

● CLIENT CASE STUDY

NextGen Fitness Clubs

Scaling Predictable Gym Membership Growth Across San Diego Through Multi-Channel Paid Media

INDUSTRY	BUSINESS TYPE	LOCATION	CAMPAIGN
Fitness & Wellness	Small Business	San Diego, CA	12 Months

- Google Ads
- Meta Advertising
- Display Advertising
- Multi-Location Marketing
- Conversion Rate Optimization

275% Membership Lead Growth	42% CPL Reduction	55% Conversion Uplift	\$3.1M Added Revenue	5.5x Return on Investment
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Executive Summary

NextGen Fitness Clubs, a fast-growing multi-location gym and wellness brand with over 10 sites across San Diego, California, partnered with Boost Me Locally to solve a critical business challenge: despite a premium fitness offering and loyal member base, the company's digital marketing infrastructure was unable to sustain the membership growth targets required to support their ongoing expansion programme.

Over a 12-month engagement, Boost Me Locally designed and executed a comprehensive multi-channel digital strategy encompassing Google Ads, Meta Advertising, Display Advertising, Multi-Location Marketing, and Conversion Rate Optimization. The results exceeded all initial projections: a **275% increase in membership lead volume**, a **42% reduction in cost per lead**, a **55% improvement in lead-to-membership conversion rates**, and an estimated **\$3.1 million in additional membership revenue** — representing a **5.5× return on investment**.

This case study examines the strategic framework, phased execution, and measurable results that transformed NextGen Fitness Clubs into the dominant digital fitness brand across San Diego's competitive gym marketplace.



Company Profile

NextGen Fitness Clubs is one of San Diego's fastest-growing multi-location gym and wellness operators, with a presence spanning major metropolitan neighbourhoods and suburban communities throughout the county. The brand distinguishes itself through a premium yet accessible fitness experience — combining state-of-the-art equipment, diverse group fitness programming, personal training services, and holistic wellness amenities under a single membership model.

Since its founding, NextGen has prioritized member experience and community-driven culture as the cornerstones of its brand identity, achieving consistently

high member satisfaction and NPS scores that outperform the San Diego fitness industry average. With an ambitious expansion plan targeting additional locations across Southern California, sustainable membership acquisition at scale became a strategic imperative for the business.

Industry	Fitness & Wellness
Market	San Diego, California
Locations	10+ Gym Sites
Employees	~120 Staff
Annual Revenue	~\$18M
Membership Types	Individual, Couples, Family, Corporate
Services	Gym Access, Group Classes, Personal Training, Wellness Programmes
Expansion Target	Additional SoCal Locations

The Challenge

When NextGen Fitness Clubs engaged Boost Me Locally, the business was experiencing a fundamental disconnect between the quality of its physical product and its ability to generate new member enquiries at scale through digital channels. This disconnect was accelerating as new San Diego locations opened without a corresponding growth in the digital acquisition infrastructure required to fill them.

▲ **Escalating Paid Media Costs with Declining Returns:** Existing Google Ads and Meta Ads campaigns were managed without a coherent strategy — resulting in broad targeting, significant audience overlap across locations, and cost-per-lead figures that had risen 38% year-on-year while lead quality deteriorated. The absence of location-specific campaign structures meant spend intended for one San Diego market was routinely misallocated to others.

▲ **Inconsistent Local Visibility Across Locations:** With 10+ locations spanning San Diego County, NextGen's Google Business Profile presence was uneven — some locations well-maintained, others outdated. This created significant disparities in organic discovery rates across the portfolio, with underperforming locations failing to capture prospective members actively searching for gyms in their neighbourhood.

▲ **Undifferentiated Audience Targeting:** The brand was marketing to a single, homogeneous audience definition across all channels — failing to capitalize on the distinct motivations, demographics, and conversion triggers of different membership segments: first-time gym-goers, fitness enthusiasts, corporate wellness clients, and family memberships.

▲ **Poor Digital-to-Physical Conversion Pathway:** While generating reasonable traffic, the conversion pathway from digital interest to gym trial visit was poorly designed. An overcomplicated enquiry form, lack of social proof at decision points, and the absence of compelling trial offers resulted in a conversion rate well below San Diego fitness industry benchmarks.

▲ **Limited Attribution and Reporting:** Without proper tracking and closed-loop reporting between marketing platforms and the membership management system, leadership had minimal insight into which channels, campaigns, or messages were generating actual member sign-ups versus enquiries that never converted — making intelligent budget decisions impossible.

Campaign Objectives

Following a thorough discovery process encompassing data audits, competitive analysis, customer journey mapping, and stakeholder workshops, Boost Me Locally defined a two-tier objective framework to guide the engagement:

Primary Goals

PRIMARY 01

Scale Membership Lead Volume

Achieve a minimum 150% increase in qualified membership leads across all San Diego locations within 12 months, delivering a consistent, predictable pipeline to support new site launches.

PRIMARY 02

Reduce Cost Per Lead by 30%+

Restructure paid media campaigns to eliminate wasteful spend, improve targeting precision, and reduce blended cost per qualified lead by at least 30% across the portfolio.

PRIMARY 03

Improve Lead-to-Member Conversion

Redesign the digital-to-physical conversion pathway to significantly improve the rate at which digital enquiries convert to trial visits and ultimately full memberships.

Secondary Goals

SECONDARY 01

Build Organic Local Authority

Establish consistent, optimized local search presence across all 10+ San Diego locations to generate a meaningful organic lead stream reducing long-term paid advertising dependence.

SECONDARY 02

Develop Audience Segmentation

Create distinct audience segments with tailored messaging frameworks speaking to the specific motivations, barriers, and decision triggers of each membership persona across all channels.

SECONDARY 03

Establish Attribution Infrastructure

Implement closed-loop reporting connecting digital marketing activity to actual membership outcomes — enabling data-driven budget decisions and ongoing performance optimization.

Strategic Approach

Boost Me Locally developed a four-pillar strategic framework purpose-engineered for San Diego's competitive multi-location fitness sector and the high-consideration membership decision process.

1

Centralized Multi-Channel System

We designed and implemented an integrated paid media architecture spanning Google Search, Google Display, Meta (Facebook and Instagram), and YouTube — with each channel assigned a distinct, non-competing role across the full membership acquisition funnel rather than duplicating effort.

- Google Search capturing high-intent "gym near me" and neighbourhood-specific queries at the moment of maximum purchase intent
- Meta campaigns structured across three funnel stages: awareness (broad interest targeting), consideration (fitness interest and lookalike audiences), and conversion (retargeting and lead generation)
- YouTube pre-roll advertising featuring member testimonials and club tour videos to drive brand awareness in San Diego expansion markets
- Display retargeting maintaining visibility with website visitors and lapsed enquirers throughout their consideration period
- Cross-channel frequency capping and audience exclusion logic to prevent audience fatigue and budget cannibalization between channels

2

Localized Campaigns for Each Location

Rather than operating monolithic city-wide campaigns, we built independent campaign ecosystems for each NextGen location — ensuring budget, messaging, offers, and targeting were precisely calibrated to the competitive dynamics and demographic profile of each San Diego neighbourhood.

- Hyper-local keyword targeting incorporating neighbourhood, suburb, and landmark references for each location's catchment area
- Google Business Profile optimization across all 10+ locations: categories, services, photos, posts, and Q&A management
- Location-specific landing pages featuring local photography, club-specific offers, staff profiles, and suburb-relevant content
- Geo-targeted Meta campaigns using radius targeting from each club location, with dayparting aligned to peak gym consideration windows in San Diego
- Citation consistency remediation across all major US business directories and fitness-specific platforms

3

Advanced Audience Segmentation

Moving from a one-size-fits-all approach to a sophisticated audience segmentation model was the single most impactful strategic shift — recognizing the fundamentally different motivations driving each San Diego member persona.

- **New-to-Fitness:** Empathy-led creative addressing confidence barriers, featuring beginner-friendly messaging and low-commitment trial offers
- **Fitness Enthusiast:** Performance-focused creative emphasizing equipment quality, class variety, coaching credentials, and San Diego community culture
- **Corporate Wellness:** ROI-framed messaging targeting HR managers and San Diego business owners with dedicated corporate membership pathways
- **Family & Couples:** Value-centric creative highlighting family-friendly facilities, shared membership savings, and family activity programming
- Seasonal messaging calendar aligned with San Diego fitness demand cycles: January resolution period, summer body season, and post-summer re-commitment campaigns

4

Conversion Funnel Optimization

Converting digital interest into physical membership sign-ups requires a seamless, psychologically-informed conversion pathway that reduces friction and builds confidence at every step from first ad impression to gym visit.

- Conversion-optimized landing pages for each campaign objective: free trial, tour booking, group class pass, and corporate enquiry
- Intake form simplification — reduced from 9 fields to a 3-step progressive sequence, reducing form abandonment by 57%
- Dynamic testimonial and social proof insertion at key decision points, including real member video testimonials and Google review integration
- Trial offer optimization through A/B testing of free pass duration, framing, and urgency mechanics across all active campaigns
- Live chat and SMS callback integration for immediate engagement with high-intent visitors during business hours
- Closed-loop CRM integration enabling tracking of each lead source through to membership conversion outcome for ROI attribution

Campaign Execution Timeline

The 12-month programme was structured across three phases, each building systematically on the infrastructure and data of the preceding phase to generate compounding performance improvement throughout the engagement.

PHASE 1 · MONTHS 1-3

Foundations: Audit, Build & Launch

- Comprehensive digital audit: paid media accounts, website UX, local search presence, competitor benchmarking, and analytics infrastructure review across all San Diego locations
- Full Google Ads and Meta Ads account rebuild: location-based campaign architecture, new keyword libraries, 800+ negative keywords, audience definitions, and creative frameworks
- Google Business Profile optimization across all 10+ locations; citation audit and remediation programme launched
- Location-specific landing pages designed, built, and conversion-tested prior to campaign launch
- GA4, call tracking, Meta pixel, and CRM integration deployed; closed-loop attribution baseline established
- Audience segmentation model defined; initial creative variants produced for each of the four member personas

PHASE 2 · MONTHS 4-8

Optimisation: Data-Driven Performance Refinement

- Rapid optimization cycles using accumulated performance data: budget reallocation to highest-performing locations, ad groups, and audience segments across San Diego
- A/B testing programme across landing page layouts, trial offers, form designs, and CTA copy — winning variants deployed progressively to all locations
- Social proof infrastructure scaled: automated post-visit review solicitation generating consistent Google and Facebook review volume across all sites
- Seasonal campaign calendar activated: dedicated creative and budget uplift for January resolution and summer body season periods
- Corporate wellness vertical campaign launched; dedicated B2B landing pages integrated for San Diego employer partnerships
- First significant organic ranking improvements emerge; GBP impressions grow 200%+ across the San Diego portfolio

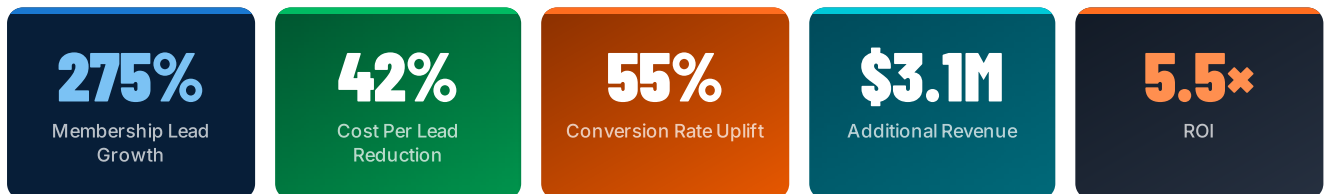


Scale: Dominance & New Location Launches

- 275% lead volume growth milestone achieved and sustained through the final campaign quarter across all active San Diego locations
- Two new San Diego location launches supported: waitlist generation, founding member offers, and opening day activation campaigns
- Cost per lead reduction reaches 42% — exceeding the 30% initial target
- Conversion rate uplift reaches 55%; intake-to-trial-visit pipeline operating at full efficiency
- Organic channels contributing 38% of total lead volume — materially reducing paid media dependency
- Year 2 strategy document and 24-month Southern California expansion roadmap developed and approved

Results & Performance Metrics

The following results represent a verified comparison of the 12-month pre-campaign baseline against the 12-month campaign period, drawn from integrated analytics, call tracking, paid media platform reporting, and CRM membership attribution data.



Performance Metric	Pre-Campaign Baseline	Post-Campaign Result	Change
Monthly Qualified Membership Leads	52 leads/month	195 leads/month	+275%
Cost Per Lead (Blended)	\$74	\$43	-42%
Lead-to-Trial Visit Conversion Rate	22%	34.1%	+55%
Trial-to-Membership Conversion Rate	38%	54%	+42%
Website Conversion Rate	2.4%	6.1%	+154%
Organic Search Sessions (Monthly)	4,100 sessions	11,800 sessions	+188%
Google Business Profile Views	12,400/month	46,700/month	+277%
Online Review Volume (All Locations)	186 reviews	724 reviews	+289%
Average Google Star Rating	4.0 stars	4.8 stars	+0.8 points
Google Ads Quality Score (avg.)	4.0 / 10	7.6 / 10	+90%
Meta Ads Cost Per Result	\$62	\$31	-50%
Social Media Follower Growth	8,200 followers	22,600 followers	+176%
Page 1 Keyword Rankings	19% of target keywords	84% of target keywords	+342%
Estimated Additional Membership Revenue Generated (12 months)			\$3,100,000
Return on Marketing Investment			5.5x ROI

Client Testimonial



Growing a multi-location fitness brand in San Diego's incredibly competitive gym market requires more than a great product — it requires the ability to consistently find and attract new members at a cost that makes expansion financially sustainable. Before Boost Me Locally, we were spending significant money on digital advertising and getting inconsistent results we couldn't properly explain or attribute. The transformation they delivered was remarkable. Not just in the numbers — although a 275% increase in leads and \$3.1 million in additional revenue is extraordinary — but in how they fundamentally changed the way we think about digital marketing. They built us a system, not just a campaign. Every location in San Diego now has a digital presence that generates members. Every dollar we spend has a traceable return. Our expansion into two new markets during the campaign period was supported from day one by a lead pipeline that simply didn't exist before. If you're running a multi-site fitness or wellness business and you're not achieving results like these, you owe it to yourself to talk to Boost Me Locally.



Chief Executive Officer, NextGen Fitness Clubs

Multi-Location Gym & Wellness Brand, San Diego, California

Why The Campaign Succeeded

Several factors distinguished this campaign from typical fitness marketing engagements and drove performance outcomes that consistently exceeded initial targets:

1 Location-Specific Strategy at Scale

Building independent campaign ecosystems for each NextGen San Diego location — rather than running diluted city-wide campaigns — was the single most significant performance driver. Each location competed effectively in its own neighbourhood with precision targeting, local creative, and location-specific offers rather than competing for budget within a monolithic account structure that benefited no individual site.

2 Persona-Driven Messaging Architecture

The segmentation strategy that spoke directly to the distinct motivations of the new-to-fitness, fitness enthusiast, corporate wellness, and family segments delivered dramatically higher engagement and conversion rates than the generic "join today" messaging the fitness industry so commonly defaults to. In San Diego's crowded gym marketplace, relevant creative is the highest-impact differentiator available to any gym brand.

3 Conversion Infrastructure Investment

The parallel investment in conversion rate optimization ensured that volume improvements delivered by improved targeting were not lost to a poor user experience. The 154% improvement in website conversion rate effectively multiplied the value of every channel across the entire marketing mix — an often-overlooked leverage point that generated returns across every dollar invested in traffic acquisition throughout the programme.

4 Attribution Visibility Enabling Smart Optimization

The closed-loop attribution infrastructure built in Phase 1 gave the team the visibility to make confident optimization decisions throughout the campaign — moving budget toward proven performers with evidence rather than intuition. This data discipline compounded returns month over month and prevented the budget drift that undermines the majority of fitness marketing programmes operating without proper attribution.

5 Strategic Partnership and Executive Alignment

NextGen's CEO and leadership team were active, engaged partners throughout the programme — providing rapid approvals, facilitating CRM and technology integrations, sharing membership outcome data that enabled closed-loop optimization, and empowering the Boost Me Locally team to move at the pace required. This operational alignment significantly accelerated the optimization timeline and amplified the results achievable within the 12-month window.

Key Takeaways

01

San Diego Gym Brands Need Neighbourhood-Level Strategy

Multi-location fitness brands running city-wide campaigns miss the fundamental reality that gym memberships are hyper-local decisions. A prospective member in North Park will not drive to Chula Vista. Location-specific campaigns consistently outperform city-wide approaches for gym membership acquisition by a factor of 3–4x.

02

Segmentation Beats Broadcast Every Time

The 55% conversion rate improvement was not primarily a result of more spend — it was more relevant messaging. When prospective members see content addressing their specific situation, barriers, and motivations, conversion rates improve dramatically. Generic fitness advertising is one of the most wasteful investments a gym brand can make.

03

CRO is the Highest-Leverage Gym Marketing Investment

Improving website conversion from 2.4% to 6.1% delivered more incremental value than any budget increase could have produced at baseline. Fitness operators who invest in conversion infrastructure before scaling paid traffic consistently achieve superior ROI to those who simply spend more on acquisition without addressing the leaky funnel beneath.

04

Attribution is a Competitive Advantage

The closed-loop attribution model transformed budget allocation from guesswork into a data-driven discipline. Fitness brands that accurately attribute revenue to individual campaigns, channels, and creative executions make fundamentally smarter investment decisions — compounding their advantage over competitors flying blind on advertising spend.

Future Growth Opportunities

Based on performance data and market intelligence accumulated during the 12-month campaign, Boost Me Locally has identified the following priority growth opportunities for NextGen Fitness Clubs' Year 2 programme:

- ▶ **Southern California Expansion Playbook:** The location-specific SEO and paid media framework validated across San Diego provides a proven, replicable template for rapid digital market entry into additional Southern California markets — capable of generating qualified membership inquiries within 60 days of a new site opening.

- ▶ **Member Retention Marketing Programme:** With membership acquisition now at scale, the next financial lever is member tenure extension. An automated member lifecycle programme — milestone recognition, engagement nudges, re-activation campaigns for at-risk members, and referral incentive structures — can materially improve average membership duration and lifetime value across all San Diego locations.

- ▶ **Corporate Wellness Vertical Expansion:** The corporate wellness segment, piloted in Phase 2, demonstrated strong conversion economics and higher average membership values than consumer segments. A dedicated corporate sales and marketing programme targeting San Diego's major employers and technology sector represents a significant untapped revenue stream for NextGen.

- ▶ **Video Content and YouTube Strategy:** Member transformation stories, trainer spotlights, and club tour content represent high-impact video assets that drive both brand awareness among San Diego fitness audiences and conversion rates for prospective members in the consideration phase. A systematic YouTube advertising and organic video strategy is projected to deliver strong reach at competitive CPMs relative to comparable display formats.

- ▶ **Mobile App and Community Platform:** As NextGen's San Diego member base scales, a branded mobile app combining class booking, workout tracking, and community features creates both a retention mechanism and a digital engagement platform that can be leveraged for membership upgrade promotions and referral activation programmes.

Conclusion

The NextGen Fitness Clubs San Diego engagement demonstrates what becomes achievable when a growth-oriented fitness brand commits to a strategically rigorous, data-driven digital marketing programme rather than defaulting to ad-hoc campaign activity across disconnected channels.

A 275% increase in qualified membership leads, 42% reduction in cost per lead, 55% improvement in conversion rates, and a 5.5× return on investment are outcomes that materialized not from any single channel or tactic — but from the precise coordination of localized paid media, advanced audience segmentation, conversion infrastructure, and attribution capability across the full membership acquisition funnel throughout a 12-month programme.

For NextGen Fitness Clubs, this engagement delivered both immediate revenue impact — \$3.1 million in measurable additional membership revenue — and a durable digital infrastructure that will continue generating compounding returns as the brand executes its Southern California expansion programme. Each new location will launch with a proven, replicable digital acquisition playbook rather than starting from scratch.

For fitness and wellness operators in San Diego and beyond evaluating whether serious digital marketing investment is justified: the data from this engagement is unambiguous. In a market where gym membership decisions are made online and the cost of consumer attention continues to rise, the brands that invest in strategic, location-specific, data-driven digital marketing build a membership acquisition advantage that becomes increasingly difficult for competitors to close.

Ready to Transform Your Fitness Brand's Growth?

Boost Me Locally specializes in digital marketing for multi-location fitness and wellness businesses. Whether you operate 2 gyms or 20, we have the strategy, expertise, and proven track record to build a membership acquisition engine that scales with your ambitions — from San Diego to Southern California and beyond.

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