



Case Study:

Fitness Marketing Agency's Blueprint for Smarter Scaling



www.fitnessmarketing.agency



2015

Founding
Year

47

Employee
Count

\$3M+

Annual
Revenue

Fitness Marketing Agency is a UK-based marketing firm dedicated to helping fitness professionals grow their businesses. FMA specialises in creating and managing marketing campaigns that drive sales and client acquisition for gyms, studios, and online coaches. FMA's mission is to empower fitness business owners by providing them with effective marketing strategies and resources to maximise their sales, profit, and overall success.



Marketing Hub
Professional



Sales Hub
Professional



Service Hub
Professional

Fitness Marketing Agency (FMA) helps fitness professionals grow through targeted marketing strategies. As they expanded, FMA faced challenges in managing sales processes, outbound performance, and support integration. Pixcell.io optimised their HubSpot setup, refining the sales pipeline, improving outreach visibility, and unifying support systems, resulting in a more streamlined workflow and better data accuracy.

The Pixcell team, consisting of Implementation and Technical Consultants along with a dedicated Customer Success Manager, worked closely with FMA to optimise their sales processes, improve outbound performance tracking, and integrate their customer support systems through HubSpot.



The Challenge

Fitness Marketing Agency faced 4 core operational challenges while scaling:

- **Disjointed Sales Process:** Key deal information was being missed, tasks were handled manually, and data was scattered across multiple platforms—leading to inefficiencies and missed opportunities.
 - **Limited Visibility on Outbound Performance:** With a strong focus on cold calling, the team lacked a clear way to track outbound activities or results, making it hard to measure performance and optimise efforts.
 - **Fragmented Customer Support Systems:** Customer service was split between HelpScout and HubSpot, with data being entered on both platforms. This caused confusion, duplication, and a lack of alignment across teams.
 - **Broken and Untimely Automations:** Critical workflows were either delayed or not triggered at all, leading to missed follow-ups, delayed deals, and potential loss of business due to poor timing.
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Solution

From a Disjointed Sales Process to a Clean, Actionable Pipeline

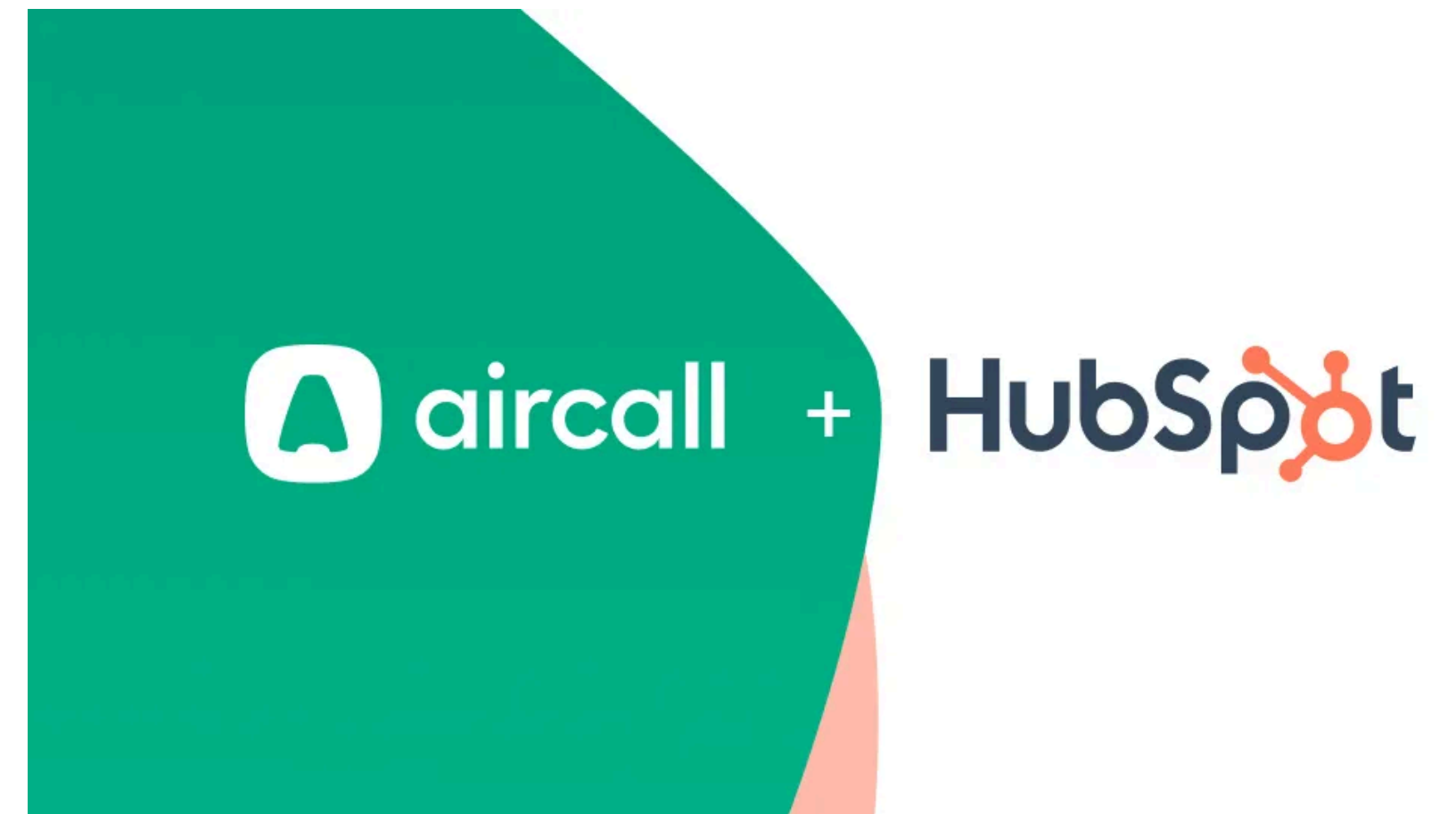
- Added **key fields** specific to FMA's sales to capture important deal information. Existing deal data was exported, cleaned up, and reuploaded—resulting in a cleaner, more reliable pipeline.
 - Simplified the sales process by **removing unnecessary deal stages** and using checkboxes or properties instead. This helped the team focus on what actually matters in each stage.
 - Built automated **follow-up reminders** for deals that sit in one stage too long. The system alerts the deal owner, helping the team reduce delays in follow-ups.
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Solution

Guesswork to Full Visibility on Outbound Performance

- Integrated Aircall with HubSpot to capture and **track outbound calling** activity in one place.
- Built a **custom dashboard** to give the team real-time insights into individual and overall performance—tracking targets, call outcomes, success rates, and overall results. This gave FMA full visibility into outbound efforts, helping them identify gaps and optimise performance across the board.





Solution

Streamlining Customer Support with a Unified System

- Mapped the entire **support process** from HelpScout to HubSpot, identifying key properties and setting up a dedicated service pipeline with clear rules and workflows.
 - Used a **third-party integration** to migrate essential data, and manually resolved any data inconsistencies along the way. A detailed guide was shared with the team to help them transition smoothly, along with ongoing support to ensure full adoption.
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Solution

Fixing Delays with Smarter, Simpler Automation

- **Audited all existing workflows** to identify overlaps, redundancies, and delays. Simplified complex workflows and removed duplicates to improve performance and clarity.
 - Added **naming conventions** to make workflows easier to manage and update, ensuring automations now trigger on time and support the sales process effectively.
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The Result

- **Cleaner, more reliable sales pipeline** – With structured data fields, a cleaned-up pipeline, and required deal info in place, the team now works with complete, accurate information—leading to faster decisions and better sales outcomes.
 - **Full visibility into outbound performance** – A real-time dashboard built from Aircall data gave the team insights into individual and overall call performance, helping them stay on target and improve success rates.
 - **Unified customer support system** – Shifting all support activity to one platform eliminated data duplication, reduced manual work, and gave the team a single source of truth—making customer service more efficient and consistent.
 - **Timely, simplified automations** – By reducing clutter and fixing broken workflows, key actions and follow-ups now happen on time, improving internal coordination and reducing lost opportunities.
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Ben Davis
Founder

Working with the team has been an incredibly smooth and rewarding experience. Their expertise and professionalism shone through in every step, from migrating us seamlessly from Airtable to HubSpot to integrating HubSpot with Aloware. They streamlined and automated our sales processes, built effective account management pipelines, and tackled data hygiene with impressive precision.



6+

Years of HubSpot Experience

10,000+

Hours of HubSpot Projects

50+

Global Customers

100%

Customer Satisfaction



 London, UK

Empowering your Business with HubSpot

Tailored CRM Consultancy, Seamless Integration!

HubSpot Gold Partner Consultancy specialising in sales and marketing operations, dedicated to building and enhancing your HubSpot experience.
