

CIMA, A Pilates & Yoga Studio: From Launch to Full Bookings Within a Month

A complete solution for your business!

AT A GLANCE

Pledge Media Consultancy was approached by CIMA, a newly opened women-only Pilates and Yoga studio located in Dubai, JVC, with a challenge to generate significant market hype. With no prior customer base and the client's concern over presenting a luxury brand image without discounts, we were tasked with a unique challenge.

SOLUTIONS

Strategy and Execution

- **Phased Campaign Approach:**
 - **Pre-launch (Feb 10 - Feb 16):**
 - Deployed a multi-platform digital marketing strategy to generate awareness before launch.
 - Targeted key audience segments to build anticipation and engagement.
 - Developed compelling creative assets emphasizing the studio's premium experience.
 - **Launch Phase:**
 - Focused on converting interest into action by driving sign-ups and bookings.
 - Optimized campaign performance to maximize conversions on high-performing channels.
 - Leveraged data insights to refine targeting and messaging for improved efficiency.

RESULTS

- Achieved strong brand awareness and engagement within the first month.
- Secured significant membership sign-ups, surpassing initial targets.
- Established CIMA as a sought-after fitness destination in its market.

CHALLENGES

- **Brand Launch with Limited Awareness:** CIMA needed to quickly establish credibility and attract a customer base.
- **Luxury Branding vs. Market Penetration:** Balancing exclusivity with effective customer acquisition.
- **Competitive Market:** Differentiating from well-established competitors in the fitness space.

About The Graphs

- 1.Signups and Conversions Over Time: Shows the number of signups and conversions.
- 2.Budget Allocation and ROI: Shows the allocation of the \$40,000 budget across different platforms
- 3.Customer Acquisition Cost (CAC): shows the change in CAC during the campaign.

 **700**
Leads Pending

 **247**
Packages Sold

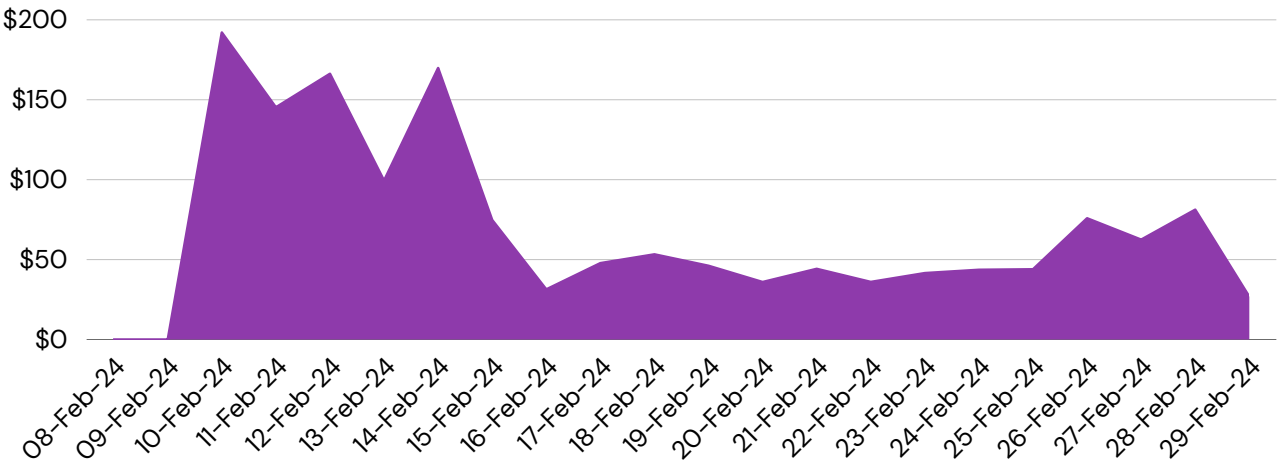
ANALYSIS AND LEARNINGS

- 1 Scalable Growth: Continued refinement of digital strategies for sustained success.
- 2 Customer Retention Strategies: Exploring loyalty programs to enhance long-term engagement.
- 3 Expansion Opportunities: Assessing class schedules and instructor availability to meet growing demand.

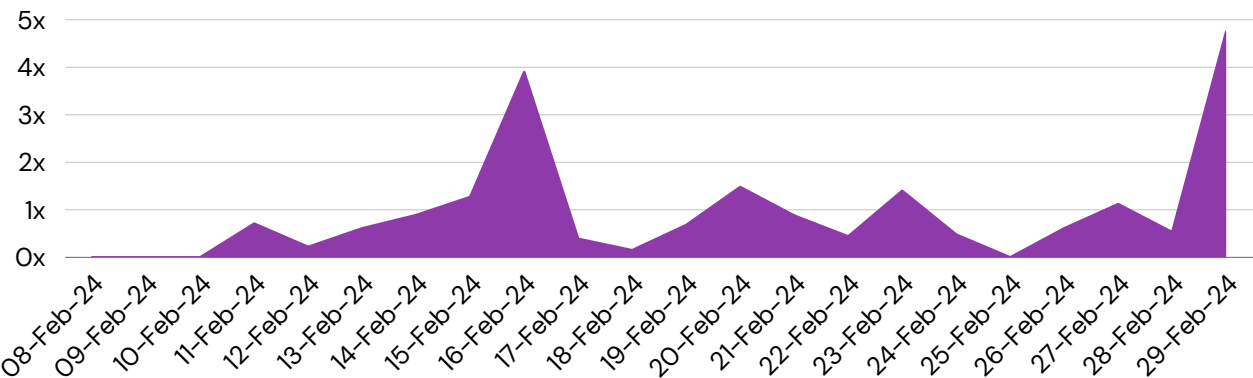
CONCLUSION

Pledge Media Consultancy’s strategic marketing approach enabled CIMA to achieve a successful launch, establish a strong brand presence, and secure rapid customer acquisition. Our ability to craft and execute high-performing campaigns continues to drive impactful business outcomes.

Overall Cost Per Free Class Booked (CPA) Over time



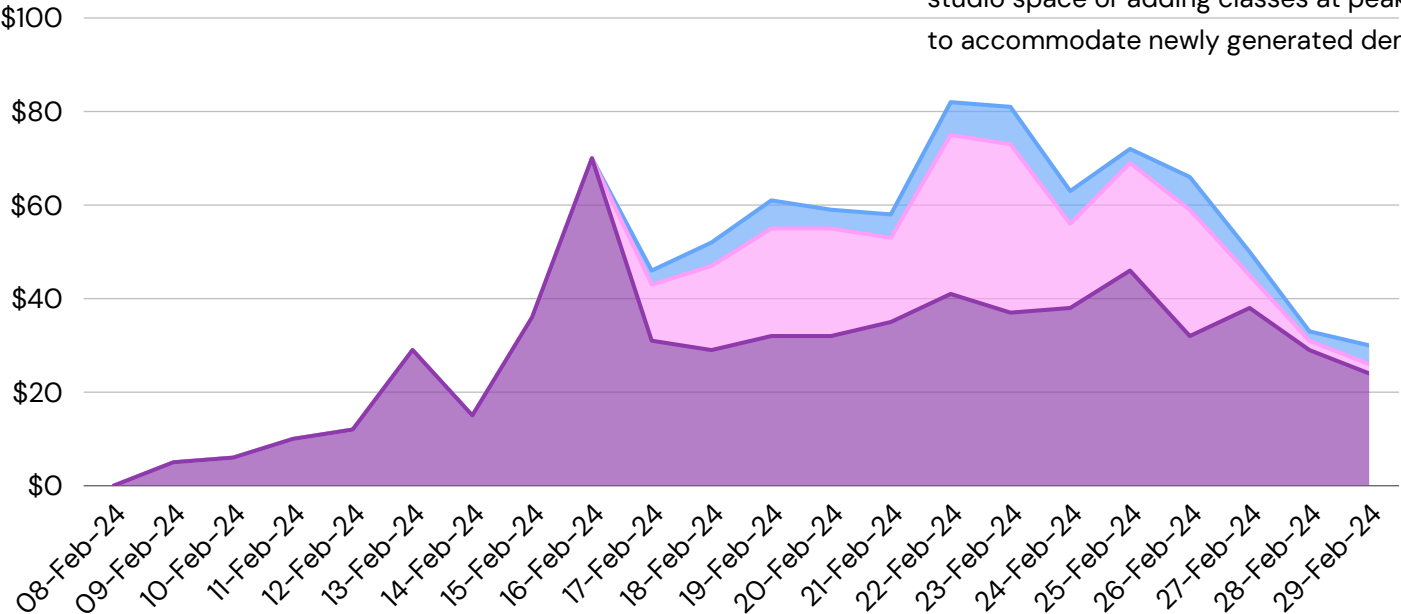
ROAS Per Day



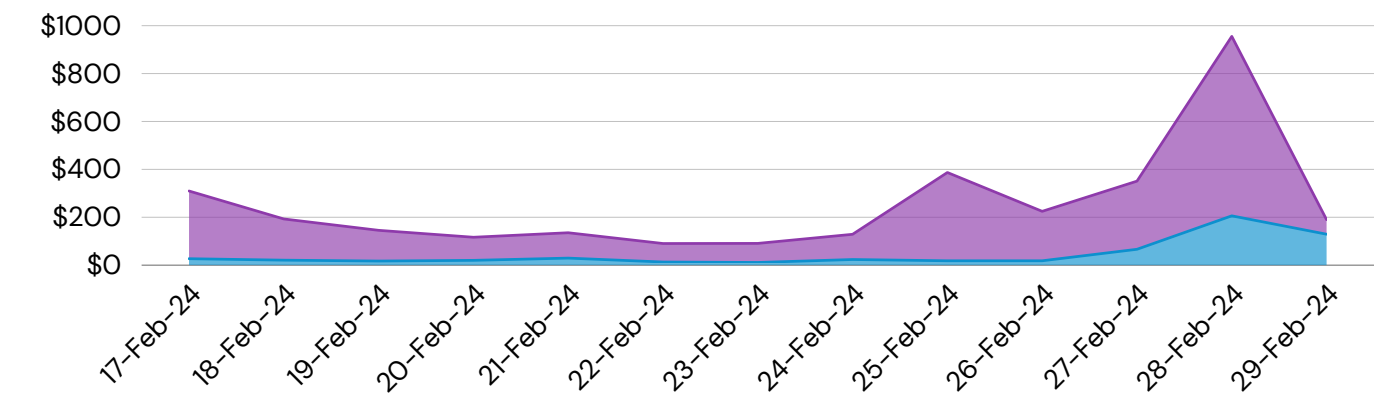
Future Recommendations & Insights derived from Marketing Campaign:

- Explore strategies for scalable growth, including instructor recruitment and training programs. This was found when the cost of acquiring clients drastically increased across certain channels.
- Consider loyalty or referral programs to maximize the value of the existing client base, reducing the need to invest as heavily into paid media.
- Investigate opportunities for expanding studio space or adding classes at peak times to accommodate newly generated demand.

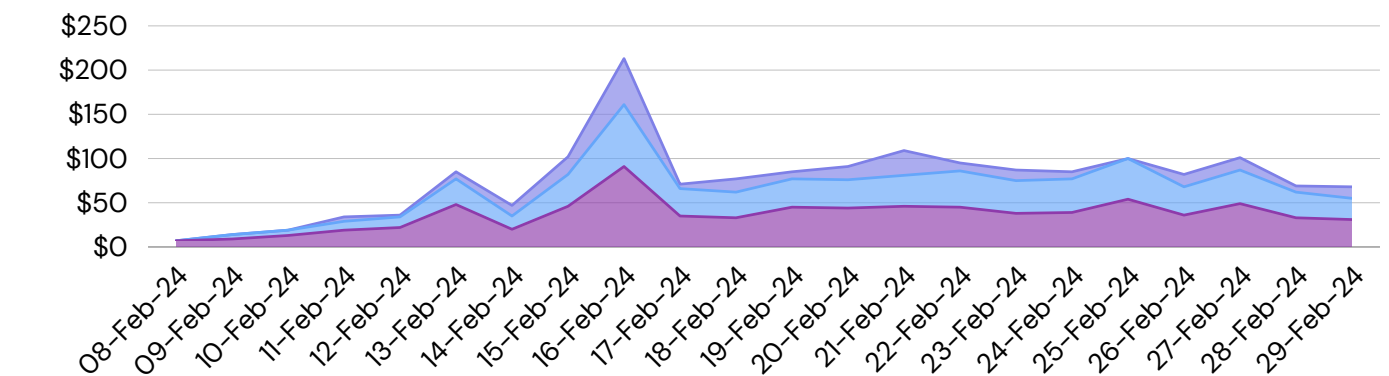
Performance Campaign - Booked Free Class Comparison



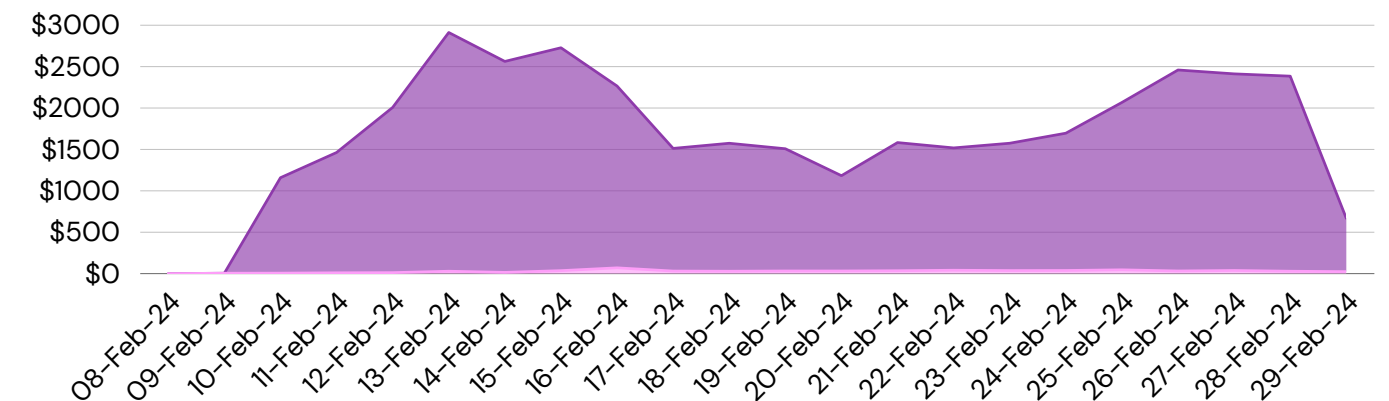
Focused CPA Over Time - Overbooked on 25th Feb, 2024 - CPA Increased due to no available slots



Signups, Redeem Free Class, & Total Sales over Time



Redeemed Free Class in Respect to Daily Budgets



ROAS Per Day

