




How We Generated Mass Visibility

and turned it into new revenue for
this **Sports Academy**



'I was so reliant on word of mouth
as **I have such a strong product** but
I knew I needed more people to
know about my company'

Our Customer Acquisition Solution

How we did it

01

AWARENESS

Improved SEO rankings for targeted keywords and ran awareness campaigns on social media & YouTube

02

LEAD GENERATION

Generated new leads through social media advertising and optimising the website for conversions.

03

SALES

Created a structured sales process with multiple touch points and trained key staff members on the process

04

APPOINTMENT BOOKING

Booked initial trial sessions for interested prospects at the academy

05

UPSELL ON SITE

The coaches were trained on how to upsell on site so that revenue opportunity is maximised

06

FOLLOW UP

A follow-up process was created for all prospects that left the trial without purchasing further lessons

07

NEW CUSTOMERS

Due to all of the above this sports academy receives an influx of new customers every single month for their Group sessions, private sessions, and Junior sessions.

Our Results

February 1st - June 30th 2022



Budget

8,797.95 AED



Platform

Facebook & Instagram



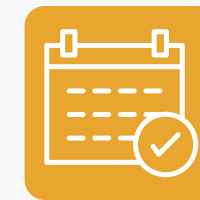
Impressions

514,323





Leads Generated

646




Appointments Booked

Trials Booked



‘If you want the best possible results I would **look no further than TDS Group**. They analyze all marketing activity to help achieve the best results as well as train your team on Sales which for me is **absolutely priceless**’



460 On-Facebook leads	104,123 People	292,487 Total	9.90.ا.د Per on-Facebook leads	4,553.98.ا.د Total Spent
---------------------------------	--------------------------	-------------------------	--	------------------------------------

67 On-Facebook leads	52,799 People	128,038 Total	30.33.ا.د Per on-Facebook leads	2,032.22.ا.د Total Spent
--------------------------------	-------------------------	-------------------------	---	------------------------------------

119 On-Facebook leads	40,256 People	93,798 Total	18.59.ا.د Per on-Facebook leads	2,211.75.ا.د Total Spent
---------------------------------	-------------------------	------------------------	---	------------------------------------

