

Turning the Page on Results

Social Media Campaign increased Viral Reach by 692%

Social Media Campaign increased Organic Reach by 237%

Here is how we did it!

The Setting

TITLE Boxing Club is a fitness club with a punch. TITLE Boxing Clubs offer explosive total body boxing and kickboxing fitness workouts to help women and men burn up to 1,000 calories per hour in each group class. With locations throughout the country, there is a unique opportunity to increase results for each club.

The Conflict

Many clubs had active Facebook accounts, but there was room for growth. Members traditionally engaged using posts, pictures and polls. Since social media is a vital tool for driving results and increasing brand awareness, we set out to increase engagement on all TITLE Boxing Club Facebook accounts.

The Plot

Turn the Page introduced TITLE Madness, a Facebook check-in tournament for all TITLE Boxing Clubs to participate in during March. Each TITLE Boxing Club competed against the others for the most check-ins. The clubs with the most check-ins progressed through each round of the 5-week tournament.

Check-in tournament goals:

- Build brand awareness
- Increase reach of individual club pages
- Educate individual clubs on the importance of engagement

The Conclusion

The success of the TITLE Madness campaign was marked by improved viral and organic reach for the clubs. The winning club increased its viral reach by 692% and organic reach by 237%. This club had a total of 1,307 check-ins throughout the campaign.

The improvements were not limited to the champion. Clubs that participated had a total of 8,201 combined check-ins which increased organic reach by an average of 180% per club.

A Never Ending Story of Success

TITLE Boxing Club is a growing franchise with locations all over the United States. Because loyal members checked-in every time they attended a class, brand awareness and Facebook engagement increased for all TITLE Boxing Club locations.

We had a BLAST with the Title MADNESS event!!! We had our trainers announcing before and after class about the check ins and the sales staffed hyped it up as well!!! It really created a great vibe in the club having our members feeling like they were a part of something exciting for our individual club. We put up posters all over the club each week with balloon so everyone could see the bracket standings and get involved. It greatly increased our Facebook "likes" and we had one of best months for new memberships during the contest!!! - Amy-TITLE Boxing Club Brandon

