



Client: Gold's Gym India

Services: Pay per Click Management

Technologies Used: Google Adwords PPC Program.

Client – Gold's Gym India - Gold's Gym India is acknowledged for its unrivalled success in providing the finest equipment and fitness knowledge available to help its members achieve their individual potential. It follows a globally proven fitness training module with state-of-the-art infrastructure and delivery methodology and continuous up gradation through training programs. With certified trainers and nutritional counseling, Gold's Gym provides a comprehensive approach to the health and well-being of its member.

Challenge - The real challenge was to get leads in just a span of ONE MONTH (keeping in mind the target market) and also the previous agency was not sharing the whole data and was unwilling to share the spending reports either as the old agency was playing gimmicks with their budgeting, which was an another big concern for client. So they started looking for another agency which can overcomes all above problems, and then they approach Digital Centric for solutions.

Solution – After going through the above hurdles and finally getting the account access we analyzed the Adwords Account and we started a fresh set of campaigns PAN INDIA targeting the ads as per given target markets in PAN INDIA after discussing the strategy with the digital marketing manager. We provided complete transparency from sharing complete account access to all reports and data as in Digital Centric we believe client has all rights to have 100% transparency to their account data.

Result - With help of all researched data carried out in discussion with their team, right audience targeting and profitable ad model reach, client started getting leads in a span of just 4 days and the numbers went on increasing as days progresses. From the generated leads, 85% of leads converted into signups in just one month. The management was quite happy with the result achieved so quickly by Digital Centrics.