

Snap Fitness

Convention Topic – PPC Subscriptions

Subject: Why should I be interested in a PPC marketing investment?

Balihoo
Local Marketing. Automated.

What is PPC?

- **Pay Per Click (PPC)** – a form of online advertising (also known as Paid Search) where advertisers pay to have words or phrases display an ad on a search engine results page for web searchers to see, and in hopes of driving those searchers to a website or phone number.

What is the advantage?

- Pay Per Click *literally* means you, as an advertiser, will not be charged for media costs unless a searcher **clicks** on the link pointing to your site.
- Advertising settings allow for geographic targeting, meaning ads will only show to searchers near the location of your club.
- Our highly detailed, relevant list of keywords and search phrases for Snap Fitness' products/services/offers helps ensure advertising is displayed only to those that are **actively searching** for themes related to what your business offers.

Why Should I Enroll My Gym?

- PPC uses “search terms” to target individuals who have are *more likely* to have interest in your services and programs.
 - › For example, someone searches using Google types “Gyms Fitness Santa Clara”

The searcher has indicated interest in services Snap Fitness offers near them and sees these ads as a result.

The image shows a Google search interface. The search bar contains the text "Gyms Fitness Santa Clara" and is highlighted with a red box. Below the search bar, the search results are displayed. The first result is "Club One Fitness Club - Get your Free trial visit | clubone.com" with a URL and phone number. The second result is "Snap Fitness-Santa Clara - Open 24/7 & Just minutes away." with a URL, phone number, and address. The third result is "Gold's Gym Official Site - Free 7 Day VIP Pass." with a URL, phone number, and address. The fourth result is "Santa Clara Snap Fitness Cente..." with a URL and phone number. To the right of the search results is a map titled "Map for Gyms Fitness Santa Clara" showing the location of the gyms in Santa Clara, CA. A red arrow points from the search bar to the "Snap Fitness-Santa Clara" ad. Three callout boxes are present: "URL" pointing to the URL of the Snap Fitness ad, "Offer -- Phone Number" pointing to the phone number, and "Address to location" pointing to the address.

Google

Gyms Fitness Santa Clara

Search About 9,530,000 results (0.22 seconds)

Web Images Maps Videos News Shopping More

California Change location Show search tools

Ads related to Gyms Fitness Santa Clara Why these ads?

[Club One Fitness Club - Get your Free trial visit | clubone.com](#)
www.clubone.com/
Come find out why One is More.
801 Martin Ave, Santa Clara, CA - (408) 266-1010 - [Directions](#)

[Snap Fitness-Santa Clara - Open 24/7 & Just minutes away.](#)
www.snapfitness.com/ ← URL
Free 7 Day Trial (408)458-8528 ← Offer -- Phone Number
60 N. Winchester Blvd., Santa Clara, CA ← Address to location
(408) 458-8528 - [Directions](#)

[Gold's Gym Official Site - Free 7 Day VIP Pass.](#)
www.goldsgym.com/
Know Your Own Strength.
1900 Duane Avenue, Santa Clara, CA - (408) 988-4494 - [Directions](#)
[Class Schedule - Enroll - Gym Locator - Join Us On Facebook](#)

[Santa Clara Snap Fitness Cente...](#)
www.snapfitness.com/santaclara
5 Google reviews

60 North Winchester Boulevard Santa Clara

Map for Gyms Fitness Santa Clara

Ads - Why these ads?

[NorCal CrossFit](#)
plus.google.com/Gym
Workout, Have Fun & Feel Great
Cfnorcal.com

1731 N. 1st St. Suite B., San Jose
(408) 691-0430 - [Directions](#)
★★★★★ 14 Google reviews

[Find a YMCA near you](#)
www.ymcasv.org/
Lose weight, get fit and feel great with a threee-day pass.

[Vivre Fitness & Wellness](#)
www.vivrepa.com/

Why Should I Enroll My Gym? (cont'd)

- Unlike traditional media, PPC seeks to filter out irrelevant traffic by displaying to only those **actively searching** for services you offer.

A side-by-side comparison better explains PPC advantages over traditional media:

Billboard	PPC
Potentially seen by hundreds or thousands of car-driving commuters & passengers per day.	Seen by hundreds of online searchers each day (conditional to budget)
Only a fraction of those seeing the ad are interested audiences for gym, fitness, & membership categories.	Almost every person seeing the ad is looking for similar services, programs or a related word, phrase, or topic.
Irrelevance, or “low interest” by <i>average viewer</i> , keeps conversion rates low (and <i>relative</i> cost per conversion <i>HIGH</i>)	Matched interests for products, services & offers by searchers increases conversion rates (and keeps cost per advertisement <i>LOW</i>)
Costs are incurred whether or not intended audience sees the billboard ad.	Costs are only incurred when someone sees your ad AND clicks to go to your site
Can typically only measure advertising effectiveness by sales numbers (not always reliable), surveying customers, or referral forms.	Able to clearly define origin of a conversions, determine effectiveness of campaign variables and easily tie costs to ROI (and replicate successes).

The Future of PPC

- Search engines and online search trends are constantly evolving and changing.
 - › Online landscape, search preferences & user trends changes quickly, dramatically.
 - › Capture current customer data in *near real-time*, across all of Snap Fitness, giving a view of “total customer” trend data.
 - › Coordinate and adjust advertising tactics in accordance with changing customer expectations and align them with upcoming market trends.
- Further hone in on search efficiencies, constant improving campaigns.
 - › More data = better insights, better performance.
 - › Crafting an “off-season budget”
 - › Essentially, things are good now and will only get better.
- Services that are “on the way” from BaliHoo:
 - › **Mobile Targeting** – campaigns that focus on high-end mobile devices
 - › iPhone
 - › Android
 - › **Advanced Target & Product Category Optimization** – we are currently testing advanced targeting for keywords and phrases.
 - For Example:**
 - › “Fitness on Demand” programs
 - › Spin Classes
 - › Yoga, Hot Yoga & Pilates

Affiliate Spotlight

What are other Snap Fitness franchisees bragging about from July?

JUST LAST MONTH....

Affiliate Spotlight – Yuma Valley

- What kind of results has Paid Search Marketing from Balihoo been able to produce for Snap Fitness Affiliates?

- With a \$150 Budget Last Month:

- › 3,763 Impressions
- › 156 Clicks
- › 55 Conversions
 - › 52 Phone Calls
 - › 3 “7-Day-Trials”
- › \$2.71 Cost-Per-Conversion

- *How many customers did you acquire last month, spending only \$149.26?*



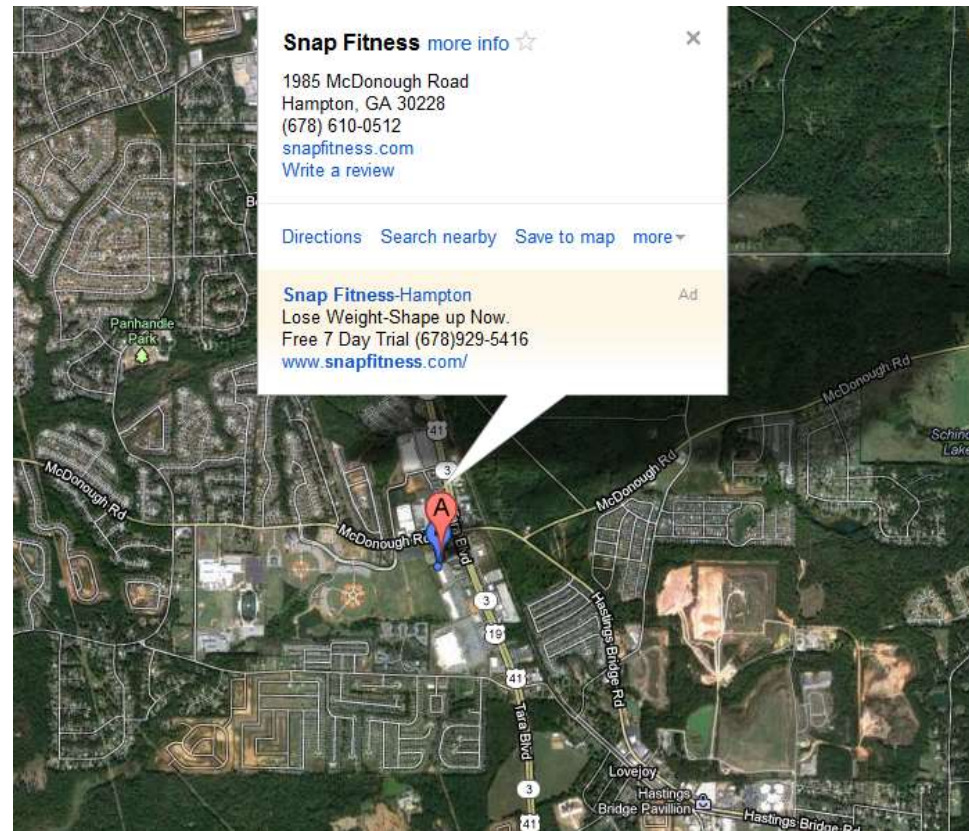
Affiliate Spotlight – Hampton

- What kind of results has Paid Search Marketing from Baliaroo been able to produce for Snap Fitness Affiliates?

- With a \$150 Budget Last Month:

- › 8,843 Impressions
- › 125 Clicks
- › 41 Conversions
 - ›› 35 Phone Calls
 - ›› 6 “7-Day-Trials”
- › **\$3.14** Cost-Per-Conversion

- *How many customers did you acquire last month, spending only \$128.92?*



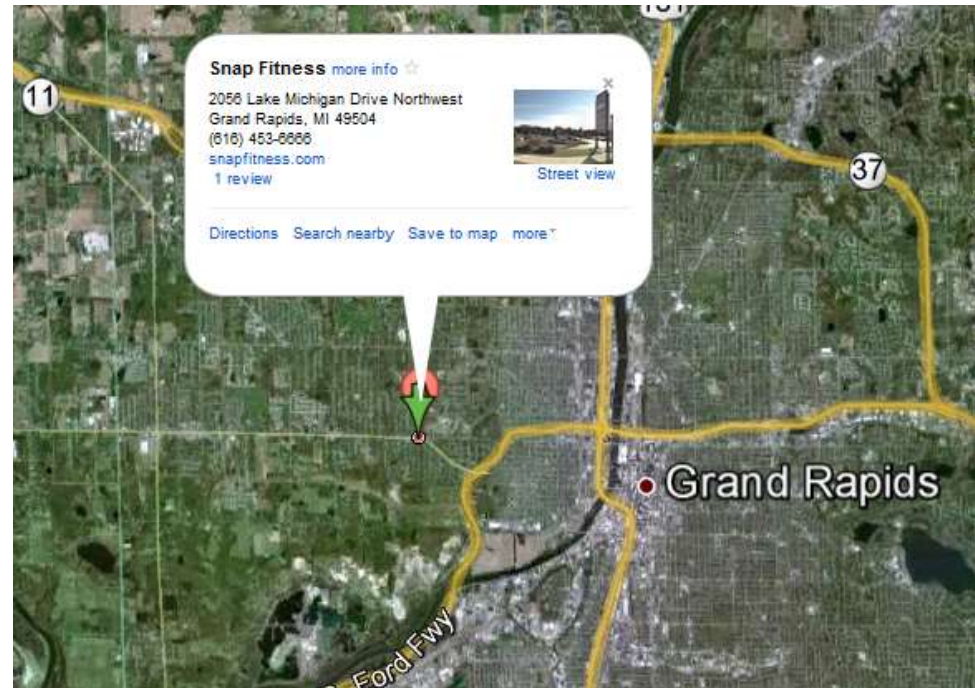
Affiliate Spotlight – Grand Rapids

- What kind of results has Paid Search Marketing from Baliaroo been able to produce for Snap Fitness Affiliates?

- With a \$200 budget last month:

- › 4,901 Impressions
- › 202 Clicks
- › 39 Conversions
 - › 25 Phone Calls
 - › 14 “7-Day Trials”
- › \$5.19 Cost-Per-Conversion

- *How many customers did your club get with \$200 last month?*



Thank You!

Please contact us with additional questions!

This Presentation Brought to You By:

Balihoo
Local Marketing. Automated.