

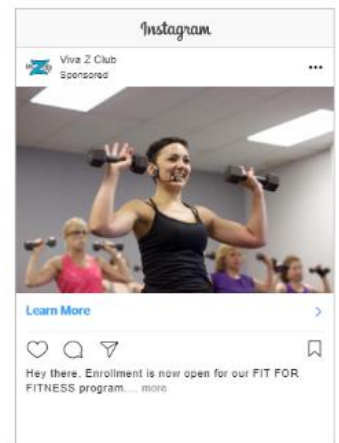


Facebook Campaign

Ads



← video



Ad Copy



-ATTN SPRINGFIELD AREA-

Now is the time to focus on your fitness!

The Viva Z Club is looking for 3 people to join our FIT FOR FITNESS program. This is a small, hyper focused program designed to drive people to the results they are looking for.

If you are determined to put your health and fitness at the top of your list, then this program may be for you.



We are looking for people who are:

- ✔ Serious about their health
- ✔ Willing to follow a detailed program
- ✔ Have a high commitment to fitness

This program will:

- get you excited about waking up in the morning
- make you WANT to come to the gym
- allow you to eat without feeling guilty
- help you wear that dress

If you need help with any of this then is the program for you!

Click the link  below  to get started with your consultation <http://bit.ly/36LLdR0>

10-Week Program Highlights:



- ✔ One-on-One personal Training
- ✔ Small Group Training
- ✔ Specific Class Sessions
- ✔ Custom Nutrition Plan
- ✔ Accountability

If you are looking to be your best physical self, then this program is for you!

This is NOT for you if are:

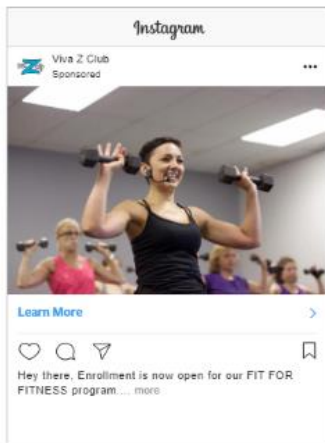
- ✘ Looking for the easy way
- ✘ LAZY
- ✘ Not committed to a healthy life

BUT if you understand what it takes to live a healthy and fit life then this is for you!

Click the link  below  to get started with your consultation <http://bit.ly/36LLdR0>

Address:
244 Morris Ave
Springfield Township, NJ
07081

Ad Copy



Hey there, Enrollment is now open for our FIT FOR FITNESS program.

We have 3 spots available

We are looking for people who are:

- ✔ Serious about their health
- ✔ Willing to follow a detailed program
- ✔ Have a high commitment to fitness

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Here is what everyone asks us about the program:

What will this program do?
Make you work really hard

How long is it?
10 weeks

Is this for everyone?
No


How much is it?
\$2500

If you want to exceed your fitness goals, then click the link  below  to get started with your consultation

<http://bit.ly/36LLdR0>

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07081

Landing Page




the FAMOUS FIT-FOR FITNESS program


Our 10 week comprehensive approach to **COMPLETE BODY TRAINING** for adults who want to **LOSE WEIGHT AND INCREASE LEAN MUSCLE MASS**

It's a non-threatening program that accommodates each person ranging from **EXPERIENCED TO NOVICE** and all exercises can be modified to suit your needs. If you're ready to change your life then **THIS PROGRAM IS FOR YOU**


[APPLY NOW](#)




GET FIT AND BURN FAT
GET LEAN AND INCREASE MUSCLE MASS



PERSONAL TRAINING
ONE-ON-ONE CUSTOMIZED TRAINING






MEAL PLANS
NUTRITION PLAN SPECIFIC TO YOUR BODY



ACCOUNTABILITY
PRICES IN PLACE TO MAKE SURE YOU STAY YOUR BEST

REAL PEOPLE, REAL RESULTS

[APPLY NOW](#)

"I love Viva Fitness and Anne's staff! A great place and amazing teachers with attention to details. Look to Viva, Viva Body and more!"

KS Moulteros

"The instructors are so personable. They make you feel like you are part of a family. Plus they have so many fitness classes to choose from. In a great place to business, have volume and just it's looking hot."

Marilyn Velazquez

"This is a great fitness club with amazing classes and amazing instructors!! Love taking Step Classes, Zumba, Strength and Safe to Soul (SLS) and love them all. The classes are challenging but fun and highly motivated! Working them out!"

Kimberly Senter

"I love Viva Fitness and Anne's staff! A great place and amazing teachers with attention to details. Look to Viva, Viva Body and more!"

Carol Tseng



ABOUT JOANNIE

Joannie has been in the fitness industry over 21 years and during this time, has helped hundreds of people in the community exceed their fitness goals.

Joannie is one of the premiere instructors for step America and Total Body Conditioning. These are the classes she began her career teaching and continues to take joy.

As a trainer, Joannie believes in creating custom, individualized workouts that are challenging, fun and effective. She believes each personalized session is an opportunity to get closer to your ultimate goals.

She is known for pushing her members further than they ever thought they could go.

Joannie enjoys dancing, hot weather and the beach. When she is not training her clients, she is spending time with her husband Glenn and 2 sons, Ashton and Chase.

Joannie- Owner/Trainer





[APPLY NOW](#)

244 Marks Ave., Springfield NJ 07081
(973) 379-9492

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Email Campaign

What We Offer

Viva Z is a fun and friendly facility. We are so dedicated to providing its members with an amazing dance and fitness experience. From the team of instructors to the classes we offer, and the members we serve, you will surely look forward to coming back again and again.

You can drop in on a class, get a class pass, or get a monthly unlimited class pack. We offer classes on personal, and group training/aerobic.

[Check Our Site](#)

Send us your questions at: [vivazclub@vivazclub.com](mailto:Send us your questions at: vivazclub@vivazclub.com)




A Stronger You Here at Viva Z



Here at Viva Z, we value building your strength.

Individual workouts or with a friend in a small group session with our coach of over 20 years of experience will help build and strengthen your body.

From our Zumba, Booty, or Total Body Conditioning classes, we can ensure that a stronger you will be created at Viva Z.

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Send us your questions at: [vivazclub@vivazclub.com](mailto:Send us your questions at: vivazclub@vivazclub.com)

Let's Get Personal-the Importance of Self Care

Self care is a very popular topic nowadays. It's a good thing that it is being talked about more, because of how important it is.

- Self Care prevents "burnout"

Ever feel completely exhausted from life? That's called burnout. Taking care of yourself will help you experience less of this.

- Self Care Reduces the Negative Effects of Stress
- Self Care Helps you Reflect

Self care is good for you. We all need time to take care of ourselves. We only have one body, and we have to treat it well.

Learn to implement one of these steps so that you can live to your best capability.

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Send us your questions at: [vivazclub@vivazclub.com](mailto:Send us your questions at: vivazclub@vivazclub.com)




You Need To Be Here

Here at Viva Z, we want you to feel like family. It's important to us that you know this is a safe place to grow. We have a fun environment where you want to be part of.

Being part of Viva Z will give you a community of people who have the same goals as you, making it that much more possible for you to achieve them!

Here at Viva Z, we care for you. Our boutique vibe allows for our clients not to feel overwhelmed by a 100 person+ class, and making sure each client is meeting their goals.

Your workouts will never be boring- they change daily, and all levels are welcome!

What are you waiting for?

[Check Our Site](#)

Send us your questions at: [vivazclub@vivazclub.com](mailto:Send us your questions at: vivazclub@vivazclub.com)




What Do Fitness and Wellness really mean?

Fitness and wellness often get lumped together, although one can consent to the other, they are different.

Wellness is much more broad than fitness. Wellness is the overall health of your life encompassing your entire life.

The focus of wellness includes physical, mental, emotional, psychological, social, financial, moral, and spiritual.

When both are properly balanced and given the right amount of attention, you can experience good wellness, an imbalance in one will result in an imbalance in another, optimal wellness is the balance between all health.

Fitness tend to our physical health. The focus of fitness include nutrition, strength, conditioning, flexibility, and body composition.

This is why it is very important to lead your body healthy body so that you can then perform different workouts. This creates a healthy body.

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The Art to Muscle Building

- 1. Increase your weightlifting routine**
The adding of load for your growth to the workouts you are weights with.
- 2. Diversify your workout**
It's not important to do repetitive workouts that don't utilize various your muscles. Try doing workouts that work multiple parts of your body out, at the same time.
- 3. Increase your frequency**
Try to train your muscles more often. The frequency of training encourages muscle growth.
- 4. Let your muscles recover**
The timing and using of your muscles calls for recovery time.
- 5. Eat more protein**
Protein also encourages muscle growth. Try to get protein in every meal!

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The Good Stuff to Incorporate Daily

- 1. Beet Juice for Stamina** - known to give you more energy than coffee!
- 2. Honey to Fuel your Workouts** - Honey helps you to endure well during your workouts.
- 3. Pea Protein** to help your muscles not be fatigued.
- 4. Watermelon** helps decrease soreness from workouts!
- 5. Raspberries** help decrease inflammation.

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How to Become a Lean Machine

- 1. High Intensity Interval Training**
This is an incredible workout that continues to burn calories even 24 hours after your workout!
- 2. Sprint Sprints**
Weights alone do not do the job, neither does cardio. You need to incorporate both to achieve a lean physique.
- 3. Don't be afraid to lift the weights**
Incorporating weights will only increase your fat loss. Don't be into the "cardio alone" lie. You need to lift weight your workouts.
- 4. Eat a balanced diet**
The more color you see in your food, the better. Go to your local farmer's market weekly, eat good and variety fruits, vegetables, and protein.
- 5. Stay consistent**

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Superfoods are All the New Rave

It is very important to know what you are putting in your body. We need to think of our bodies as a machine like a car, that needs to be fed good oil. Our bodies need to be given proper nutrition that will energize and strengthen us throughout each day.

Here are a few superfoods that you can incorporate in your diet:

- Dark Leafy Greens
- Berries
- Green Tea
- Eggs
- Legumes
- Nuts and Seeds
- Kefir & Yogurt
- Garlic
- Olive Oil
- Ginger
- Turmeric

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What Are the Hot Workout Trends this Year?

- 1. HIIT Classes** - High Intensity Interval Training incorporates your entire body, and after a HIIT workout, your body continues to burn calories up to 24 hours after!
- 2. At-Home Sessions** - These sessions have become especially popular after the Peloton bike came out. Installing a bike at home helps someone feel comfortable and achieve their goals.
- 3. Team Workouts** - These are a great way to ensure you will achieve your goals. Team workouts help keep the mood encouraged and working hard together!
- 4. CrossFit Classes** - CrossFit is one of the hottest new trends. CrossFit focuses much on heavy weight lifting and works to strengthen the entire body.

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The Results are Real

All Viva Z, we help you achieve real results.

Whatever your goals may be, whether that is to gain or lose weight, to gain or maintain, etc.

We can help to ensure your goal is accomplished!


There are not the goal of a ton of individuals that also have goals of changing their lives.

That's part of the beauty of Viva Z, we are all individuals that want to be different than what we were yesterday.



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We Are Only Growing, and We Want You to Grow with Us

Our growing family wants you to join us.

It's time to commit to your health, and wellness.

It's time to become part of something that will benefit YOU.

It's time to surround yourself with people that will push you to achieve your goals and aspirations.

We hope to see you!

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Stress Reducing Hacks

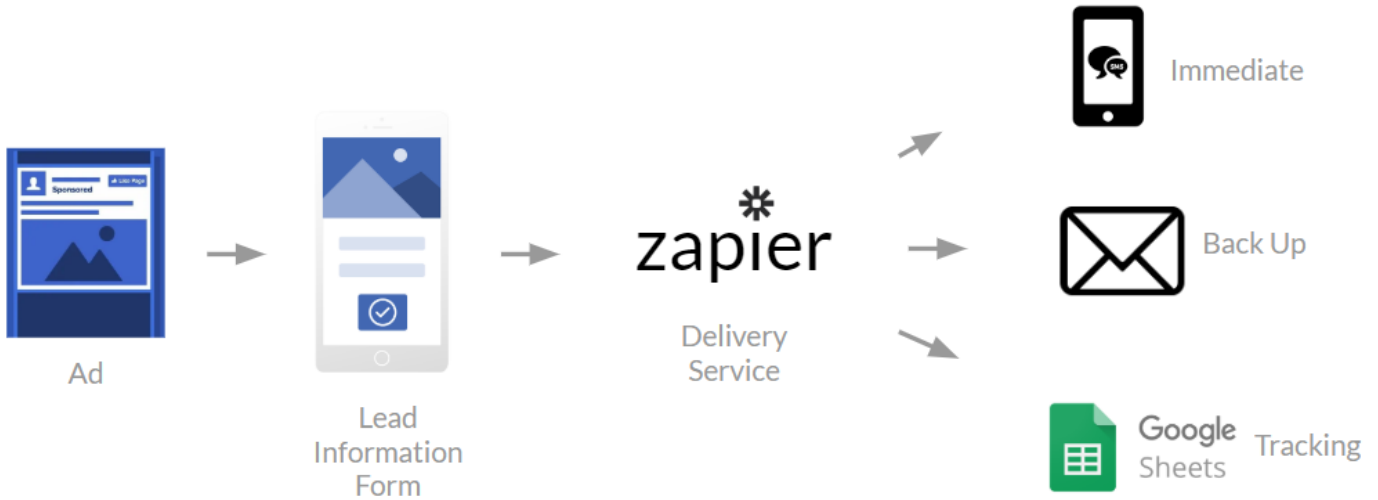
- 1. Exercise** - This has been long known to reduce stress. Taking time for your body is key.
- 2. Take Supplements** - Supplements are a huge way to reduce stress. Get your body the vitamins it needs.
- 3. Sleep Well!** - Getting enough sleep is one of the most important things you can do for your body. Getting at least 7 hours of sleep will drastically increase your energy.
- 4. Light an essential oil candle** - Lighting a candle brings a so called "worry vial" to the room you are in. It feels like the cherry on top, and ties the final touches together.
- 5. Reduce Caffeine Intake** - Energy is always good, but don't make the source an addiction. Caffeine in small amounts is a lot better for you than your daily dose.
- 6. Spend time With the Ones You Love** - Quality time with friends and family is one of the most important things in life. Make sure to carve out time weekly for that very essential element. Laugh, cry, watch movies, eat, do all of these things with them!

[Check Our Site](#)

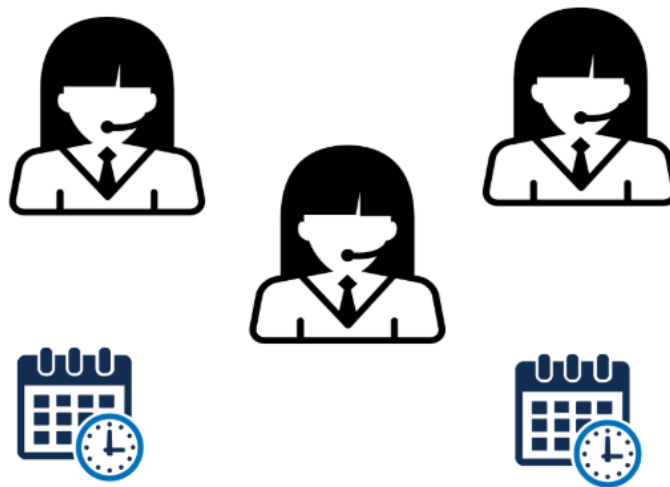
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Delivery



Follow Up Calls



Facebook Ads Manager View

As of 1/7/19, we have generated a few hundred leads for Viva that has led to almost 50 new members and over a dozen personal training clients.

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Frequency	Cost per 1,000 People Reached	Unique Link Clicks	CPC (Cost per Link Click)	Post Comments	Post Engagement
fit for fitness - 3-8pm	Active	\$125.00 Lifetime	Fit for Fitne...	169	169	Per Fit for ...	\$2.37	1.00	\$14.02	1	\$2.37	—	7
fit for fitness - 3-8pm - old	Off	\$125.00 Lifetime	Fit for Fitne...	1,059	1,064	Per Fit for ...	\$15.05	1.00	\$14.21	1	\$15.05	—	81
viva conversion	Off	\$200.00 Lifetime	46 Leads	5,252	8,523	\$4.35 Per Lead	\$200.00	1.62	\$36.08	55	\$3.33	1	1,472
10 Week Camp	Off	\$200.00 Lifetime	Landing Pa...	22	1,936	\$2.28 Per Landin...	\$50.07	1.26	\$25.86	27	\$1.85	1	466
10 Week Camp - old	Off	\$200.00 Lifetime	Landing Pa...	5	461	\$2.40 Per Landin...	\$12.02	1.02	\$26.07	6	\$2.00	—	178
Job Ad - Eng	Off	Using ad se...	140 Post Enga...	938	1,302	\$0.21 Per Post E...	\$29.00	1.39	\$30.92	—	—	1	140
Yoga	Off	Using ad se...	24 On-Facebo...	6,770	20,234	\$14.38 Per On-Fac...	\$345.01	2.99	\$50.96	100	\$3.11	—	155
UNLIMITED Month - Messenger	Off	Using ad se...	8 Messaging...	1,771	2,829	\$6.29 Per Messa...	\$50.34 of \$50.34	1.60	\$28.42	17	\$2.80	—	862
Boot Camp Traffic	Off	Using ad se...	2 Landing Pa...	697	1,039	\$21.65 Per Landin...	\$43.29	1.49	\$62.11	20	\$2.06	—	28
Boot Camp LF	Off	Using ad se...	8 On-Facebo...	2,332	4,260	\$18.81 Per On-Fac...	\$150.49 of \$150.49	1.83	\$64.53	39	\$3.58	5	74
Retargeting - All	Off	Using ad se...	3 On-Facebo...	545	1,882	\$10.16 Per On-Fac...	\$30.47	3.45	\$55.91	22	\$1.39	3	60
Membership - Free Class	Off	Using ad se...	32 On-Facebo...	7,439	15,981	\$10.14 Per On-Fac...	\$324.47	2.15	\$43.62	169	\$1.76	5	4,070
Results from 14 campaigns				23,862 People	70,312 Total	—	\$1,464.29 Total Spent	2.95 Per Person	\$61.36 Per 1,000 Pe...	477 Total	\$2.61 Per Action	18 Total	8,107 Total

Testimonial

Viva Z Club
Springfield, NJ
973-378-8482



Jeannie Mendes-Doman

★★★★★ a month ago

Pikasio Designers has helped with my fitness studio!!! I have been able to attract new members with their help!

Like

Share