

CASE STUDY TOPIC:

SOCIAL MEDIA MANAGEMENT

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:

TEAM KILBRIDE

DATE:

MAY 2025 - PRESENT

THE BRIEF

In 2025, after hearing the positive feedback from another client about the Strive Group, former kickboxer Karl Kilbride reached out to the Strive Group regarding Social Media Management of his kickboxing gym in an attempt to grow numbers who were entering and training. After a previous poor experience with another Social Media Management agency, who did not treat clients individually, TEAM KILBRIDE came to the Strive Group in order to boost their metrics across Social Media, and to boost the amount of people coming into the gym – not just in the aim to make money, but also to get young people off the streets and into the gym.

THE SOLUTION

After an initial meeting with Karl Kilbride, Strive Media went away to produce a fully-tailored plan for the client, which had been lacking in the past. After looking at his current social media, and dealing with a slightly lower-end marketing budget, Strive Group put together an agreement which would include a minimum of two social media posts per week, and one content day per month, which would include interviews, training footage, drone footage, photography and much more.

The Strive Group produced a set of Brand Guidelines for TEAM KILBRIDE to follow in order to keep brand consistency.

THE RESULTS

The results of the partnership between TEAM KILBRIDE and The Strive Group has always been positive, and this has been reflected within the statistics of the digital platforms and the number of clients that TEAM KILBRIDE have had:

- Thousands of interactions via Social Media every week, showing engaging content
- Content days including photography and videography, with DBS qualified Strive staff on site, and permission signed
- The amount of TEAM KILBRIDE clients doubled within the initial 12 months of the contract
- Weekly meetings with Karl Kilbride regarding his Social Media statistics and dealing with contracts
- Engagement with potential clients including answering questions and membership enquiries via Direct Message

EXAMPLE WORK

Example Work that we have created that you can see on our website and Social Media platforms that we would like to highlight include:

- Certificates and Photography - TEAM KILBRIDE Christmas Awards 2025
- Drone Footage of the gym whilst training requiring exact precision and careful eye for detail
- Promotional Videos made for TEAM KILBRIDE about their training plan and what it is like to be a member
- Regular interviews with Karl Kilbride about the gym and any special offers
- Regular interviews with parents and fighters about their experience at TEAM KILBRIDE

CLIENT TESTIMONIAL

"Working with The Strive Group completely moved forwards my gym's online presence but also you could feel that around the gym. We had three lads travel from Liverpool, roughly 30 minutes away, in order to come to the gym because it looked good on Social Media. Alongside dealing with memberships, the Strive Group have always shown professionalism, attention to detail and more in what has been a great partnership. The 24/7 support service is great for when ideas pop into your head and by the following day they have been executed, which is something that is great to see from a gym perspective."

- Karl Kilbride, Owner and Founder, TEAM KILBRIDE

INTERESTED IN OUR WORK?

If you are interested in our work, and want a free consultation with our Sales Team, contact us now on sales@strivegroup.uk, or on +44 (0)7436 360470.

