

Facebook Ad Campaign for Fitness Studio

Scenario

You are tasked with creating a Facebook ad campaign for a fitness studio that offers group classes and personal training sessions in location Koramangala & Whitefield Bangalore. (Budget Rs. 500 per day)

Campaign Objective

Primary Goal: Increase Class Registrations & Lead Generation

Target Audience

Demographics & Location:

- Age: **18 – 45 years** (working professionals, fitness enthusiasts)
- Gender: **All genders**
- Location: **Koramangala & Whitefield, Bangalore**
- Languages: kannada , English

Detailed targeting included

People who match

Work employers: Zumba Fitness, Gym, 24 Hour Fitness

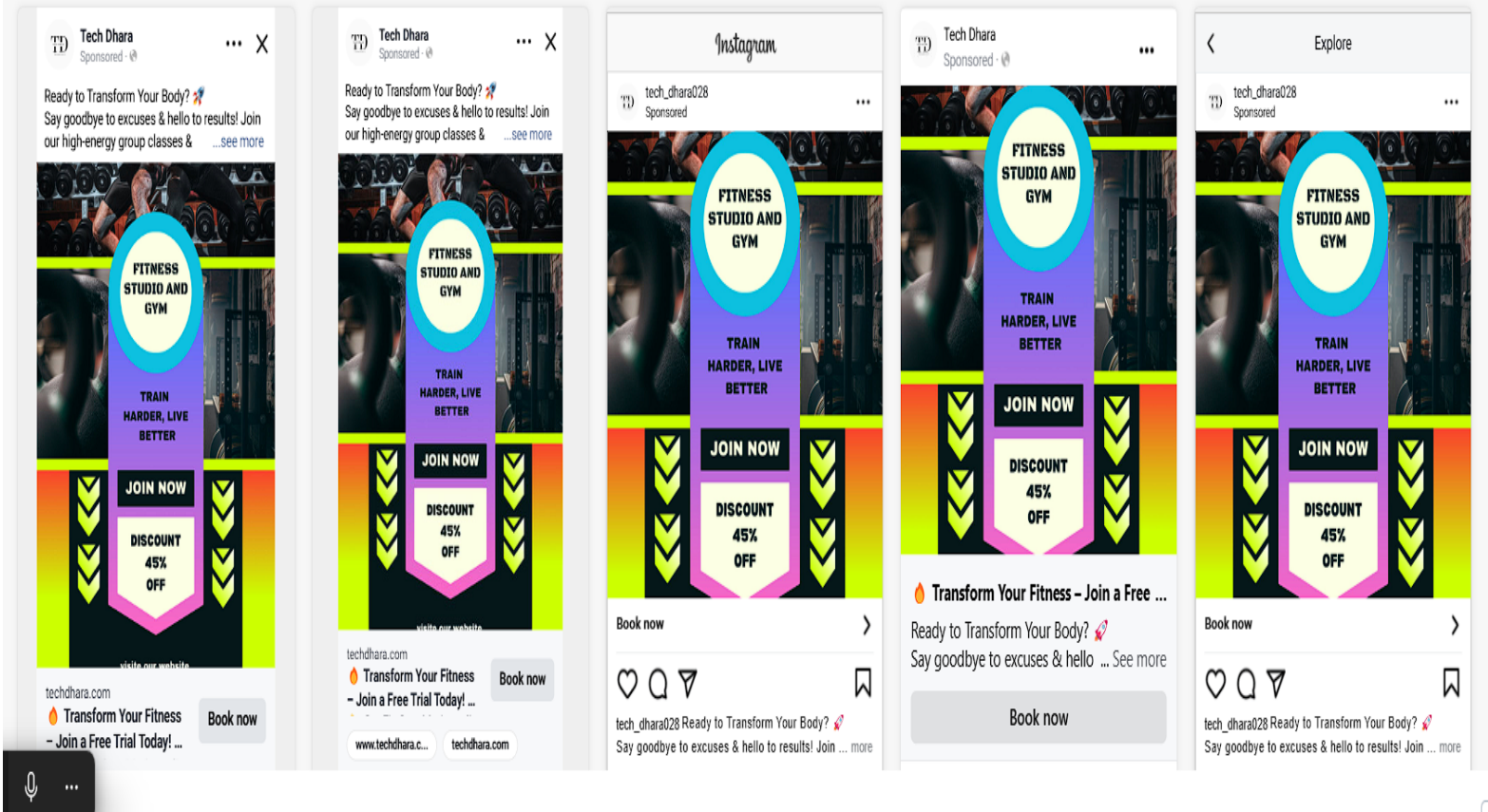
Work positions: Fitness professional

Interests: Health & wellness (personal care)

Ad Creative Design

Feeds, In-stream ads for videos and reels, search results

✦ Add site links



Stories and Reels, Apps and sites



. Ad Targeting & Budget Setup in Facebook Ads Manager

Ad Placement:

- Facebook & Instagram **Feeds, Stories, Reels, and Explore**
- Use **Messenger** for direct inquiries

Budget Allocation:

- **Daily Budget:** Rs. 500

Performance goal

- Maximise number of landing page views

Optimization Strategy:

- **A/B Testing:** Run different versions of ad creatives and see what performs best.
- **Ad Scheduling:** Show ads during peak hours (6 AM - 9 PM).
- **Lead Whatsapp Click Ads:** Test which one brings more conversions.

Destination

<https://techdhara.com/>

Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

Messenger

Primary text

Ready to Transform Your Body? 

Say goodbye to excuses & hello to results! Join our high-energy group classes & personal training at our Koramangala & Whitefield studio!

Lose Weight, Build Strength & Feel Amazing! 🔥
Personalized Workouts
Motivating Coaches
FREE Trial Class – Sign Up Now!

Limited Slots Available!

Headline

Transform Your Fitness – Join a Free Trial Today!
Get Stronger, Fitter & Healthier – Start Now!
Your Fitness Journey Starts Here – Book a Free Class!
Koramanga

Description

Get Fit, Stay Motivated! Our expert trainers and high-energy group classes make fitness fun and effective. Join us in Koramangala & Whitefield today! Book a Free Trial Now!

Call to action

Select an item

Book now

