

Apex Pilates

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Apex Pilates is a boutique pilates studio located in the Northern Suburbs of Durbanville, Cape Town.

They offer top Pilates Mat and Equipment Classes in a Group setting or on a Private & Semi-Private basis.

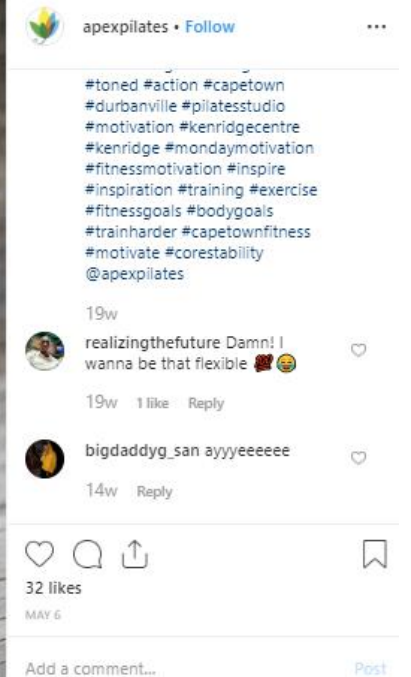
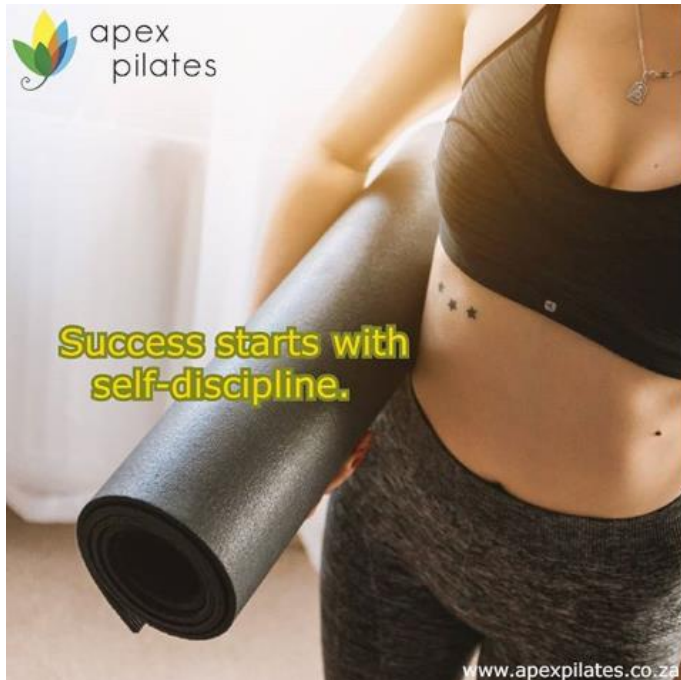
Their instructors are qualified under Body Arts and Science International (BASI) and BCP, leading International Pilates education academies with reputations for innovation, dedication and academic excellence.



Apex Pilates Brief

The objective for the Pilates studio was to increase the awareness of their studio within the Durbanville area through consistent content on social media with the intention of increasing sales. To achieve this objective we focused on creating social media content strategy and running a local micro influencer campaign.

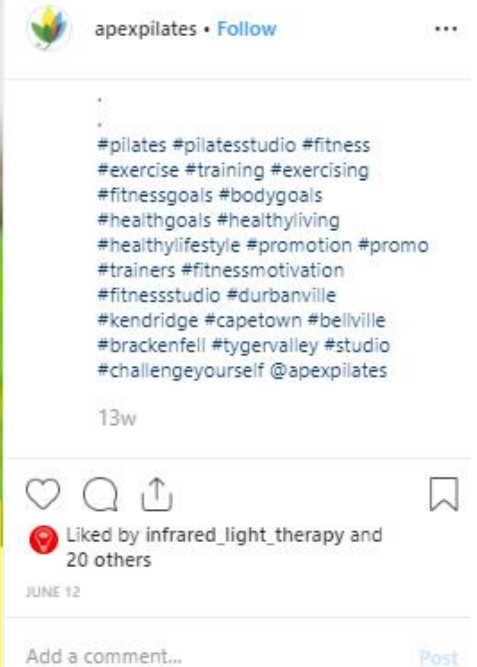
Social Media Content – Monday Motivation



Social Media Content – Promotions



50% off your Assessment when booking during Aug'19
visit: www.apexpilates.co.za
Invest in your body - you only have one.



Social Media Content – Service offerings



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apexpilates We offer small, intimate group classes ensuring quality and maximum attention to each client. If you are looking for an intimate group class our Reformer Group classes is the perfect option 🙌🏻

::
Book a session for our Reformer group class and take your fitness to the next level with @apexpilates 🙌🏻

::
LINK IN BIO 📌

Like by infrared_light_therapy and 26 others

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apexpilates The Pilates Reformer is a very popular piece of equipment that contributes to one's overall health and well being.

::
Accelerate your toning and strengthening by joining our Pilates Reformer class today and experience the full benefits of overall strength, flexibility, coordination, and balance.

::
#pilates #pilatesstudio #studio

50 likes

MAY 17

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apexpilates Our instructors are qualified under Body Arts and Science International (BASI) and BCP which are leading International Pilates education academies with reputations for innovation, dedication and academic excellence 🙌🏻

::
Sign up during the month of June and receive a 50% discount off your assessment. Start your fitness journey today and allow us to take your health to the next level! 🙌🏻

@cindy.wilken

::
Book now 📌 Link on Bio 🌐

::
#exercise #pilates #pilatesstudio #studio #healthyliving #healthy #personaltrainer #fitnessgoals

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Micro Influencer Campaign

Semone Eagleton – Bok Radio Presenter



semone.eagleton • Follow

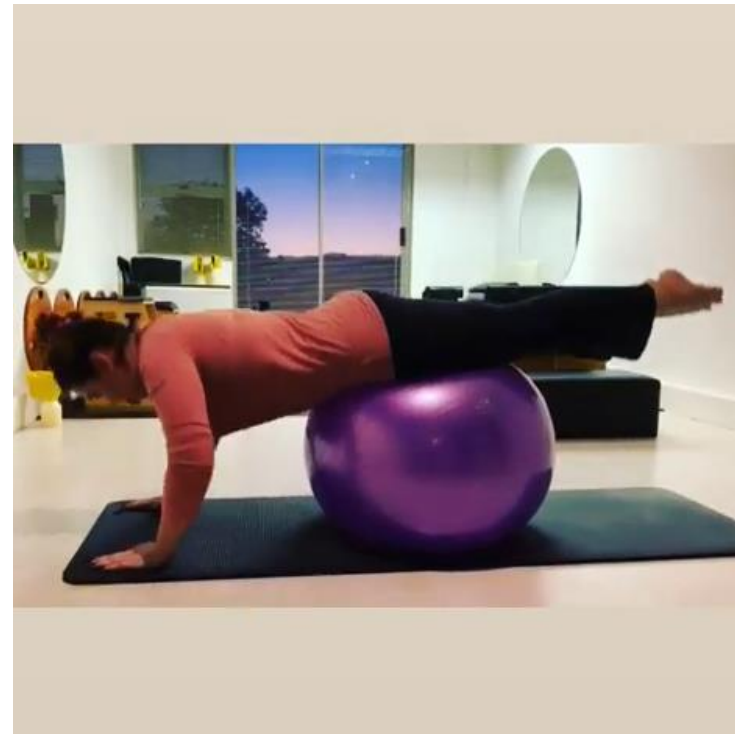
semone.eagleton I like that Pilates challenges the mind and body. It's not just about being able to run around the block a few times. It's about alleviating stress and controlling breathing. It's about being balanced. 🦋 Thank you @apexpilates for giving me the chance to explore pilates. Visit their website today and book an assessment www.apexpilates.co.za (they have a great 50% off offer this month) 🥰🥰

#life #beyourselfnaturally #pilates #pilatesstudio #thankyou #special #offer #mind #body #limits

55 likes

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semone.eagleton Niks soos n lekker pilates sessie om te ontspan na n stresvolle dag nie! 🦋 Dankie @apexpilates dat julle my "mood enhancer" is 🙏

#pilates #pilatesstudio #apexpilates #mood #feelbetter #goodmood #stretch #lovinglife #lovepilates #lookatmemom #yeah

9w

apexpilates Dit is a plesier ❤️

9w 1 like Reply

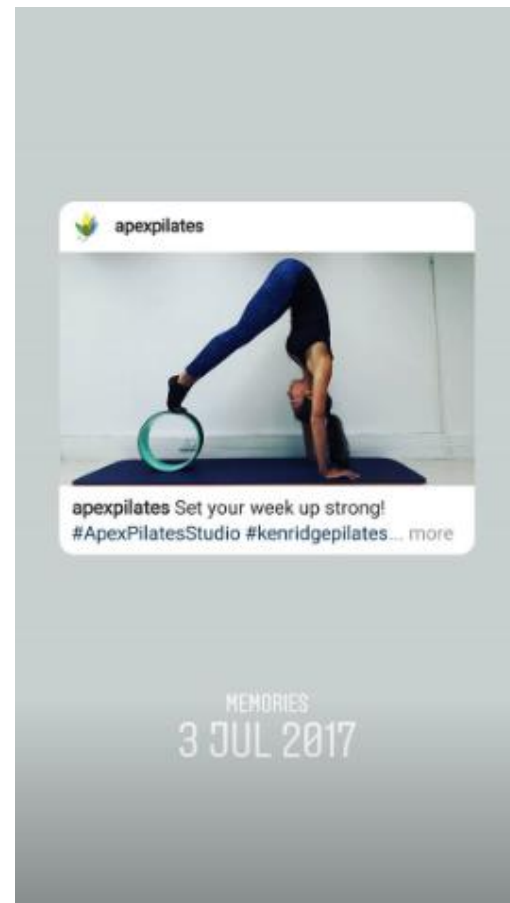
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Micro Influencer Campaign

Carmen Van Der Merwe – Fitness Enthusiast



Micro Influencer Campaign

Miche Odele – Mom and Fitness Enthusiast



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Targeted Marketing Solutions