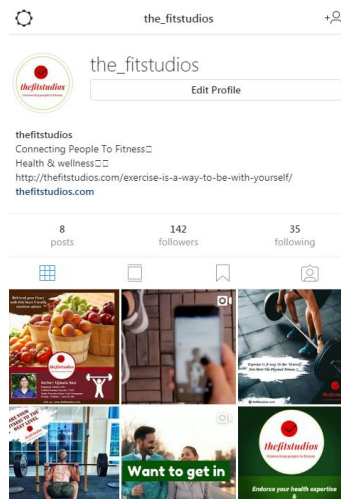
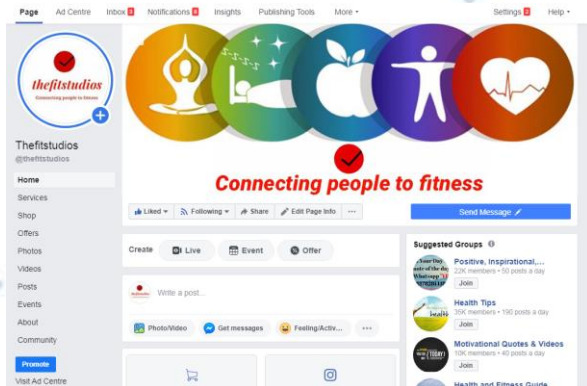
About Project

Thefitstudios is dedicated to provide latest information about various forms of workout, activities, wellness centres, emerging techniques, fitness gadgets, fitness events & experts views to keep updating and encouraging our readers to thrive for healthier body & mind. thefitstudios aims to keep people motivated for maintaining healthier lifestyle !!

All health related updates, expert advice, health gadgets, workout places, wellness destinations, health events at one place @thefitstudios.com

Showcase your expertise in

- ✓ Health related gadgets
- ✓ Wellness centre
- ✓ Fitness destination
- ✓ Upcoming fitness event
- ✓ Health & wellness advise



Objective

To increase brand awareness, brand engagement and generate leads through online channels. Creating brand awareness shortens the sales process, increases market share, and positions a brand as a leader in its sector.

Activities Undertaken

- 1.Created Profiles on different Social Marketing Plateforms.
- 2.Developed a Facebook Marketing Plan
- 3.Mange their Profile with best content and information.
4. Promote all channels with targeting location, age groups, gender and interest.
5. Increase reaches, engagements and likes.
6. Manual / Paid promotion and optimizing .



Challenges

1. Facebook groups is an awesome way to connect with experts or users of a common domain. Facebook groups can be closed or open groups. Closed groups offer more value as you make the group exclusive and ensure that not anyone can join, but the challenge here is to keep the group active, and post is published and not go in pending.
2. Organic Facebook posts reach only about 10 to 15% of your fan base. To reach the remaining 85 to 90% audience, sponsoring posts is important.
3. Another challenge here is to understand what targeting audiences works for the kind of content you are trying to promote.

Working Strategy

To increase post reaches and engagements we use different type of processes.

1. Publish evergreen content
2. Use Attractive Image
3. Using related hashtags
4. Create invite-only groups for your most engaged audience members
5. Use organic post targeting
6. Post when your competitors are asleep
7. Post more links. Respect our audience's choice
8. Publish videos natively on Facebook
9. Test our posting frequency
10. Run Contests
11. Take advantage of new updates of facebook



Results

1. Facebook Page Engagement Increased by over 50X in one month.
2. A Post went viral generating organic shares. The post was shared not only across India but from users in countries such as USA, UAE, Philippines etc.
3. The video campaign has generated maximum views and some leading health and fitness experts blogs have decided to publish their blogs.
4. Generated maximum number of website views in one month.


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Post Details

Thefitstudios
Published by Sandeep Kumar (?) · 27 September at 17:12 · 🌐

thefitstudios.com coming soon !!

Connect to thefitstudios.com to improve your health & wellness journey !!
All health related updates, expert advice, health gadgets, workout places, wellness destinations, health events at one place @thefitstudios.com ...
See more



Huge Pre-Launch Discount On Featuring With Us

We Feature

- Expert Health Advice
- Health & fitness gadgets
- Health & wellness Experts
- Health & Wellness providers
- Health & fitness events

thefitstudios
Connecting people to fitness

+91 6232500898

Thefitstudios [Send Message](#)

Performance for your post

4,684 People Reached

65 Reactions, comments & shares 🗨️

63 Like	63 On post	0 On shares
1 🤔 Haha	1 On post	0 On shares
1 Comments	0 On Post	1 On Shares
0 Shares	0 On Post	0 On Shares

46 Post Clicks

9 Photo views	23 Link clicks	14 Other Clicks 🗨️
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

We increased the post reaches and engagements by sharing post in related facebook groups, using good content with trending hashtags.

Thefitstudios
Published by Sandeep Kumar [?] · 10 October at 16:43 · 🌐

Trying to eat healthy, exercise more, or focusing on mindfulness and meditation?
Join the discussion with experts, connect to thefitstudios.com to improve your health & wellness journey.
For more information WhatsApp us: +91-6232500898
Visit: www.thefitstudios.com ... See more

Health & wellness advice

Trying to eat healthy, exercise more, or focusing on mindfulness and meditation?
00:16

✔️ **Get more likes, comments and shares**
Boost this post for ₹100 to reach up to 800 people.

3713 People reached **160** Engagements [Boost Post](#)

Performance for your post

- 3713** People Reached
- 2183** 3-second video views
- 89** Likes, Comments & Shares ⓘ

32 Likes	9 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
117 Shares	17 On Post	0 On Shares

31 Post Clicks

9 Clicks to Play ⓘ	2 Link clicks	20 Other Clicks ⓘ
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NEGATIVE FEEDBACK

- 0** Hide post
- 0** Hide all posts
- 0** Report as spam
- 0** Unlike Page

Reported stats may be delayed from what appears on posts

Video Post Engagement

We increased the video views and engagements by sharing the video in related groups. Likes and post clicks were increased when we use better content writing with the image, content we use include with trending hashtags, and have no negative comments.

Social Media Ads

Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition.

Targeting Strategy

We target the users based on their location, demographic, and profile information. People interests related to our projects,

The image shows a targeting interface with the following sections:

- Location:** A dropdown menu is set to "United States". Below it are radio buttons for "Country" (selected), "State/Province", "City", and "Zip Code".
- Age:** A range selector is set to "13" - "No max". There is a checkbox for "Require exact age match" which is unchecked.
- Gender:** Radio buttons for "All" (selected), "Men", and "Women".
- Precise Interests:** A text input field with the placeholder "Enter an interest...".
- Broad Categories:** A list of categories with right-pointing chevrons and a vertical scrollbar on the right:
 - Activities
 - Business/Technology
 - Ethnic
 - Events
 - Family Status
 - Interests
 - Mobile
 - Movie/Film
 - Music

Results

Campaigns											
Ad sets											
Ads											
Columns: Custom Breakdown											
<input type="checkbox"/>	Name	Delivery	Bid strategy	Budget	Last significant edit	Results	Reach	Impressions	Cost per result	Quality ranking	Engage rate ra
<input type="checkbox"/>	> Lead Ad - 2 (UB) Rapid Run Delhi Rd	● Active	Using ad set...	Using ad s...		29 Leads (Form)	1,624	2,167	₹3.49 Per Lead (Form)	—	—
<input type="checkbox"/>	> Lead Ad House (UB)	● Active	Using ad set...	Using ad s...		21 Leads (Form)	1,777	2,071	₹3.21 Per Lead (Form)	—	—
<input type="checkbox"/>	> Rent To Own Lead - UB	● Active	Using ad set...	Using ad s...		16 Leads (Form)	1,835	2,159	₹4.20 Per Lead (Form)	—	—
<input type="checkbox"/>	> Lead Generation - house seller	● Inactive	Using ad set...	Using ad s...		— Lead (Form)	—	—	— Per Lead (Form)	—	—

Facebook lead ads makes the lead generation process easy. People can simply tap on ad and a form pops up – it's already pre-populated with their Facebook contact information and ready to be sent directly to owner.

Summary



Performance

In the summary section we can understand the overall summary of the each campaign. The results, total conversion, cost per results and other actions we can calculate by campaign performance summary.

SOCIAL MEDIA CASE STUDY

Summary | Edit | **Chart** | History



Demographics

In the demographics section we can calculate the results related to age groups, and gender. For this we can easily determine the best audience for the campaign. When analyzing the performance of campaigns, make sure we're comparing campaigns that have the same goal (or "objective," as Facebook calls it).