



Fitness Defense

Industry: Fitness & Wellness **Platform:** Instagram + GMB **Duration:** 1 Month

Services:

Social Media Strategy

Content Creation

Local SEO Support

The Challenge

Fitness Defense, a high-energy kickboxing gym, wanted to elevate its digital presence to match the intensity and community feel of its in-person classes. While their brand had potential, they lacked consistent, on-brand content and local online visibility.



The Execution

In just three weeks, we rolled out a full package of digital content and local engagement tools.

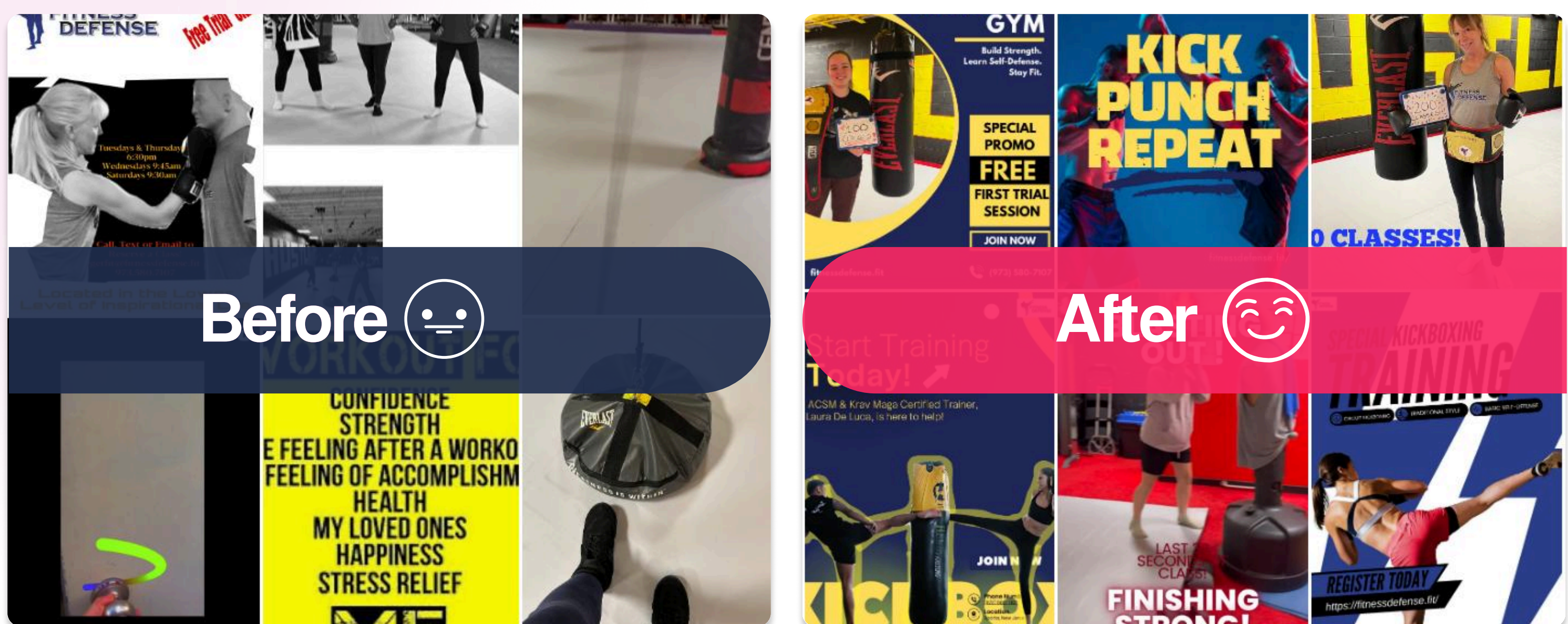
- 10 Basic Posts**
Eye-catching, brand-consistent designs for general engagement
- 10 Custom Posts**
Campaign-specific content promoting classes, instructors, & member success
- 4 Paid Ads**
Strategically targeted to boost local visibility and lead generation
- 7 Stories**
Behind-the-scenes, class reminders, and motivational content
- 2 Reels**
High-energy videos highlighting workouts and gym vibes
- 2 Infographic**
Visual breakdowns of fitness tips and class benefits
- 24 Google My Business Posts**
Local search optimization through consistent updates, promos, & events

All content included strategic captions and clear calls to action

The Results

In just 3 weeks, the impact was measurable and momentum-building

- Engagement Rate increased by 1.80%
- Comment Ratio jumped by 16.6%
- 25 New Followers organically added
- Improved local visibility through consistent GMB activity



Client Impact

Fitness Defense now has a strong digital presence that reflects the energy of their brand and builds real connections with current and potential members. With a consistent strategy in place, they're better positioned for sustained growth, community building, and lead generation.

Work With Us Now!