

Increasing Trial Sign-Ups & Memberships

Greater results from Facebook advertising with an effective B2B and B2C marketing strategy. Accurately defining buyer personas and the buyer's journey was an essential part of this program's success.

INDUSTRY

Fitness, SaaS

TYPE

B2B & B2C

UHURU PROGRAMS

Business Advantage Attack

Business Advantage

TOOLS

HubSpot

Facebook Ads Manager

CHANNELS

Content Marketing

Email Marketing

Facebook Advertising

Conversion Funnels

RESULTS

Generated over 10,000 leads under the cost per acquisition and over one million targeted ad reach in 60 days

THE COMPANY

MoveGB Is the “Netflix” of Physical Activity

This UK company offers one membership to 1000s of gyms, classes, studios and just about anything that gets your body moving. The platform gives members the daily freedom to mix up their activities all for the purpose of keeping happy and healthy and squeezing the most out of their lives.

THE PROBLEM

No Success with Social Advertising & Content Marketing

To meet the project growth forecast MoveGB needed to increase the number of trial sign-ups and convert trialists to memberships. Customer growth required MoveGB's B2B department to improve inbound and outbound partner acquisition. MoveGB had an unprofitably high cost per signup, high display frequency, and low conversion rates. A big hurdle was the lack of data, as they weren't tracking website visitors for retargeting, leaving them with a much higher cost per conversion.

Finally, they had no method of tracking ROI. Without a process to optimize their ads and paid campaigns, their efforts in the channel appeared to be unsuccessful.

THE SOLUTION

Maximizing Marketing

Starting with a strategy, we defined detailed buyer personas, goals, plans to reach those goals, and KPIs to determine the definition of success. The paid media strategy we crafted for MoveGB revolved around content variation and frequent ad rotation to keep conversion rates and user interest high and conversion costs down. We rolled out new conversion funnels with new landing pages and checkout pages to optimize the user experience and improve visitor to contact conversions.

“We have tried several ‘top’ inbound and paid specialist agencies in the past and Uhuru has achieved what none of them managed to. They take the ‘nail it then scale it approach’ and have experience in strategy and tactics for both ends of this spectrum. If you believe inbound and digital advertising are key channels for your business you will be in good hands working with Uhuru.

—Alister Rollins, Founder & CEO

