

# COREFIT WITH JORDAN

CASE STUDY PRESENTED BY  
INTERACTIVE VIDEOS CO.

# ABOUT

CoreFit with Jordan is a personal training brand founded by Jordan Evans, a certified fitness coach known for his energetic training style and personalized fitness plans. Operating both online and in-person, Jordan built his brand on helping busy professionals regain control of their health through structured workout programs and sustainable habits. With a strong Instagram following and a dedicated client base, Jordan was looking for innovative ways to scale his services beyond traditional 1:1 sessions and static content.



INTERACTIVEVIDEOS.CO

# THE GOAL

Jordan's primary goal was to expand his coaching business without sacrificing the personalized experience his clients loved. He wanted to turn curious followers into paying clients, increase sales of his digital training programs, and streamline client onboarding using a more dynamic, engaging method.





# THE CHALLENGE

Despite his engaging personality and quality content, Jordan's conversion rates were stagnating. Visitors were scrolling but not taking action. Traditional video content couldn't showcase the custom experience he offered, and manually handling client inquiries was eating up hours every week. He needed a solution that could educate, sell, and convert — at scale.

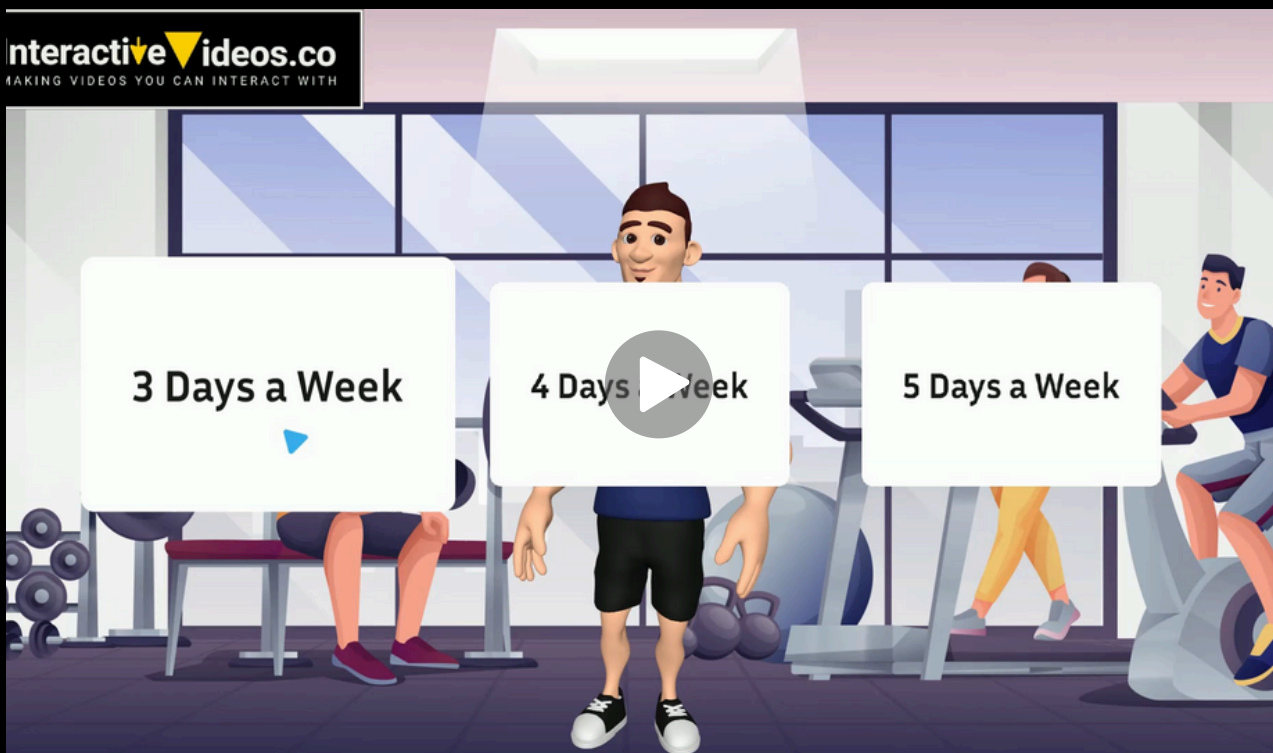


INTERACTIVEVIDEOS.CO

# THE SOLUTION

We built an interactive video funnel tailored to Jordan's personal brand that allowed viewers to:

- Select their fitness goal (e.g., weight loss, muscle gain, home training)
- Watch targeted demo videos based on their choices
- Schedule free consultations directly from the video
- Purchase tailored training programs inside the experience



# THE RESULTS

- 1 42% increase in program sales
- 2 3x higher engagement than static videos
- 3 Grew email list by 38% with smart lead capture
- 4 Saved 12+ hours/week on answering common client questions
- 5 Converted more casual followers into loyal coaching clients

# WANT YOUR PERSONAL TRAINING BRAND TO FLEX JUST LIKE THIS?



+1 623 887 5333



info@interactivevideos.co



www.interactivevideos.co

INTERACTIVEVIDEOS.CO