# Fitness Defense

**Industry:** Fitness & Wellness

Platform: Instagram + Google My Business (GMB)

**Duration:** 3 Weeks

**Services:** 



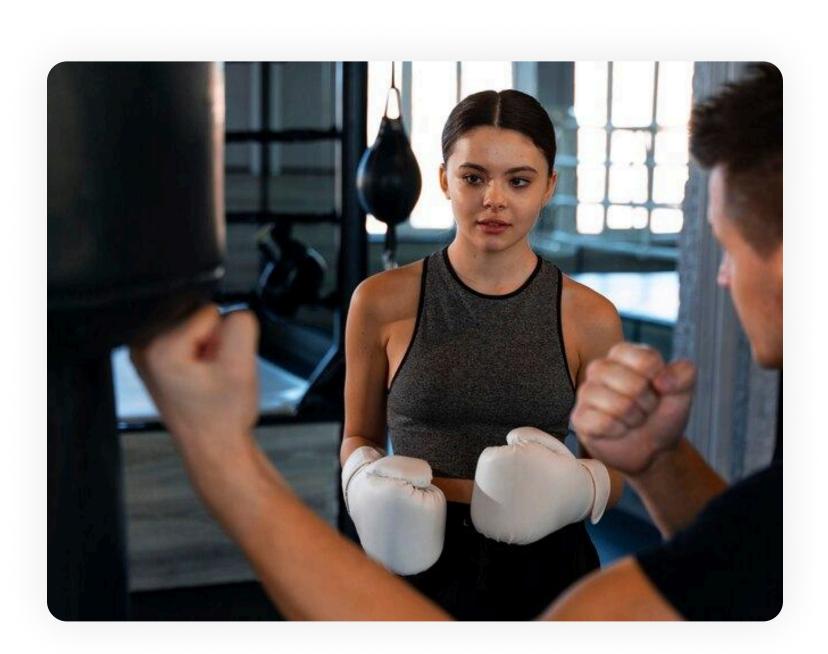






## The Challenge

Fitness Defense, a high-energy kickboxing gym, wanted to elevate its digital presence to match the intensity and community feel of its in-person classes. While their brand had potential, they lacked consistent, on-brand content and local online visibility.



### The Execution

In just three weeks, we rolled out a full package of digital content and local engagement tools.



### **10 Basic Posts**

Eye-catching, brandconsistent designs for general engagement



## **10 Custom Posts**

Campaign-specific content promoting classes, instructors, and member success



## 4 Paid Ads

Strategically targeted to boost local visibility and lead generation



### **7 Stories**

Behind-the-scenes, class reminders, and motivational content



### 2 Reels

High-energy videos highlighting workouts and gym vibes



### 2 Infographic

Visual breakdowns of fitness tips and class benefits



#### 24 Google My **Business Posts**

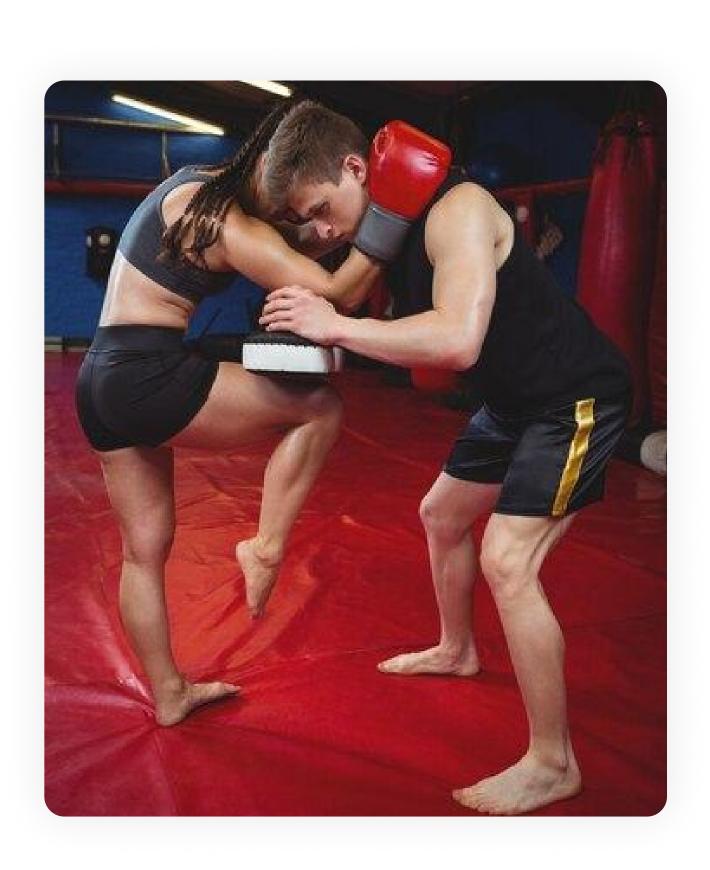
Local search optimization through consistent updates, promos, and events

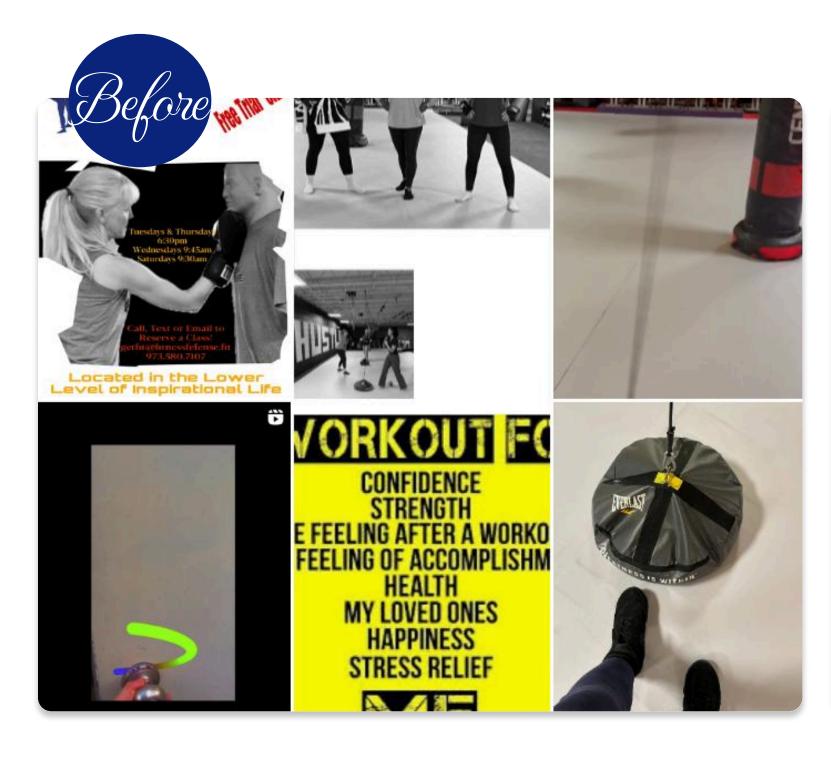
All content included strategic captions and clear calls to action

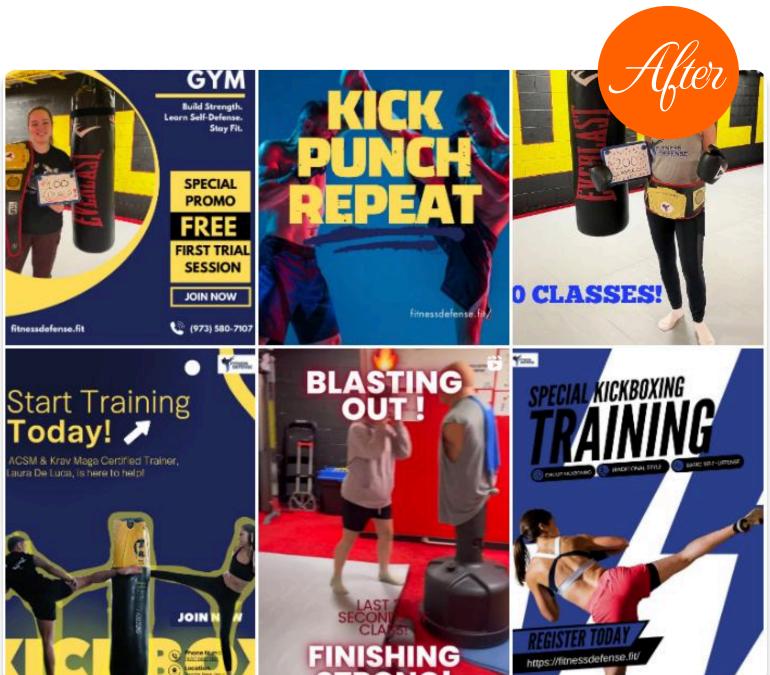
### **The Results**

In just 3 weeks, the impact was measurable and momentum-building

- \* Engagement Rate increased by 1.80%
- \*\* Comment Ratio jumped by 16.6%
- 25 New Followers organically added
- improved local visibility through consistent GMB activity







### Client Impact

Fitness Defense now has a strong digital presence that reflects the energy of their brand and builds real connections with current and potential members. With a consistent strategy in place, they're better positioned for sustained growth, community building, and lead generation.

**WORK WITH US NOW** 

