A How-To Advertising Guide For Gyms and Fitness Businesses

Club OS

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Why Should I Advertise?

Building your brand and increasing the number of people that see or join your club can be extremely difficult, especially if you don't have a prime real estate location. If you can quickly get in front of more people in your targeted area or demographic, you have to jump on that opportunity. But, it's not that simple, it also will cost you some money. That's where we come in. We will help you build an ad for Google, Facebook, and Twitter, making it easier than ever to get off the ground running with online advertising.

But the question is, do they work? Well, with the amount of ads out there on the web today, we think yes. Especially for business-to-consumer services like a gym or fitness business. With the right targeting, ad content, and budget, you could be bringing in a steady amount of leads every week. So, let's get started building your ad portfolio and attracting people to your business.

How-To: Local Advertising

Local advertising can mean many different things. Basically, local advertising means getting your name in front of the people in your community. That can come in the shape of sponsoring local events, having flyers placed in a local business, putting an ad in a local magazine, and other creative ways of reaching a local audience.

So, how do you get in front of local advertisers and where is the best place to put your ads?

Local Magazines: If you are in a major city, you will absolutely have your own local magazine, and maybe even a local fitness magazine. Even smaller suburbs often have their own magazine that is placed in small businesses and grocery stores. This type of magazine is ***always*** looking for content and sponsors. Most magazines will expect you to pay for a ¼ page, ½ page, or full page ad. Ads are great, but a short story about your business with images will really help resonate with your audience.

To get in touch with the companies, simply reach out on their website or using the contact information that is in the magazine.

Event Sponsorships: There are always events going on in communities, big or small. Great events for gyms to sponsor include 5K's, half marathons, full marathons, mud-run style races, and local festivals. There is no better way to get in front of people than to actually be right there, in front of them. Your sponsorship could be your company logo on every t-shirt that is given out, a big banner with your logo, or a booth that you can set up at and pass out information.

Pro-Tip:
Always try to negotiate. Their price is often flexible and you can get the most for your money by negotiating the price down a bit.

Keep an eye out for local events coming up, and it doesn't hurt to get in touch with the events coordinator in your city so that you are always in the know. Keep an eye out on social media for new events that could be sponsorship opportunities as well. Don't forget about events that are related to your business, but not necessarily fitness specific such as organic food or wellness.

How-To: Facebook Lead Ads

Creating Facebook Lead Ads can be quite overwhelming if it's your first time (and even sometimes after that), but once you get the hang of it, you will be posting new ads faster than you can keep up! With Facebook ads, we break it down into 3 sections: The results you want, the target audience you want to hit, and how you want your ad to look. If you can answer and provide these three items, your ads will be successful and simple to set-up.

What results do you want to see?

When you go into your Facebook Ads Manager, you will be brought to a dashboard with metrics on any current campaigns you are running. To create a new ad, click in the top right corner with the green button that says "Create Ad". After that, you will be brought to a page with all of the different ads you could possibly run. That page looks something like this:


Once you arrive here, you can decide what kind of campaign you would like to run. We recommend Lead Generation campaigns if you are interested in getting more people to fill out a form for a guest pass or to learn more about your gym or fitness business. Using a Lead Generation campaign also allows you to use a Lead Ad Form, which we will cover soon. For this explanation, we will be using a Lead Generation campaign.

Your Target Audience

This is one of the most important aspects of creating your ad. Your audience is who will see your ad and who will potentially be filling out your form. First, select the page you would like to promote (your business page). Now you can define your audience. There are a couple of ways that you can do this. To start, you can add a custom audience by uploading a list of prospective members (with first name, last

name, and email address) and Facebook will find as many accounts as possible with that information and use that as targeting. This is a great way to get in front of specific people. To upload a list, click "Create a List" under custom audience.
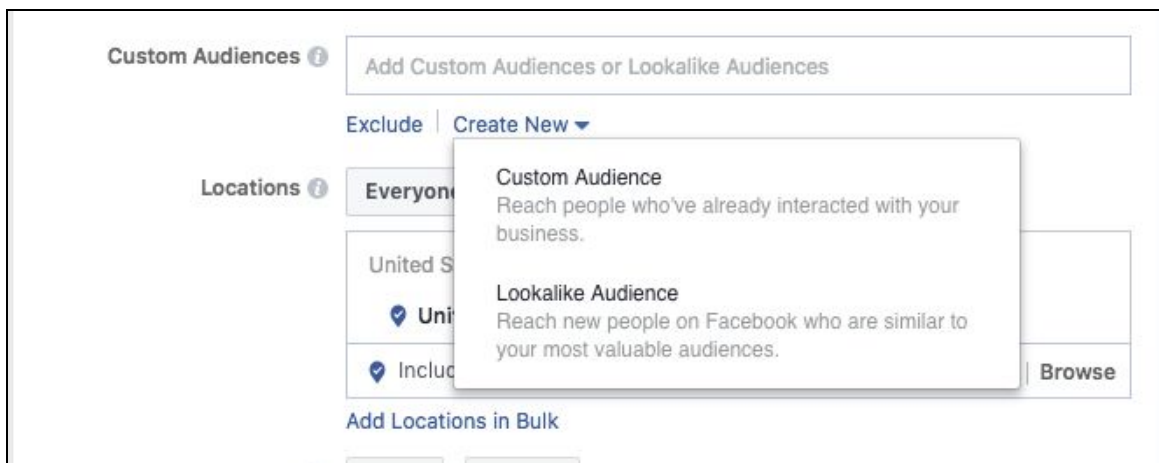
It will give you detailed directions on how to upload after that. You will also notice the option to create a "Lookalike Audience" once you are here. You can take that same list you uploaded and they will find accounts that are similar. This is a great way to increase your reach and find people that aren't in your already created list. Just be sure that you narrow down your location when using a lookalike audience.

If you don't have a list you would like to use, you can build your audience based on people in your area. You can create your audience based on location, interests, demographics, and behaviors. There are multiple options you can choose from, but we recommend being very specific on your location, and keeping the rest of your demographics fairly vague. Keep an eye on the size of your audience as you don't want it to be too broad. It needs to be vague enough to reach a lot of people, but specific enough that you are hitting the right people. You will see a

One last way that you can target is through connections. It is very valuable to target the friends of those who already like your page. The best type of sale is often a referral or members bringing in their friends!

Ad Placement

Once you have created your audience, you can decide where you want the audience to see your ad. When you are deciding where you want your ad to be shown, just remember that the more placements the better. Also, don't forget that when you create an ad in Facebook, it can be shown on Instagram (double win). You can see your options below, but we recommend using automatic placements, it makes creating your ad easier and will most likely get the best results.

Lastly, on this page, you will set your budget. Just like Twitter or Google, you set a bid and a max budget. Based on your audience, Facebook will show you about how many people will view your ad with the budget you provided. Obviously, how much you want to spend is completely up to you. We recommend using an automatic bid and creating a daily and a lifetime budget, so you have control of exactly how much is spent. By using automatic bidding, you ensure that you aren't bidding too low and that your ad is being seen by your audience.

How Do You Want Your Ad to Look?

Now for the fun part, creating your ad. You have a couple of options for different types of ads you can create. Your options include Carousel, Single Image, Single Video, and Slideshow.

Each of these options are great, but it is proven that video converts extremely well. So if you have a video that does a great job of explaining your gym or fitness business, this would be the perfect place to use it! Otherwise, an image will definitely get the job done. Facebook can be strict when it comes to images with text, so try to use images with as little text on them as possible.

One of the best parts about creating a Facebook ad is they are very specific in their directions, making it easy to put together. They also let you see your ad in real time while you are creating it. See our test ad below:
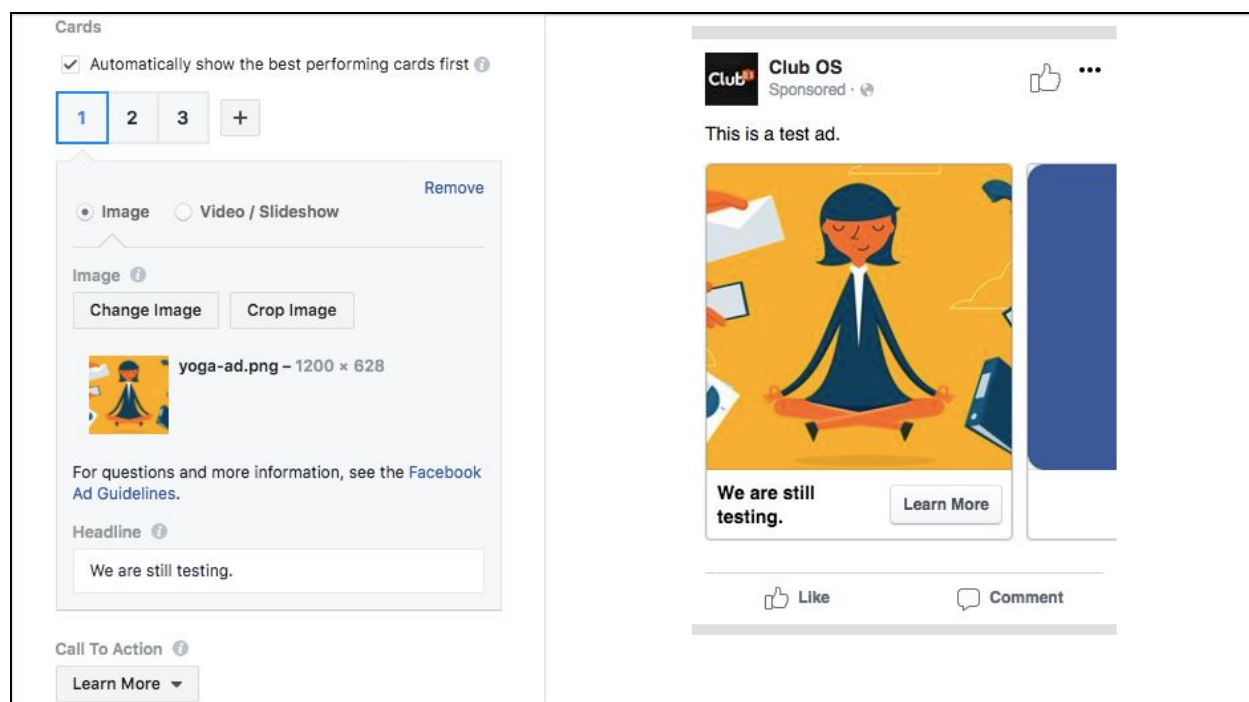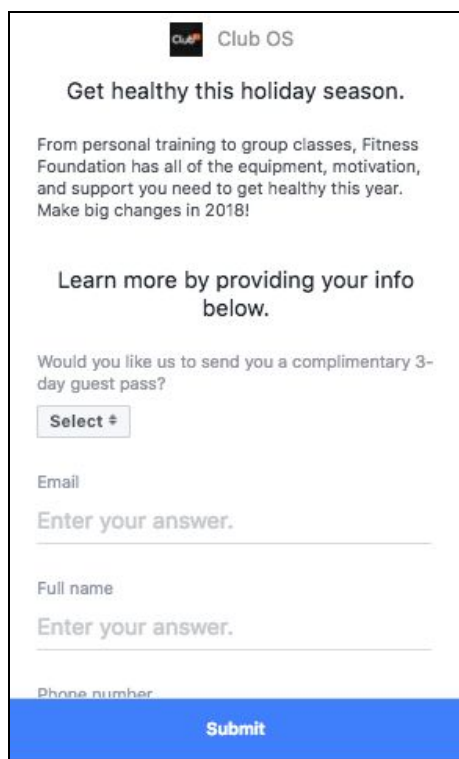

You can edit your header, headline, image, and CTA (Call To Action) in this section. We recommend using images with a lot of color that will stand out from the rest. Sometimes, a very simple image stands out among the messy and crazy images that are out there!

Once you have created your ad, you can create a pixel that tracks the clicks on your ad, ensuring you can track your conversions. This won't be extremely important if you are using a Facebook Lead Ad because the conversion (filling out a form) is done all through Facebook, the user isn't taken to a landing page on your website. But, for extra security or other ad types, this pixel can be created in your Ad Manager account by clicking on your "Ads Manager" in the top lefthand corner, and clicking Pixels (under Assets.) For more information on how to set those up, here are the instructions directly from Facebook.

Now you are almost done! It's time to set up your Lead Ad Form, which is the form the prospect will fill out that will be considered a web lead. Keep the form simple, no more than 5-6 questions at the max. Once you create a new lead ad form, you will see step-by-step instructions on how to go through and create your ad. And guess what, it shows you your Lead Ad Form while you are creating it, cha-ching!

You will see a list of questions you can ask, and you can also ask custom questions. Choose only the most important information that you need, and the rest you can find out later. Here is an example of our lead ad form. We asked one custom question, Name, Phone Number, Email, and City.

Once you are happy with your Lead Ad Form, you will want to do one final review of your ad. Take a look at the design, the wording, the form, and ensure that it is all cohesive. If you are happy with it, click "Confirm" in green at the bottom. Your ad is now being reviewed by the team at Facebook, it usually takes less than 24 hours.

You will notice on this page a reminder to connect Facebook Lead Ads with your CRM. This allows you to see your leads directly in your CRM instead of having to go download them from Facebook every day or week. If you use currently use Club OS, this is how you can connect Club OS to Facebook Lead Ads.

If you simply want to learn more about the integration between Club OS and Facebook Lead Ads, click here.
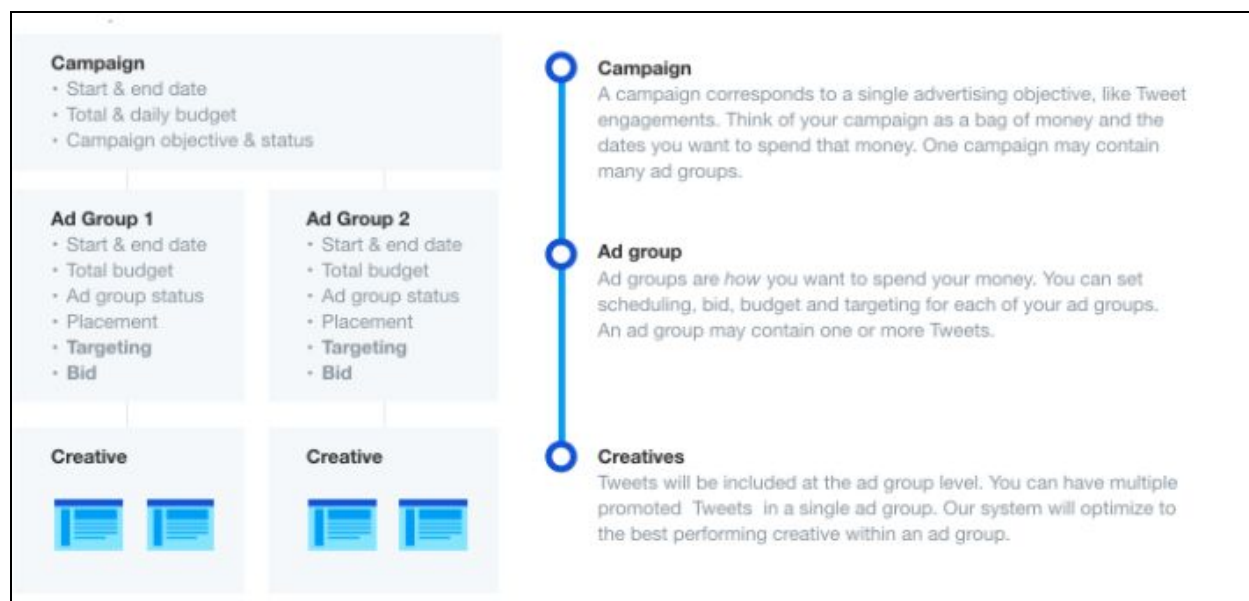
How-To: Twitter Advertising

To create a Twitter ad you must have a Twitter account. If you don't, go ahead and create one.

Twitter has recently launched an update to their ad platform. We will level with you: It can be a little confusing.

However, if you follow along with our instructions, you'll have an idea of how ads are created and managed. You'll see that a lot of the success depends on what type of Twitter ad you decide to run and your own prior knowledge of your current and desired client-base. You'll also learn that what works for you may not work for others and vice-versa.

Before we get started, let's review the elements that make up a Twitter ad campaign.

Source: https://business.twitter.com/en/help/campaign-editing-and-optimization/ad-groups.html

At the top level we have "Campaigns." In Twitter's own words, a campaign "corresponds to each of your advertising goals, like building brand awareness or driving web traffic. They're designed to help you optimize and measure results for each objective across multiple ad groups and Tweets. You can think of a campaign as a bag of money you can spend and the date range you want to spend it."

Within campaigns, there are "Ad Groups." Ad groups "are how you want to spend your money. You can set scheduling, bid, budget, and targeting for each of your ad groups. An ad group may contain one or more tweets."

Within ad groups, there are "Creatives" which is just a fancy way of saying tweets and the associated images and copy that go along with them.

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In this walkthrough we keep things simple with one campaign, one ad group, and one creative (tweet). However, most successful Twitter ads will have at least three ads per ad group even if you only have one ad group. We know this may sound a little intense, but the more you test and play around with Twitter ads the more the dots will start to connect.

We will focus on creating Twitter ads known as "cards" which are basically normal tweets except with a more prominent design.

It may seem strange, but before we create our ad, we are first going to create our card. While not completely nonsensical, it does raise the "which came first: chicken or egg" question as this is like designing a billboard before you know where it's going to go. But we digress...

At the top of https://ads.twitter.com, you will see the following options: Campaigns, Creatives, Analytics, and Tools. Click "Creatives" and then click "Cards"
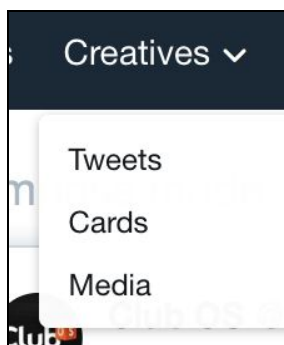
On this page, there is a blue button called "Create Card." Click it then select "Website Card"
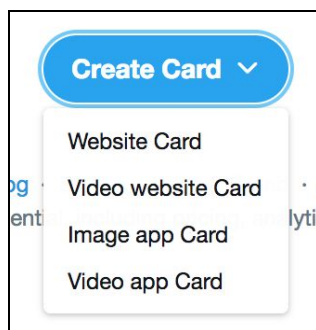
A screen will slide in from the right-hand side where you can create your card. You'll see a section for media, headline, website URL, and card name.

Headline: "Generally headlines with up to 50 characters will display better across devices. Your headline is separate from your Tweet copy and only displays on the Card."

Website URL: "The URL of your website. This must begin with https:// or http://" And because it's as if Twitter is trying to confuse you more, we will expand on this. It's not just the URL of your website that

you put here, it's the URL of wherever you want to send someone when they click or tap your ad. So this does not necessarily mean you will link to your homepage. You may be linking to a landing page or other page where the person can take the action you want them to after clicking or tapping the ad.

Card name: "Give your Card a unique name (no more than 80 characters). This name will not be displayed to users." - Make sure you name your card something relevant to its content. You'll use this name when you're creating your ad so you need to know which card you're linking to it.

After filling out the relevant information, click "Create."

You'll then be taken to your "cards library" page where you'll see your recently created card and any other cards you may already have, or will eventually have.

Now that you've made a card, we can create your ad.

At the top of the screen click "Create campaign."

Here you'll see the different Twitter ad options. Click "website clicks or conversions." That means you only pay when someone takes an action, not just when the ad is viewed which is known as an "impression." Impression-based ads are good if you're just looking to generate brand awareness and not necessarily conversions. Think Coke or other large, broad companies like that.
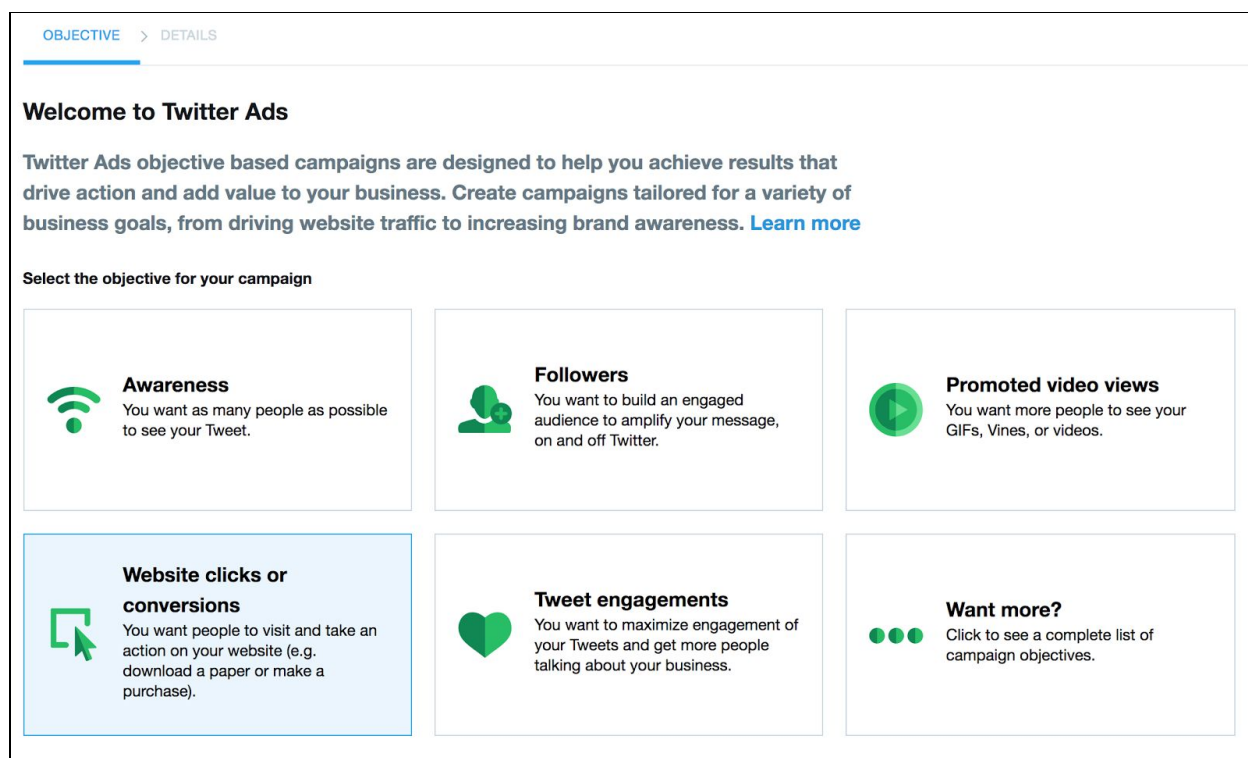
Name your campaign something that lets you know what your ad is about. It may seem simple to keep track now, but once you start creating more ads you'll need these names so that you can quickly reference which ad is which.

Set your daily budget. Start small. You can always adjust. You can also set a total budget which is optional.

When do you want your campaign to run? - If you're promoting a specific event with an end date then this is necessary, but otherwise just keep your ads running indefinitely. You can always pause or delete them later.

Click "Next" in the top right corner.

Choose your creatives

This is where you will choose or create your "creative" which is the actual content of your ad including text and any images.

If you have some tweets you'd like to use, you can simply select them from the list. However, this isn't typically as beneficial as creating a new tweet specifically for what you're wanting to promote with your ad.

To create a brand new tweet for your ad, click the blue button with the plus sign and feather.
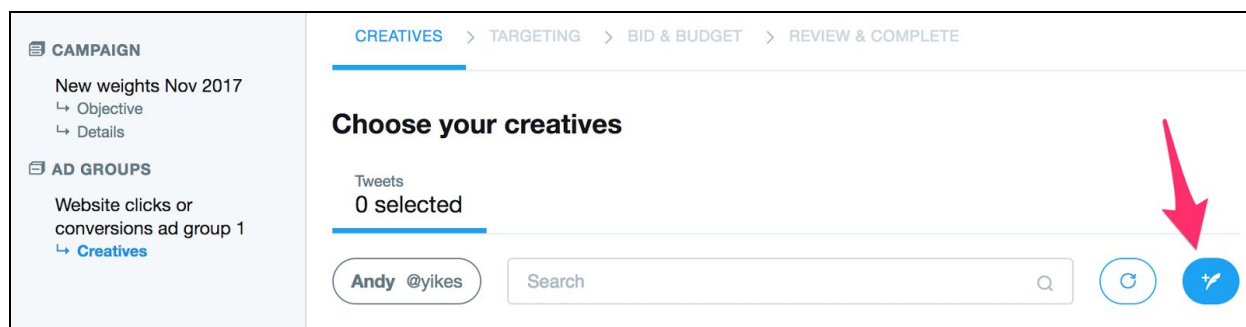
This will take you to another page where you can create the tweet and it's also where we will use the card we previously created.

On this page, you can craft the content of your tweet. Make sure the tweet is relevant to what you're promoting in your ad.
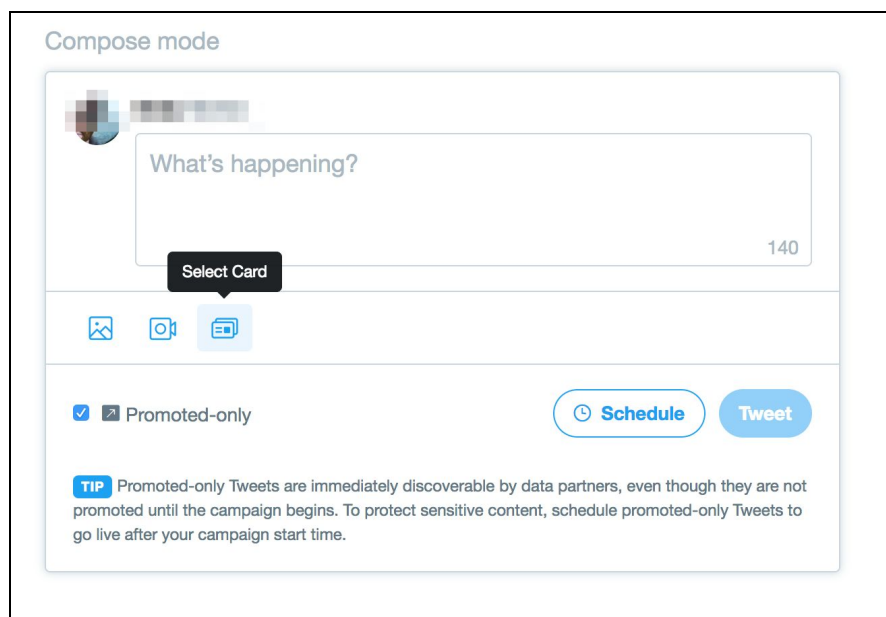
Once you have the perfect tweet, you need to click on the card we created so that it's attached to the tweet.

Once you have everything as you want it, double-check that the "Promoted-only" box is checked. This will ensure that this tweet isn't posted as a normal tweet on your account, but instead is only used as part of an ad.

When you're ready, click "Tweet." Don't worry, as we just stated, as long as the "promoted-only" checkbox is checked, this tweet won't post immediately and won't show up as a normal tweet on your account.

After clicking "Tweet" you'll be brought right back to the page you were previously on except the compose box will be empty. This is ok. Here you can create another ad for your campaign. This will be placed within the campaign's "ad group." Campaigns with more than one ad will perform better as it gives Twitter more options to display to your target audience. If you're ok with having just one ad, close the window or tab to go back to the page you were on before. If you want to create another ad, simply repeat the process we just went through by writing a tweet then attaching the card to it.

It should now look like this and the tweet you just created will be on top.
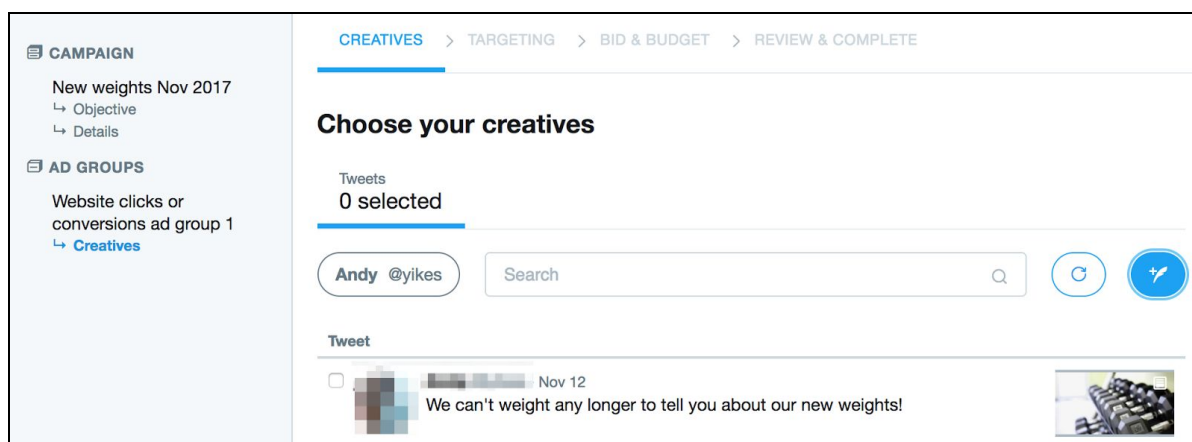
Before we take any additional actions, let's take a look at the information on the right-hand side called, "Where your promoted tweets appear."

If you want your ad to appear on websites or apps not controlled by Twitter, then you can opt-into that using the Twitter Audience Platform. This is entirely up to you. You may see good results from this, you may not. It may just help Twitter waste your ad budget. In our opinion, it's best to start your first few ads without using the Twitter Audience Platform. Also, if you uncheck the "Expand your reach on the

Twitter Audience Platform" checkbox, you'll notice that things on that right-hand side get a lot less complex-looking.

We are going to proceed with that box unchecked.

Ok, so looking back at your list of tweets we see the one we've just created. Let's click on it so that it's selected then click "Next" in the top right corner.

Find Your Audience

This is where the real fun begins: Deciding where and to whom your ad should be shown.

You can target using gender, age, location, keywords, other Twitter usernames, and more.

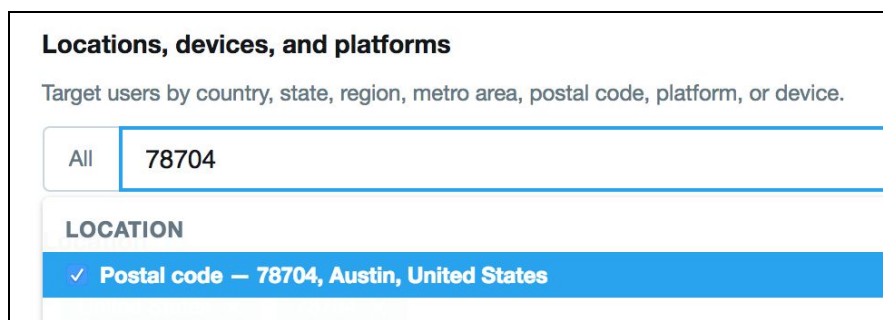We will leave most of this to you, but we would like to focus on two things:

1) The importance of setting your location targeting as more than likely you only want your ads showing to people in a specific radius around your business.

2) General ideas on how to target the audience you want.

Before we really get started with Location, click the "X" to the right of "United States" as you do not want to target the entire country.

With location, you can get as granular as you'd like. The easiest way is to simply enter your zip code and the zip codes of those within a certain radius of your business so that your ads only show to people within them. This will help maintain the integrity of your ad budget and not let it be wasted on people outside of a reasonable distance from your business location.

When you enter a zip code, you must click on it so that the left-hand checkbox is selected. After that, simply click anywhere on the screen so the drop down menu can close. You'll then see the zip code added to the "location" box below. If you want to add more zip codes you can simply repeat the process again and again until you have them all in there.

Once you've set your location targeting information, you can then start your audience targeting. If you click on the search box under "Audience features" a drop-down menu will appear with several options. Behaviors, events, interests, keywords, and more. We will largely leave this up to you as each option makes its strengths known. For example, using behaviors might be difficult to target your exact audience while interests or keywords make it a lot easier as you can search "fitness" and come up with some results.

While adding your audience targeting, you'll notice the audience summary on the right starts to show your potential reach. A huge number isn't always good as that means your targeting is too broad and your ad budget will most likely be wasted - and quickly. It may take some time to find the right reach number for your ads.

Below you'll see that we've targeted the zip code 78704, people between two age ranges that are interested in exercise and fitness, and also the keyword working out. With those targeting elements defined, we have a potential reach of 57,700 to 86,600. That may still be way too large for our ad, but we could still run this ad to see what the results are and then adjust accordingly.

Once you're happy with your settings, and remember we can always change this even after the ad is running, click "Next" in the top left corner.

Set your bid and budget: This section doesn't necessarily require any changes. If you're comfortable with the original $5/day we set at the beginning (or whatever amount you'd like) and having Twitter handle your bid type as "automatic" then just click "Next" in the top right corner.

Review your campaign: Your ad is technically ready to launch. If you're happy with how everything looks and your targeting just click "Launch campaign" in the top right corner.

You may also consider editing the "Ad group name" for this particular ad group. This means that if you were to create additional ads for this exact campaign they'd fall under that ad group

What makes a successful Twitter Ad: Spend less while getting the results you want. The end. JK! Well not really "JK" as that's the goal, but it can take time to get there.

Your first few campaigns and ads will help you establish your baselines and let you know what to expect and what to change or try. From there you can pause ads that aren't delivering results, give more money to ads that are, and use your knowledge to create ads that perform even better right off the bat.

How-To: Google Advertising

One thing before we dive into Google AdWords: If you've never used Google AdWords before, you're in the right place. If you're already using AdWords, this walkthrough may contain information you already know.
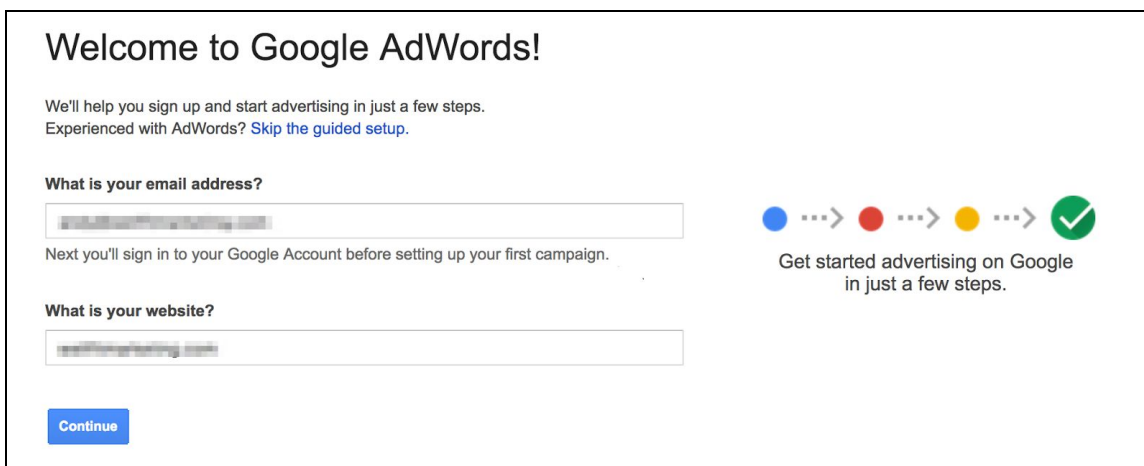
Getting Started with Google AdWords:

Some things to know:
1) For our purposes, your goal with using Google Adwords is to show up on the front page of any relevant search result having to do with your business. This is the page you see after performing a Google search. It's known as "SERP" or "search engine results page."
2) We get ads to show up on the front page of search results by creating an ad that contains relevant information to whatever the person searched for, targeting that person correctly, bidding an amount that beats our competitors, and sending the person to a relevant webpage when they click our ad. We will show you how to set all of this up below.

If you already have an AdWords account then you will have already done this. However, since AdWords has newbies create their first ad during the signup process, we do include our successful ad techniques and recommendations within this overview.

First, you're going to need a Gmail, or Google-hosted, email address. If you already have that you can go straight to https://adwords.google.com and click "Start Now."

After doing so you will be brought to a page that says "Welcome to Google Adwords!" Enter your email address and website URL and click "Continue."


You will then need to log into your email account which is what links your Gmail/Google-hosted email to your new AdWords account. It's here that something very sneaky happens. Google will most likely automatically create your account as a "Google AdWords *Express*" account.

A Google AdWords *Express* account is not the same as a normal AdWords account. The "Express" means you are handing the keys of your car to someone that doesn't necessarily care how it's treated - and even if they do, they couldn't possibly treat it as well as you do. AdWords Express does make it easier to start running ads with Google, but in doing so you give up almost all of your control.

To switch your account from Express to normal AdWords simply click the blue "Compare AdWords Express with AdWords" link.
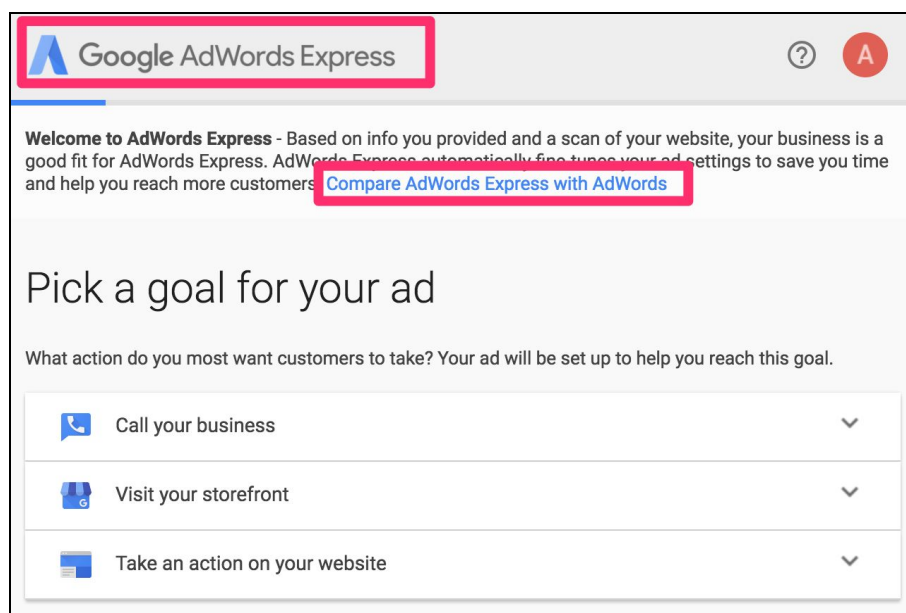
You will then see this. Click on "Switch to AdWords."
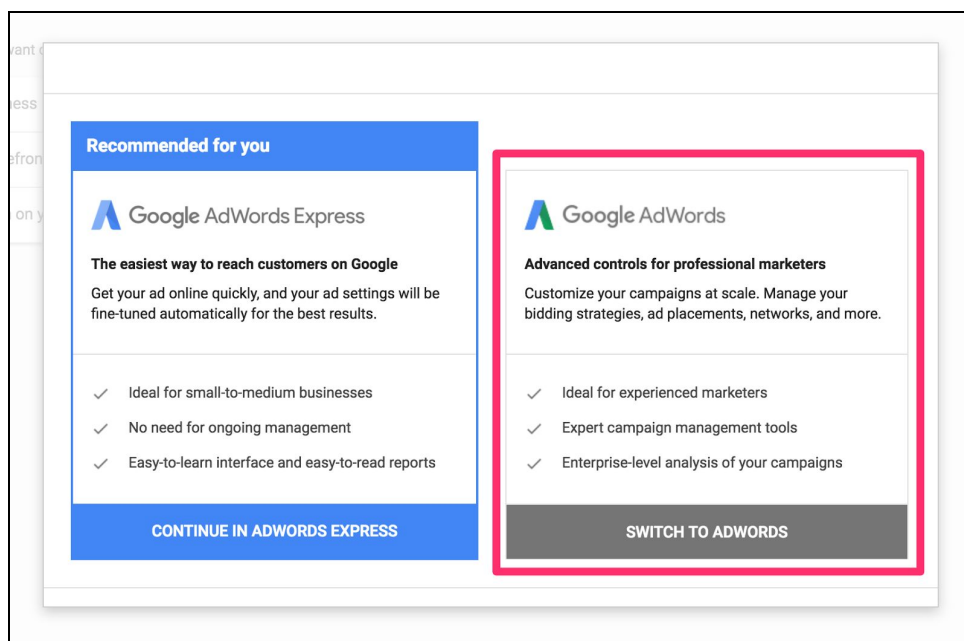
You'll immediately be switched over and brought to a page where you continue the signup process by way of creating your first campaign! We'll now review each of the options you see before you.

1) **Your budget** - This can be whatever you want. Since we don't have any baseline information to work with, it's impossible to know what the best amount to enter is. Our suggestion is to enter an amount you're comfortable spending each day. This can always be changed later.
2) **Choose a target audience** - This section has three parts:
   Locations - This is the geographic information for your ad. If you are a one-location gym in Austin, then obviously you don't want your ad showing to people in Philadelphia. Click to edit this section then select "Let me choose..." followed by entering in the relevant geographic information for your location.

   Networks - Google Ads aren't relegated to just Google search results. To get more exposure for ads (and more ways to make money) Google has created the "Google Display Network" which takes ads and displays them on websites that are theoretically related to your ad's content. For our purposes, and to keep things simple, we encourage you to edit this section and deselect the Display Network. This is also because we believe you will have a lot more success using only Google's Search Network.
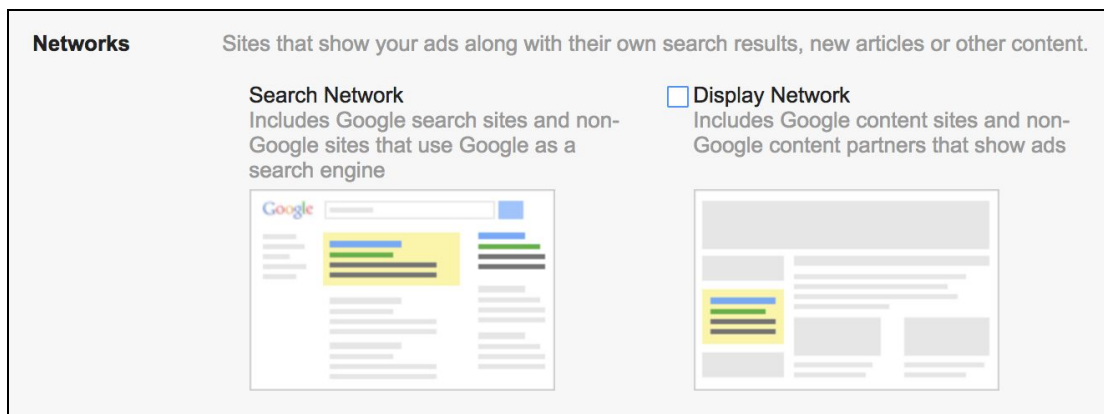
Keywords - These are a major part of what Google uses to determine whether or not someone should see your ad. For example, if you use a keyword string of "Austin texas gym" then someone searching Google for "Austin texas gym" has a chance of seeing your ad.

However, there are other factors at play - mainly competition from all the other gyms in Austin, TX using that exact same keyword string. If they have a better ad, then their ad will show before yours. It's not always just about bidding more money on your ads so that they show up at the top of search results. AdWords is also looking for a total "quality score" so that the SERP displays ads that are the most relevant to the search, not necessarily based on how much an advertiser has bid.

We also don't suggest using the 15-20 keywords AdWords suggests. It may sound like the right idea, but every single one of your keywords should relate solely to the ad you're about to create. The more keywords you enter, the more opportunities you give AdWords to (theoretically) waste your daily ad budget. Keep your keywords extremely targeted to your audience, but also know that the more broad the keyword (example, "Austin gym") the harder it will be to show up at the top of the search result pages because other companies will also be bidding on them.

As you add keywords, AdWords will show you their approximate level of search interest. Remember that a bigger number doesn't always mean better as it means the ad competition will most likely be higher.

3) Set your bid - AdWords will try to skip right over this part. That's ok. To start you may want to allow AdWords to automatically set your bids for your first campaign. Don't worry, they are only using money from the daily maximum you set previously.

4) Write your ad - This is where you will write the copy for your very first ad. Don't put a lot of pressure on yourself right now. This isn't normally how you will create ads. This is just what AdWords has you do during the signup process so that you accomplish something and so they can make you enter your credit card information.

If you know what you'd like to advertise then, by all means, enter in some of that copy. Keep it very targeted. Don't be too broad. Try to differentiate yourself from competitors theoretically targeting the same audience as you. And, most importantly, try to use keywords that you entered in the keyword box above. This is a great way to grow your AdWords quality score.

Before we click "Save and continue" let's take a look at the right side of the page to make sure our "Daily potential reach." Here you'll see how many clicks and impressions AdWords thinks your ad will get each day. A click is, well, a click and an impression means your ad was shown. If you're happy with what you see, go ahead and continue. If you think it needs to be higher, consider slightly increasing your daily budget, adding more relevant keywords, or expanding your geographic search area (but be careful not to expand too far).

After clicking "Save and continue" you'll be brought to a page where you enter your billing information. After doing that you'll have successfully created your AdWords account and your first ad!

On this page, you'll see an option to talk with an expert. This may not be a bad idea, but if you do make sure to keep an eye on the things they suggest. A lot of times they will encourage you to add more keywords or other things that will make your daily spend decrease much faster. This can sometimes be a good thing if the faster spend results in achieving your goals. We would suggest asking them

about using "negative keywords," how to increase your quality score, and how to setup goals and pixels so that you can better track conversions.

To view your new AdWords account dashboard simply click "Go to your account."

How You Can Make Money From Other Company's Ads

What if we switched up the roles, and you became the advertiser? As a gym or fitness business owner, you have people from the community visiting your location every day. This is a very lucrative position to be in, mainly because other local businesses find it extremely enticing to get in front of your members. Your members are people with a little extra cash (enough for a monthly gym membership), and live in the community, making them the perfect target audience. Businesses such as realty companies, local contractors, restaurants, boutiques, and healthcare companies are always interested in reaching new audiences.

So, how do you create advertising opportunities?

- If you have TV's in your gym, have one TV (preferably in front of treadmills, where people are stationary) that is on a loop of 3-4 advertisements for local companies. You can switch them out every month and charge local businesses to advertise there.
- Have a "Proud Partner" banner at the front of your gym that you switch out monthly, paid for by the company that wants to advertise. This allows you to reach every member in your gym and bring in a monthly fee for the advertisement.
- The locker room is a great place to hang a banner or large flyers for information about a local company. You can have the company that is advertising provide a banner for the locker room and switch it out month-to-month.

There are 3 easy ways to create income from advertising in your gym or fitness business. Now, get out in the community and start building those relationships!

SELL MORE. DO LESS.

Contact Us Today To Learn More:

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