



# *Jim's Gym*

Bryony and Lata

# *Understanding our audience*

- Survey

Got to shopping center and interact with locals while demonstrating a simple VR exercise experience game and ask them to complete a survey.

Survey - we want to know some information about the individuals who have tested our product.

This will give us an idea of the type of person who interacts positively with our product

This will help us gauge the type of person they are and how to **reach/appeal** to them when marketing

*Survey -  
What Quantitative  
and Qualitative data  
do we want to  
measure?*



# *Target Audience – Who They Are?*

- Age range 18-35
- Internet generation
- Gamers
- Interested in fitness but avoid traditional gyms







# *Target Audience – What do They Want?*

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- Want to exercise in peace, without being intimidated
- Want supportive and friendly staff
- Want good value for money
- Either cost or space is preventing them from playing many of the VR activities that we offer
- They find enjoyment and fun to be an incentive for working-out and find gaming to be a safe non-judgemental environment
- They like novelty
- They like to feel excited and like hype
- They follow many gaming video channels

# *Social Media campaign*

- Advertise on YouTube and Instagram
- Cost Per Click advertising campaign to local area on YouTube
- Weekly Videos on YouTube
- Typed up version of video topic posted on website blog with video embedded - increase website SEO
- Daily photos with updates on Instagram
- Email marketing mailing list sign up
- Email promos and news to Email list



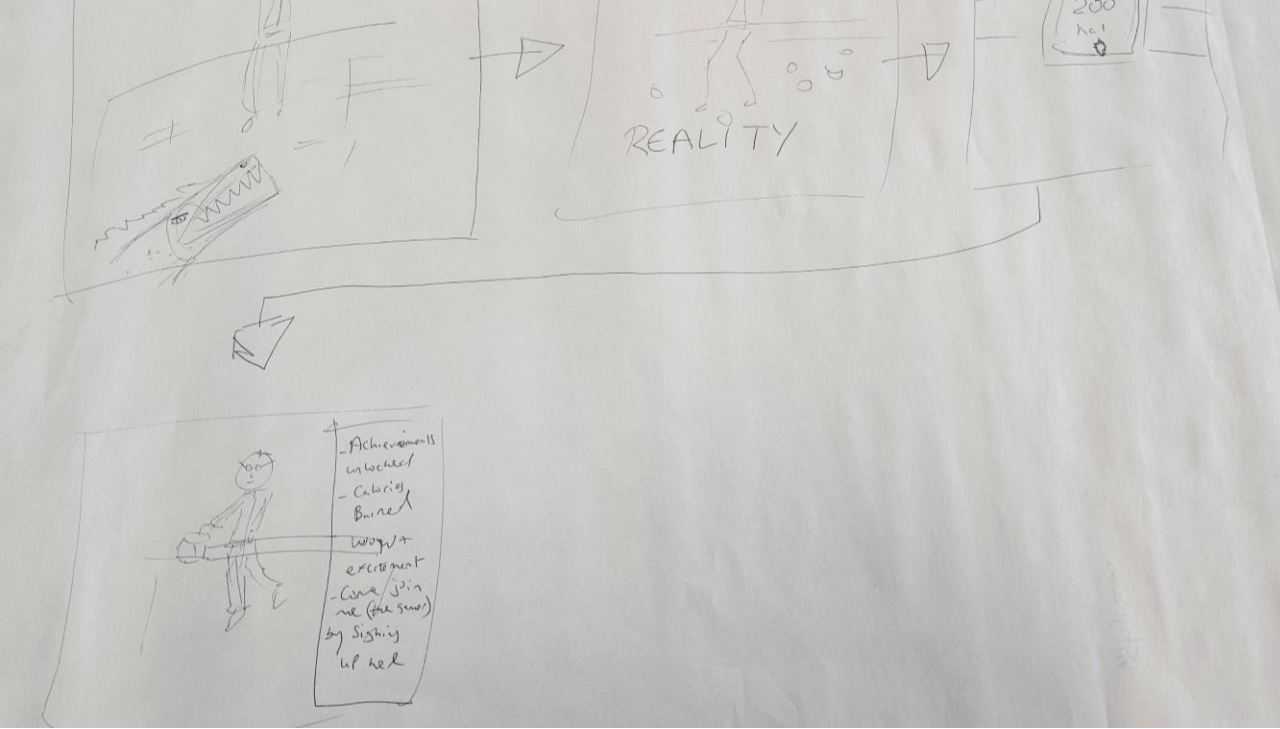


# *Social Media Campaign Goals*

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- Increase Brand awareness
- Get gym sign ups
- Increase followers on socials to achieve wider brand awareness
- Consistent branding for increased awareness
- We want people to be talking about us
- Want to catch their attention!
- We want to connect with our audience and be able to communicate regularly with potential customers to increase sign ups and conversions



# *YouTube Story Board*

Story boarded a YouTube Advert for the gym, where a YouTube Gamer plays an action game > cut to reality + explainaton.



*How do we analyse advertising campaign success and make improvements?*

How to measure campaign success?

Look at analytical data

Put into business intelligence (analytical) software

Data based decisions will help you look for ways to improve Cost per click advertising and tell you the most cost effective words ect

Click conversion rate

Power BI

Create a dashboard of graphs to visualise these statistics

Keywords

Look for correlations, look at what makes up the best PPC value from studying trends?

Important to analyse data while running marketing campaign to adjust strategy and make best use of resources

Clicks

Does changing how you view a data point in the dashboard create new useful insights?

Costs