

# New challenges require new solutions

## THE CHALLENGE

A new yoga studio which had launched right before the Covid-19 pandemic struck had already found themselves struggling to compete in a highly saturated market. A vibrant social media presence and solid branding wasn't enough to meet their required enrollment numbers and keep their doors open.

## THE SOLUTION

Get Fish Slapped and Canopy created a special offer that could only be redeemed by filling out a Social Geofencing enabled Facebook lead form. The form promoted a "first-class free" and unlimited classes for \$99 per month. Step 1 was to drive interest by creating a lookalike audience based on website visitors. Step 2 built on our initial audience targeting strategy by creating a six-month look-back audience of competitor studios, gyms and health and wellness stores to extend our target audience to their social circles and further expand our reach.

**RESULTS** || An average \$500/month budget now generates:

**45** average qualified leads per month with an average per lead cost of **just \$11**

**\$396** average new customer value

**36x** ROAs!



## ABOUT US

We specialize in the most effective solutions to meet your digital marketing needs.

You'll gain a team of subject matter experts working on your behalf to strategize, serve, and optimize every campaign.

**Increase your digital performance.**

**Contact us today.**

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