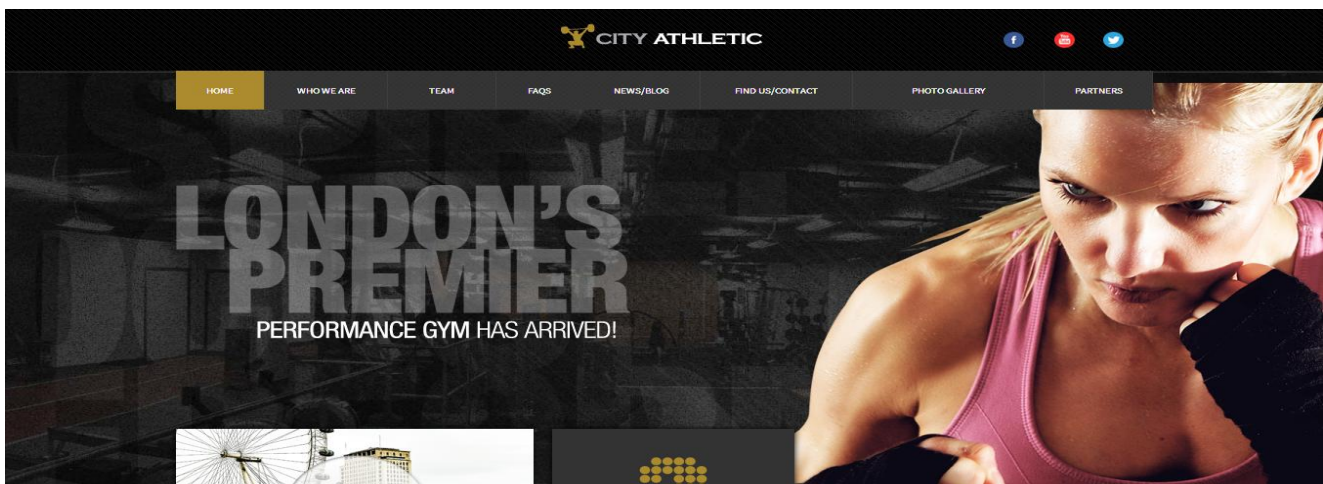


# SMO Case Study

## City Athletic

### Client Profile

City Athletic is a high-end sports and performance gym based in London. They combine state-of-the-art equipment with a top level team of trainers and coaches to offer the city worker the opportunity to train like a modern day athlete.



### The Challenge

- Build [www.cityathletic.co.uk](http://www.cityathletic.co.uk) brand awareness through engagement and activity in offsite social channels.
- Grow the number of City Athletic fans on Facebook and Twitter.
- Leverage social networking to communicate with and engage City Athletic's target audience.

### InstaServ's Solution

- Created social media pages for City Athletic.
- Regular announcements and conversation starters on social media pages.
- Our social media content included images from the client's list as well as third party content and images/links to City Athletics website.

### The Results

- 3000 new Facebook fans and 1500 Twitter Followers.
- Average visits to the website per day increased by 122% (Month on Month).



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