



GO GYM FITNESS CENTER

When GoGym wanted to grow their business on Facebook, they turned to Vionic for a power lift!

Quick Background

GoGym is one of the top fitness gyms in Toluca, Mexico. With a first-class facility and certified instructors, GoGym aims to help customers breakthrough their fitness goals with top of the line equipment and classes. Their mission is to provide a unique fitness experience and help you lead a healthier lifestyle.

Goal

GoGym wanted to generate qualified leads and build brand awareness on Facebook.

21 Days
Campaign Duration

Solution

Go Gym created a Sweepstakes Contest campaign using Vionic's Deal Maker Pro. The contest offered Facebook users the chance to win a free one-year membership to Go Gym!

1,043
Leads

To qualify for Go Gym's Facebook contest, Facebook users were asked to:

- Like Go Gym's Facebook Page
- Enter their First and Last Name
- Enter their Email
- Enter their Phone Number
- **Refer a minimum of 5 Facebook Friends**

1,697
New Likes

By utilizing Deal Maker Pro's unique referral system, Go Gym brought heavy traffic to their Facebook sweepstakes contest, accumulating **1,428 entries** and email leads while gaining **1,697 new Facebook Page likes!**

The winner earned **77 entries** by **referring 385 people on Facebook!**

Go Gym also offered discount coupons to all contest entrants as a follow-up to their successful campaign.



Before

Started: March 30, 2015

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Contest Entrants

589

Facebook Page Likes

After

Ended: April 15, 2015

1,428

Contest Entrants

2,286

Facebook Page Likes