

FACEBOOK ADS REMARKETING STRATEGY FOR GYMS

BY ASHBOURNE
MEMBERSHIP
MANAGEMENT

LEAD CLICKS
FACEBOOK AD

REACHES LANDING
PAGE WITH DISCOUNT
WHEEL

DO THEY GIVE THEIR
EMAIL ADDRESS?

NO

YES

THE LEAD IS
LOST

LEAD IS PUT INTO
AUTOMATED EMAIL
LIST

RECEIVES 3 EMAILS
ACROSS 3 DAYS
WITH INCREASINGLY
HIGH VALUE
PROMOTIONS

HAVE THEY BECOME A
CUSTOMER AFTER 3 DAYS?

NO

YES

LEAD GOES
INTO LONG
TERM
MARKETING

MEMBER
RECEIVES
CUSTOMER
EMAILS

