

# Welcome to your Gym Playbook

Here we will show you some  
of the best practices and  
ideas for your business 🚀

Make sure you deep dive in  
your goal... what is it you  
want to accomplish?

# Your campaign structure



01

**Start bringing  
new users**

Google Search and  
Facebook

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02

**Capture the leads**

Lead from ads, message ads and call  
ads

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03

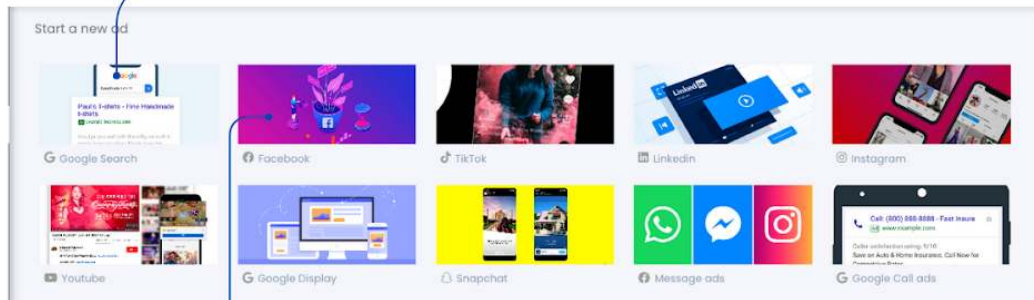
**Remarket and retarget**

Facebook and Google

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# Choose your Figther

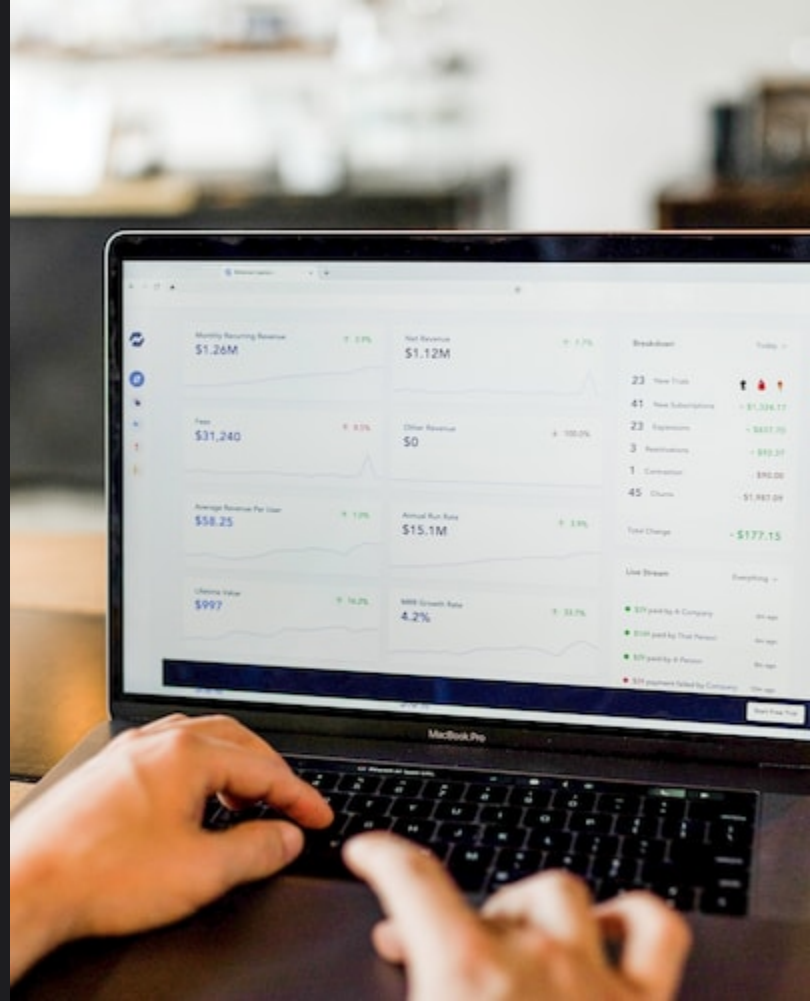
Start with  
Google  
Search



Facebook  
for driving  
high quality  
traffic

To start a successful partnership with your client's it's important to set clear goals from the beginning. We're trying to get Sign Ups.

And we're going to do that with 3 campaigns for our basic structure for the first 3 months.



# 01 User Acquisition

How will clients contact you if they don't know you're out there? That's why you need to start rocking those traffic campaigns. Before you start please take the time to think about your goal.. What do you want to get out of your campaign? Visits, Purchases, leads? This information will help you draft your structure.

# 01.1 Local Gym

Prompting is the most important part of the content generation process. AI needs exact information about the service or product you want to promote so it can give you the best possible keywords and targeting.

Advertise in seconds ⓘ

Website ⓘ  
Landing page URL

Gymia.com ▼

Choose your preferred language?

English

What's your business, product, event, or idea? 78/100

Training merges three leading-edge fitness training styles into one 45-minute session.

What's the name of it? 3/100

Gym

Generate Description

In a few words, describe what it does 234/400

Gym is a unique fitness center that combines three innovative training styles into a single 45-minute session. This approach provides a comprehensive workout, maximizing your time and

This is where your prompt goes. Make sure it's as concise as possible



We're starting with positioning your local gym so all keywords have to be aimed at it.

The screenshot shows a web interface for selecting keywords. At the top, there's a red circular logo with a white 'G' and the word 'Keyword' below it. Underneath, it says 'Choose your keyword(s)'. A search bar contains the text 'Enter keyword'. To the right of the search bar, it shows '0/80' and a plus sign icon. Below the search bar, there's a 'Clear all' button and a '+ Add Negative keywords' button. A grid of keyword suggestions is displayed, each with a blue circle icon and a plus sign. The suggestions include: 'Fitness center', 'Unique training', 'Comprehensive workout', '45-minute session', 'Fitness results', 'Noncompetitive fitness', 'Get fit', 'Transform your body', 'Achieve fitness goals', 'Lean Workout', 'Motivational music', 'Motivational gear', and 'Fitness information online'. At the bottom right, there are 'Done' and 'Next' buttons. A blue callout box with a line pointing to the search bar contains the text: 'Make sure you start with keywords such as: "near me" next to all the services you provide'.

Keyword

Choose your keyword(s)

Enter keyword

0/80

+ Add Negative keywords

Clear all

Done Next

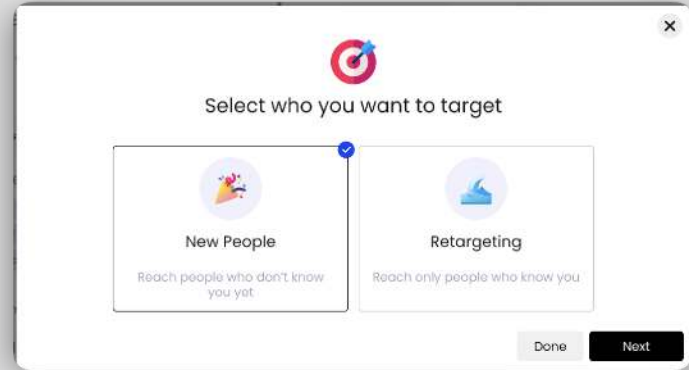
Make sure you start with keywords such as: "near me" next to all the services you provide

🔑 Negative keywords are key. Make sure you add all the services you don't offer. Make sure you exclude words like "cheap", and any other you don't want your brand to be associated with.



So with the appropriate keyword selection we will target new audiences

Same thing for Facebook! We need to start working on Lookalike audiences first.



02

Competition

A very good practice is to always target your competitors. You already know who they are so put all their names into the Keyword list.

0/80

Enter Keyword

Clear All

local gym × local gyms near me × crossfit classes near me ×

yoga classes near me × competitor 1 × competitor 2 × competitor 3 ×

Tap to select a recommendation Most Recent ▾

competitor 3

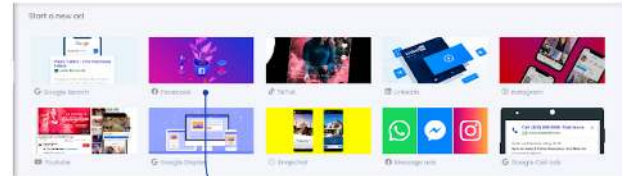
Back Next

Make sure  
you add  
their names  
in the  
keyword list

For the Google Search  
part of it you don't need  
a creative.



## 0.2 Lead Ads (new users)



You can launch from  
the Facebook option

Once the user has visited your website we want to start fishing them 🎣 We need them to interact with you (complete a form, place a call or even book a demo).

### Create form

leads gen form name

example: [Google](#)

Let people know how the information they give you will be used.


We'll use it for sending emails.

Choose the type of information you need

Email

Full name

+ Add Category

 The image creative used in your ad will appear here.

**Contact Information**

Email

Enter your Answer

Full name

Enter your Answer

**Privacy Policy**

Because you will be collecting customer information, you need to include a link to your company's privacy

Create



These are GAds extensions and they make your ad score go up (you can usually find these suggestions on your Ad manager account), so that's why it's key to add phone numbers and lead extensions.

Select Leads form:

select lead form ▼

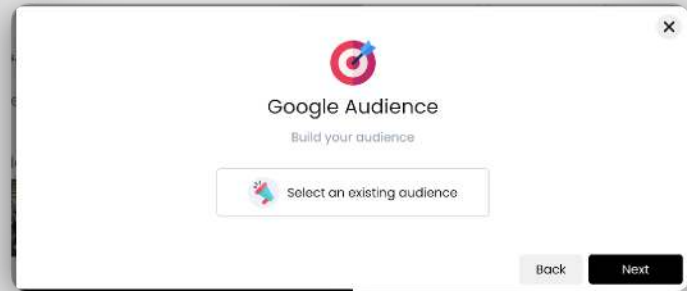
+ Create leads form

Rewrite

Done

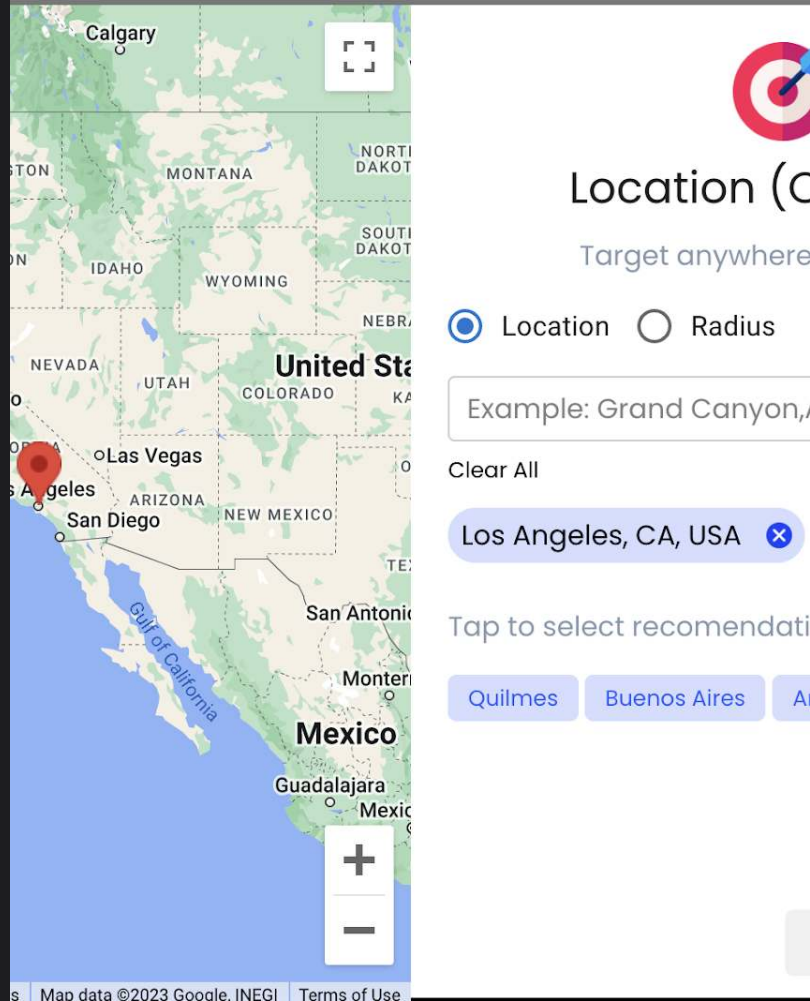
# 03. Retargeting

Nobody gets married on the first date 🧑🏾♀️💍 It usually takes up to 5 interactions before a user completes the desired action, that's why retargeting it's the key to seal the business.



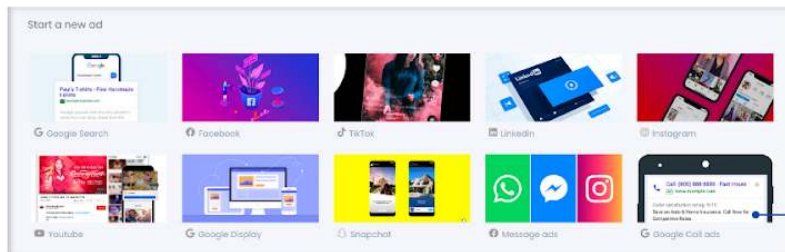
Make sure you are selecting your previous visitors. You can start with the last 180 days. It's key that you exclude the visitors that already have converted.

Go small! Use your budget wisely, target and test! It's key not to narrow your search too much or you might lose potential customers.



# Bonus

# Google Call Ads



**If you're looking for  
Calls this is the best  
way to get in touch  
with your customer**



## 2. Recommended Creative

Headings: Grow Your Business, Quick Funding

descriptions: Flexible financing options tailored to your business needs., Take your business ...

 Edit

Clear

United States

Example: (201) 555-0123

Display the phone number on your site, preferably a landing page that is visited frequently. The number must appear in text, not an image.

**AI copywriter**  ☐ Custom content

Headlines

0/30

0/30

Descriptions

Create

**You have to put in  
your phone number  
in the Creative  
Section**

