

Fitness Defense

Industry: Fitness & Wellness

Platform: Instagram + Google My Business (GMB)

Duration: 3 Weeks

Services: Social Media Strategy Content Creation Local SEO Support



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, brand-consistent 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



Before

After

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.

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