

Digital Roadmap to Achieve 100 Enrollments in 100 Days

Who We Are?

We work exclusively in the fitness industry, helping fitness brands stand out with custom strategies. We've worked with over 1,000+ fitness professionals worldwide, and understand what it takes to standardize a brand.

Our Services

- Social Media Management
- Lead Generation
- Google AdWords & SEO
- Video Shoot & Production
- Email & WhatsApp Marketing
- Website Development
- Graphic Design
- DFY Templates, Courses and Live Webinars

Achieving 100 enrollments in 100 days is an ambitious target that requires strategic planning and focused effort.

Before Starting this, here are some of the **key challenges you might face**

- Content creation, reel editing, and template design.
- Preparing lead magnets.
- Limited knowledge of Facebook and Meta Ads.
- Leads Nurturing Process
- Sales calls and follow ups



Lead Magnet

(In case you don't know what it means)

A lead magnet is a valuable offer or helpful information given in exchange for a person's contact details, like their email or phone number. It helps build trust with your audience and works as an icebreaker, making it easier to connect with potential customers.

Lead magnets can usually be free of cost, but a small fee, like ₹199 or ₹299, can add value without discouraging leads.

For example

- E-book on Essential Fitness Tips
- Customized Nutrition Plan
- Free Workout Plans
- Trial Workout Sessions
- First Consultation Free
- Posture Correction Guide
- Meal Planning Guide
- Quick Diet Plan
- Problem-Solving Session
- Mini Workout Series
- Goal Tracking Worksheets
- Access to a Private Community Group and much more

Here's the weekly plan that needs to be executed

Week 1: Foundation (If you already established accounts, a logo, and brand colors set up or a landing page. so you can skip straight to adjusting your content, based on what best fits your brand.)

- Set up accounts: Instagram, Facebook, YouTube, and Landing page.
- Finalize brand logo, colors, and content types.
- Set up a Meta Ad account.
- Content planning and breakdown for social media –
 1. Carousels, – informative post, clients' stories, and any guide, etc
 2. Reels, – expert talk, posture guide, recipes, something trending, etc
 3. Single pages, etc. thing that is easily covered in a page.

Weeks 2-3: Lead Magnet & Content Creation

- Develop lead magnets (e-book, diet plan free guide etc).
- Create at least 30 content pieces for posting.

[Note: 15 days are sufficient to achieve this task. Start posting from the third week or even schedule all postings.]

Week 4: Awareness Campaigns

Goal: A well-planned awareness campaign helps you reach a wider audience, making it easier to retarget them later (in a lead generation campaign). Skipping this week means missing out on a valuable chance to build a strong base.

Ad Suggestions

1. Informative Reels: Share valuable tips, insights, or industry knowledge. Offer something for free to boost engagement:

Such as

- Check my pinned post to learn more
- Visit my bio to download a free guide
- Read the caption for more details
- Comment below to get a free resource

2. Informative Carousels: Post carousel slides with useful information that encourages people to follow for more valuable content.

3. Quick Tips & Remedies: Share hacks or solutions to common problems to keep your audience engaged.

4. Client Success Stories: Share stories from clients that inspire the audience to check out your profile or website

Action: Run at least 2-3 campaigns like these to build an engaged audience ready for your upcoming lead generation campaigns.

Example for adjusting Budgets: With a budget of 100 to 200 rupees, targeting an audience with specific filters like age, city, and gender typically gives a reach of 1.3k to 3k people.

However, if you decide not to use any filters, your reach can increase to about 3k to 5k people in the same budget of 100 to 200 rupees. **(Target atleast 1-2 lakh people to reach your content).**

[Note: Don't forget to post or schedule already created social media posts.]

Weeks 5 to 6: Initial Lead Generation Campaigns (Preparation Phase)

Goal: Check the performing ads campaign, targeting, costing per leads, and quality leads

1. Audience Targeting: Use Facebook Meta to create lookalike audiences based on interests and pre-engaged users which already build in awareness campaigns, instead of relying on keywords. This will help reach people who resemble your current audience.

2. Campaign Tips:

- Run 3-5 low-budget campaigns (₹200-300 each).
- Let each ad run for at least 72 hours so Meta can optimize delivery.
- Track which ads perform best by bringing in quality leads at a reasonable cost. Increase the budget for top performers and scale back underperforming ones.

Ad suggestions - You can use expert talk, client testimonials, client stories or about your workout series, yoga classes, etc with a clear call to action like - book a demo session, contact us now, fill out the form, or any relevant call to action. Or you can use your lead magnet to collect the leads within in lead campaign.

3. Create 30 new content pieces.

[Note: This is the testing phase (5-6 days). You'll see the number of qualified leads and the amount spent so far. During this time, you'll figure out which ads are performing best, how many leads we're getting, the cost per lead, and whether the targeted audience is right. Make sure everything is clear by the end of these two weeks. Stop underperforming ads and proceed with those performing well.]

Budget: You can start getting quality leads with a budget of **20 to 45 rupees (Sometimes it can be more or less also)**.

In other words, spending just 20 to 45 rupees is enough to attract valuable leads who are more likely to be genuinely interested in your product or service.

Weeks 7 to 11: Consistent Lead Generation & Optimization (Execution Phase – Focus All Effort & Budget on What Works Best)

1. Repeat & Refine: Continue with new ad variations based on what's been working. Keep targeting the lookalike audience and adjust budgets as needed.

2. Prioritize Quality Leads: Focus on lead quality over lead cost to ensure you're attracting genuinely interested prospects.

3. Maintain an Active Page: Keep 2-3 active ads running to show an established online presence, reassuring potential clients and building credibility.

4. Follow-Up & Lead Nurturing:

- Take a conversational approach in follow-ups, giving your audience time to make an informed choice.
- During sales calls, focus on what makes you unique, and always share client testimonials to build trust.

5. Key Tip: Every week, track which ads are bringing in the best leads. Put more budget into those and stop spending on underperforming ads.

How to Decide your Budget?

What you're selling is directly connected to your ad budget. If you're selling a product worth 10,000, you can't expect to get qualified leads with a 10-rupee ad budget!

Here's how to understand and plan your budget:

- Goal: 100 clients
- To get 100 clients, you need 500 consultations.
- To get 500 consultations, you need 1500 quality leads.
- To get 1500 leads, you must optimize your ad budget put more money into the ads that bring in the best results!

Remember: Nurturing leads takes patience. Don't rush the sale connect with your audience, understand their needs, and let them feel confident in choosing you.

Key Goal for Weeks 12-14: Stop all the ads or minimize the budget

Convert qualified leads into clients through careful nurturing and persistent, thoughtful follow-ups. Stay focused, be persistent, and finish strong.

Important Tip: Focus only on the leads from weeks 5-11. Don't waste time on new leads. Put all your energy into following up with the leads you've already got. Stop all the your ads to avoid distractions and completely focus on the lead nurturing process.

Overall Mistakes to Avoid for Higher Conversions:

1. Content Mistakes

- **Ignoring the Awareness Stage:** Start with content that educates new prospects to build initial interest.
- **Overloading with Information:** Provide concise, relevant information without overwhelming leads.

2. Social Media & Online Presence

- Use a particular color code and typography aligned with your brand. Maintain a **grid layout for an organised look**.
- Remember the First Impression. A clear and **concise bio, 4-5 highlights, and pinned posts** will help you build an impressive image among your clients.
- Use relevant **keywords and hashtags** for reaching better audience.
- Don't Ignore **trending musics**. Use popular sounds to increase visibility.
- An attractive **cover image** makes your content look professional and grabs attention instantly.
- Create reels with the **right duration** (keeping in mind the algorithm).
- Don't ignore your **posting timings**. Post when your audience is active and track insights to know what works.
- Use **high-quality visuals** and stay consistent to build a loyal audience.

3. Website & User Experience

- **Lack of Mobile Optimization:** Ensure a smooth mobile experience to avoid losing potential clients.
- **Complicated Sign-Up Process:** Keep registration simple to increase conversions.

4. Lead Nurturing & Engagement

- **No Follow-Up or Personalization:** Personalize and consistently follow up with leads.
- **Ignoring Pain Points:** Address clients' challenges directly to maintain interest.
- **No Clear Next Steps:** Guide leads with clear calls to action.
- **Ignoring Feedback:** Act on client feedback to improve engagement and retention.
- Try **educating** instead of directly sharing offers or discounts.

5. Sales Mistakes

- **Your first call isn't for selling**—focus on listening carefully and understanding the client.
- Don't share your **price list** until you fully understand the client's needs.
- **Aggressive Sales Tactics:** Never and never try to sell hard. Just guide them.

By following this roadmap, you can acquire 100+ clients, and maybe even more! The main challenge will be handling sales calls, nurturing leads, creating quality content, and managing ads.

TWS has worked closely with over 1,000 fitness professionals—from building fitness influencers to launching successful online coaches. If you're aiming to reach that 100-client mark, TWS is ready to help you make it happen.

Just give us a call - 7275895385, 7042115385