

Remarketing + Email Marketing

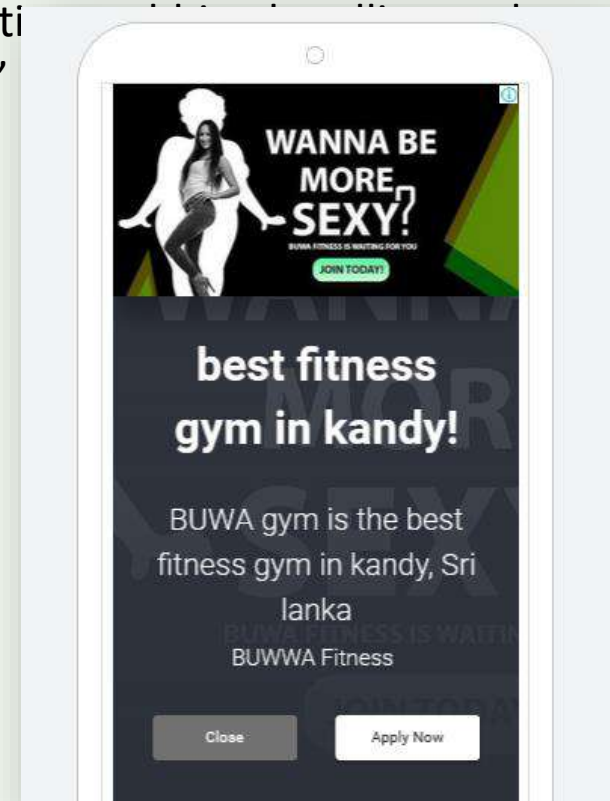
Qn) Referencing your brand website, segmentize your audience for remarketing based on different user behaviours and produce ad copy for these.

User Behavior

Ad Copy Remarketing Strategy

First Time Buyer

From this AD by target audience is the Females who seeks for a gym membership (I'll create another ad for male later). Also I'm willing to use it as retargeting for people just visited the website without purchasing a membership I'm trying to get attention by attention image. From the ad headline I used "best fitness gym in Kandy!"
Ad link - <https://bit.ly/3xGDxPU>



Example of your image ad at 160x600



best fitness gym in kandy!



BUWA gym is the best fitness gym in kandy, Sri lanka



Example of your image ad at 300x250



best fitness gym in kandy!



BUWA gym is the best fitness gym in kandy, Sri lanka



Example of your text ad at 300x250

best fitness gym in kandy!

BUWVA Fitness

BUWA gym is the best fitness gym in kandy, Sri lanka

APPLY NOW

Example of your native ad at 480x120



buwa fitness helps you to improve your health, and social facilities are...

Ad BUWVA Fitness

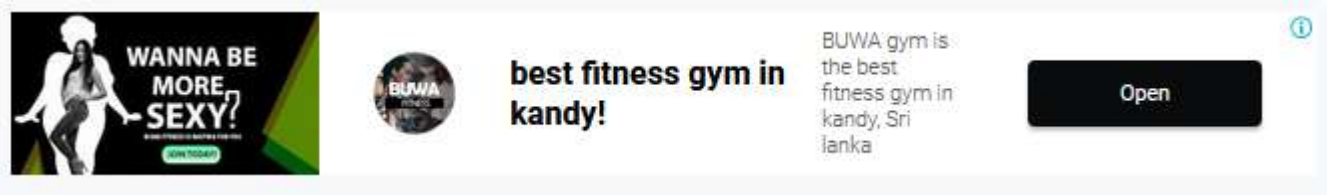
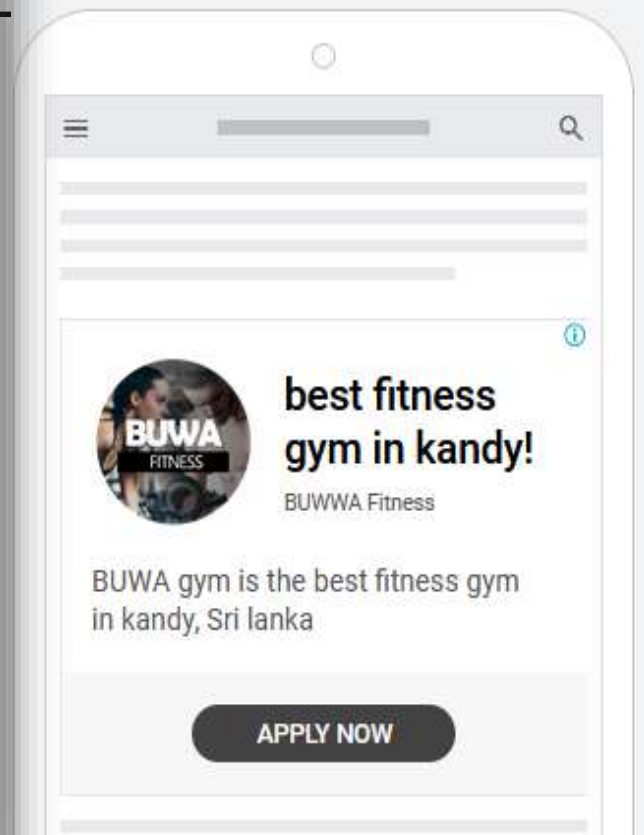
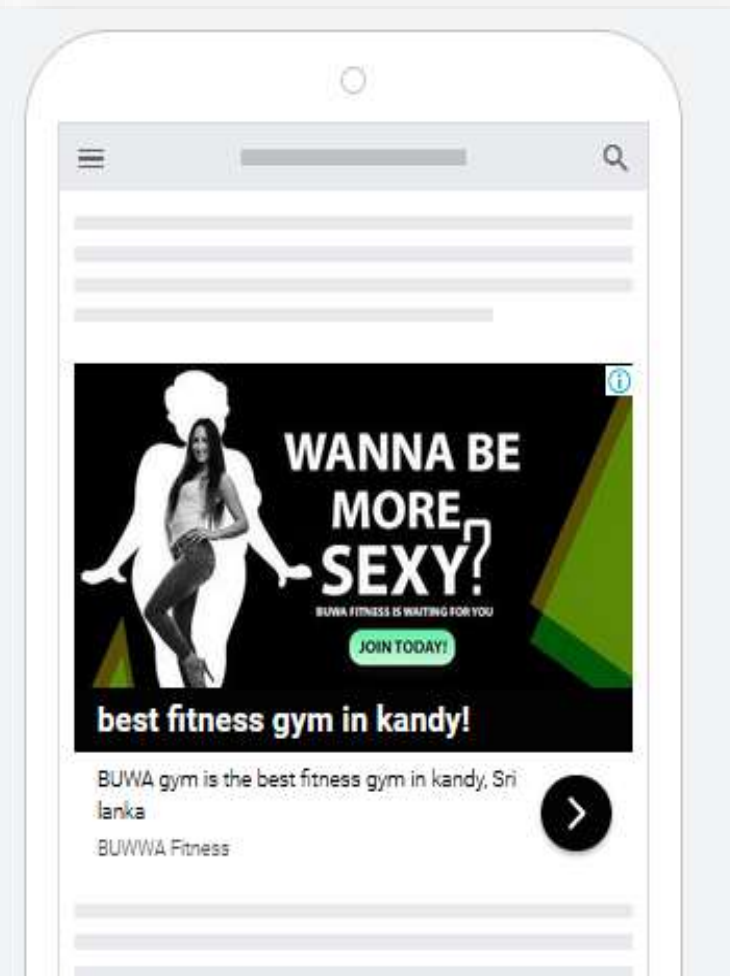
Apply Now



best fitness gym in kandy!

BUWA gym is the best fitness gym in kandy, Sri lanka

Open

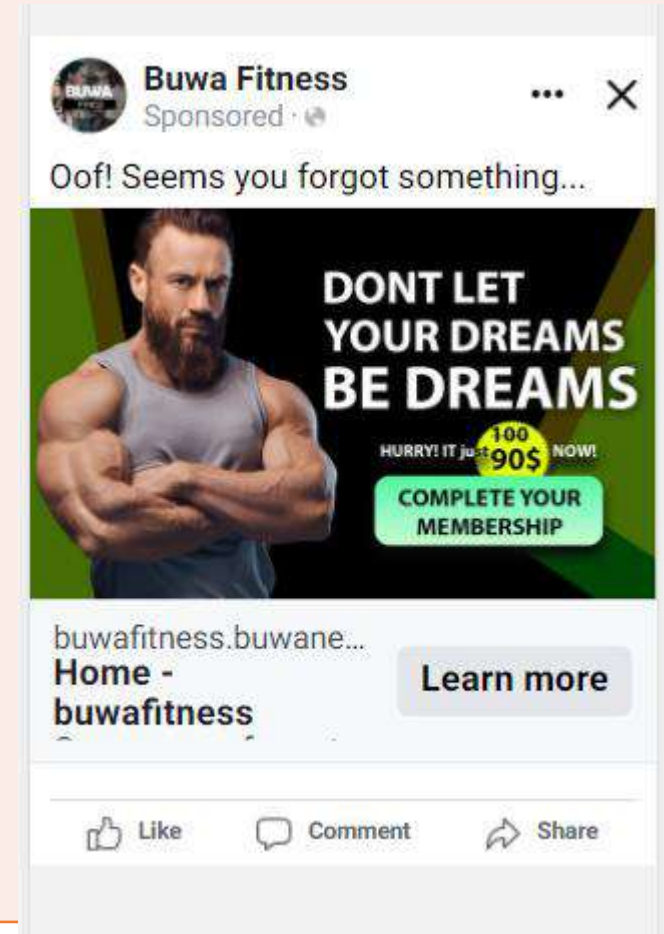


User Behavior

Ad Copy Remarketing Strategy

Abandoned Cart User This AD for people who bought the BUWA Fitness membership but not finish the payment. (order is still in the cart) I'm trying to convince the customs that this is the best place to Build their dream body and calm their membership now! For motivate them to made a purchase Ill giving 10% off for people coming clicking this AD.

Link - <https://fb.me/1XC9vA8iBGj9yw6>



Facebook Search results

Facebook Feeds

Facebook Instant articles

Facebook In-stream videos

Buwa Fitness Sponsored

DONT LET YOUR DREAMS BE DREAMS

HURRY! IT JUST ~~100~~ **90\$** NOW!

COMPLETE YOUR MEMBERSHIP

Oof! Seems you forgot something...

Learn more

Instagram Stories

Instagram Explore

Buwa Fitness Sponsored

DONT LET YOUR DREAMS BE DREAMS

HURRY! IT JUST ~~100~~ **90\$** NOW!

COMPLETE YOUR MEMBERSHIP

Oof! Seems you forgot something...

Learn more

Explore

Buwa Fitness Sponsored

DONT LET YOUR DREAMS BE DREAMS

HURRY! IT JUST ~~100~~ **90\$** NOW!

COMPLETE YOUR MEMBERSHIP

Learn more

Learn more

Oof! Seems you forgot something...

User Behavior	Ad Copy Remarketing Strategy
Fitness challenge by BUWA Fitness	<p>I'm doing an email retargeting campaign to get brand awareness to Buwa Fitness. Ultimate goal is this retargeting campaign is getting touch with the target audience again and make the brand awareness. By registering to the fitness challenge I will get a free promotion through their Facebook . Also it will give me another chance to reach them with different marketing campaign as my next step.</p> <p>Link - https://mailchi.mp/a1b3297e2c13/30-day-fitness-challenge-by-buwa-fitness</p>

HELLO , (NAME)
WELCOME TO

BUWA'S GYM! 30 DAYS FITNESS CHALLENGE!

Hurry! Register
Today chance to win
PREMIUM GYM MEMBERSHIP

Terms and conditions apply*

XXXX
XXXX

VLOG YOUR HOME FITNESS ROUTINE FOR 30 DAYS!

- Upload your video to facebook and tag BUWA Fitness
- Winners will reward **FREE** 1 year Premium BUWA Fitness membership

Follow Us on -

THIS IS AN AUTOMATICALLY GENERATED EMAIL - PLEASE DO NOT REPLY TO IT.
IF YOU HAVE ANY QUERIES REGARDING YOUR GYM SUBSCRIPTION, PLEASE EMAIL
HELLO@BUWASGYM.COM

UNSUBSCRIBE

April, 2022 (1)



30 day fitness challenge by BUWA Fitness

Regular · pizzabybuwa

View Report



Sent Thu, April 21st 1:32 AM to 11 recipients by you

Sent

9.1%
Opens

0.0%
Clicks

Campaign URL

<https://mailchi.mp/a1b3297e2c13/30-day-fitness-challenge-by-buwa-fitness>

Edit

Delivery date & time

Thu, Apr 21, 2022 1:32 am

From name

BuwaFitness

From email

graphichub21@gmail.com

Subject line

30 day fitness challenge by BUWA Fitness 🍌

Preview text

BUWA fitness 30 day fitness challenge! Are you ready!! 🍌🍌

Recipients

Sent to audience: pizzabybuwa



HELLO, (NAME)

WELCOME TO

BUWA'S GYM! 30 DAYS

FITNESS CHALLENGE!

Hurry! Register
Today chance to win
PREMIUM GYM MEMBERSHIP

ENROLL NOW

WORKOUT VLOG

VLOG YOUR HOME FITNESS ROUTINE FOR 30 DAYS!

Upload your video to Facebook and tag BUWA Fitness

Winners will reward **FREE!** 1 year Premium BUWA Fitness membership

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Contact US: +76 777 888

Our mailing address is:
"Hello@buwafitness"

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