



TMC MARKETING

CASE STUDY

BungeeONE Studios

From Single Studio to National Brand Through Strategic Social Media

INDUSTRY

Fitness / Bungee Fitness

SERVICES

Social Media Management
Meta Ads Consulting
Website Development

ENGAGEMENT

5+ Years

Client Overview

BungeeONE Studios is a growing fitness franchise offering Bungee Fitness — a fun, low-impact, high-intensity workout where participants use body weight and bungee cord resistance while harnessed in to tone muscles and burn calories. TMC Marketing began working with BungeeONE when they had just one studio. Today, the brand has expanded to three studio locations. TMC Marketing manages the main franchise accounts as well as the individual social presence for each studio, with nationwide interest driving further expansion conversations.

1 → 3 Studios	5+ Year Partnership	4 Platforms Managed	4 Accounts Managed
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The Challenge

When BungeeONE first partnered with TMC Marketing, the brand faced three core challenges that threatened its long-term viability:

- 1. **Sustaining a Trend:** Bungee fitness was a new and exciting workout concept, but novelty fades. BungeeONE needed a long-term content and branding strategy to ensure the concept didn't phase out as just another fitness fad.
- 2. **Content Creation Bottleneck:** As a small business focused on running day-to-day operations, BungeeONE struggled to consistently produce the high-quality video content needed to showcase their visually dynamic workouts.
- 3. **Brand Perception Gap:** A common reaction to bungee fitness was that it was "too fun to be a real workout." The brand needed to shift perception — proving it delivers real fitness results while keeping its fun, accessible appeal for all ages and fitness levels.

TMC Marketing's Strategy

TMC Marketing built a multi-platform content strategy designed to leverage what makes bungee fitness inherently compelling — it's visually exciting, physically impressive, and unlike anything else in the fitness space.

Short-Form Video Dominance

TMC focused on short-form video content across TikTok, Instagram Reels, YouTube Shorts, and Facebook Reels — showcasing the visually stunning and unique moves from bungee fitness classes. The inherently eye-catching nature of the workouts made this format a natural fit for algorithmic reach.

Dual-Benefit Messaging

Content was strategically designed to communicate both sides of the brand promise: bungee fitness is genuinely fun AND delivers real fitness results. Videos highlighted calorie burn, muscle toning, and the intensity of workouts alongside the joy and accessibility that makes the experience unique.

Accessibility-First Positioning

A core pillar of the content strategy emphasized the low-impact nature of bungee fitness, positioning it as suitable for all ages and fitness levels. This broadened the potential audience far beyond typical fitness enthusiasts.

Multi-Platform Distribution

TMC managed content across Facebook, Instagram, TikTok, and YouTube — tailoring format, length, and tone for each platform while maintaining consistent brand messaging. This diversified approach ensured reach across different demographics and viewing habits.

Crisis & Recovery: Rebuilding From Zero

In mid-2025, BungeeONE's Facebook and Instagram accounts were compromised through a social engineering scam, locking TMC and the BungeeONE team out of both the primary Facebook page and Instagram account.

While the Instagram account was successfully recovered, the Facebook page — which had been built over years of consistent effort — was stripped and repurposed by the attackers. Despite extensive efforts, Meta was unable to restore the original page.

The Recovery Strategy

Rather than viewing this as a setback, TMC leveraged four years of data-driven learnings about what content performs, what drives algorithmic reach, and what converts viewers into followers. The team executed a focused blitz strategy:

- Launched a brand-new Facebook page from zero followers
- Deployed a high-frequency organic video content strategy targeting proven formats
- Leveraged the inherently eye-catching nature of bungee fitness for maximum shareability
- Applied learnings from years of incremental growth testing to accelerate the timeline
- Produced multiple viral videos that drove rapid follower surges

0 → 141,000

Facebook followers rebuilt in approximately 6 months — powered by strategic content deployment and viral video performance.

This rapid recovery demonstrated that the growth achieved under TMC's management was not accidental — it was the result of a repeatable, strategic process built on years of testing and optimization.

Results: Platform Performance

Over 5+ years of partnership, TMC Marketing has built BungeeONE into a recognized national brand across every major social platform. Below is a snapshot of current performance as of early 2026.

Platform	Key Metric	Current Performance	Notable Achievement
Facebook	Followers	141,000	Rebuilt from 0 in ~6 months
Instagram	Followers	8,452	Recovered after account compromise
YouTube	Subscribers	345,073	Silver Play Button (100K milestone)
TikTok	Followers	302,000	3.6M total likes

Viral Content Impact

Metric	Result
Videos with 5M+ views	Multiple across platforms
Top YouTube Short	80M+ views (single video)
Top TikTok video	40.7M views
Total YouTube views	149M+ lifetime
TikTok total likes	3.6M

The Growth Philosophy

A defining element of BungeeONE's success has been their commitment to trusting the process. Social media growth is rarely linear — it follows a pattern that rewards patience and consistency:

- **Gradual Increases:** Sustained periods of steady growth where content consistently performs well, building algorithmic trust and audience loyalty.
- **Breakthrough Spikes:** Gradual increases are punctuated by significant spikes — viral moments that take performance to the next level and introduce the brand to entirely new audiences.
- **Sustaining the Next Level:** After each spike, TMC's strategy ensures that engagement and reach are maintained at the new baseline, creating a compounding growth trajectory.

This philosophy proved itself most dramatically during the Facebook recovery — where years of accumulated strategic knowledge enabled TMC to compress what normally takes years of gradual growth into just six months of targeted execution.

Milestones & Business Impact

- YouTube Silver Play Button — surpassing 100,000 subscribers
- Expanded from 1 studio to 3 locations with dedicated account management for each
- Content strategy drove nationwide interest and franchise expansion conversations
- New website launched by TMC Marketing to support the growing brand
- Multiple videos exceeding 5 million views across platforms

"Partnering with TMC Marketing allowed me to focus on running the business while trusting them to handle our social media strategy. The consistent approach has been transformative, significantly impacting our brand and driving expansion opportunities across the country. Having the right partner has made all the difference in achieving long-term growth."

— Lauren, Owner & CEO, BungeeONE Studios

Ready to build a brand that grows?

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