Commercial fitness campaign brief

A six-week pilot to generate qualified equipment enquiries from independent fitness studios in Calgary.

The scenario

Illustrative portfolio sample by Taj Walia. The supplier is fictional. Budgets, offers and targets below are planning assumptions, not client information, approved commitments or reported results.

The business decision

Test whether a focused equipment-planning offer can create worthwhile sales conversations before funding a broader campaign. Assume the supplier serves Calgary and can support eight consultation appointments during the pilot; confirm capacity before launch.

Audience and buying situation

Independent studio owners and operators planning an opening, refurbishment or equipment replacement within six months. Start with people actively researching commercial equipment. Exclude home-gym shoppers and enquiries outside the service area.

Customer problem and offer

Working hypothesis: buyers need help matching equipment to floor space, training needs and budget. Validate this in five owner conversations before production. Offer a 20-minute equipment-planning consultation, followed by a shortlist based on the buyer's requirements. Confirm that sales can deliver this offer; do not promise a full design service.

Message and action

Working headline Equipment that fits your studio and your plan.
Supporting copy Tell us about your space, training needs and timing. Talk through the options with a commercial equipment specialist.
Primary action Request an equipment consultation.

What success would mean

Planning targets: 20 qualified enquiries and eight completed consultations over six weeks. A qualified enquiry is a studio decision-maker in the service area, with a relevant equipment need and a purchase window within six months. These thresholds are hypotheses to review against actual costs and sales capacity.

Approval to launch

The business owner approves the budget; sales confirms the offer and capacity; marketing checks assets and measurement. AI may support drafting, but people verify the facts and approve publication.

Creative and customer journey

One useful offer, a clear qualification path and a handover that sales can act on.

Journey

Search or referral > landing page > enquiry > sales qualification > consultation > quote if appropriate. Keep the offer and terminology consistent at each step. The marketing lead owns the overall journey; sales owns consultation and quotation.

Channel choices

Google Search Capture commercial equipment and studio-fitout intent. Start with tightly grouped terms, a Calgary service boundary and exclusions for home use, jobs and unsupported products.
Owned channels Link from relevant product pages and business social profiles. Invite relevant contacts only where the business has an established basis to contact them. Use organic activity to explain the offer, not as a promised lead source.

Creative direction

Use a real, approved studio photograph or a clean product arrangement with readable scale and context. Show the equipment in use where suitable. Keep the headline short and the consultation action prominent. Avoid stock-photo collages, invented testimonials, unverified discounts and unsupported claims about availability or performance.

Landing page brief

Lead with the audience, problem and consultation offer. Explain what the buyer receives and the next step. Include verified product and service information, a relevant image and a short form: name, business email, studio location, equipment need and buying timeline. Make phone optional. Provide a clear privacy notice and a confirmation message describing the agreed follow-up window.

Deliverables and ownership

Marketing lead Brief, priorities, budget recommendation, landing-page copy, measurement plan and final marketing review.
Designer and content creator One landing-page visual, two supporting social assets and product copy checked against supplied specifications.
Coordinator Link tagging, scheduling, enquiry routing and reporting preparation.
Sales specialist Validate the offer, qualify enquiries and record consultations and next steps.

One focused test

Compare two search-message angles: equipment suited to the space versus help choosing an equipment shortlist. Keep geography, offer and landing page consistent. Judge enquiry relevance before click-through rate. With a small pilot, treat differences as directional; do not declare a statistically proven winner.

Budget and delivery plan

A capped learning investment, with clear responsibilities and decision points.

Planning budget

All amounts are illustrative Canadian dollars, before applicable tax. Total cap: **$6,000**. Internal salaries are excluded; confirm the hours available and any external quotes before approval.

Allocation	CAD	Purpose
Search media	$3,500	High-intent acquisition test
Creative and landing page	$1,500	Production allowance
Measurement and quality checks	$500	Tracking and form validation
Reserve	$500	Release only after review
Total	$6,000	Proposed pilot cap

Delivery rhythm

Preparation Validate the customer problem, offer, stock, service area and appointment capacity. Approve budget, assets, tracking and handover.
Weeks 1 and 2 Launch conservatively. Check search terms, form delivery and lead relevance; resolve faults before expanding spend.
Weeks 3 and 4 Review message angles and sales feedback. Adjust within the cap, documenting the reason.
Weeks 5 and 6 Complete the pilot and agree whether to continue, revise or stop.

Measurement and decisions

Track landing-page visits and successful form submissions, with campaign tags. Use CRM records to deduplicate enquiries, confirm qualification and record completed consultations. Report spend, qualified enquiries, cost per qualified enquiry and consultation rate weekly. At the target, media cost per qualified enquiry is $175; total planned cost per qualified enquiry is $300. Neither figure is revenue or return on ad spend.

Review gates

Pause immediately if tracking, enquiry delivery or advertised information is wrong. At half of the media budget, compare lead quality and cost with the working target before releasing more. At six weeks, expand only if sales confirms useful opportunities and the costs are commercially acceptable. Track later quotations and wins separately; some purchases may occur after the pilot.