

Gymaholic Lifestyle:

# How to Become a Share-Worthy Meme

By Charlie Evert

# Presentation TOC



# Intro



# Our Story



- We offer nutrition and gym advice that is geared towards a younger audience
- We have a low economic value despite high amplification
- We went somewhat viral after posting a meme workout from a famous bodybuilder

<https://gymaholiclifestyle.wpcomstaging.com/>

# The Strategy

## Purpose

Create memorable content that makes users laugh and entices them to share it with their friends → Eventually incorporate affiliate marketing with large repeat audience

## Objectives

- Get unique visitors
- Engage with users
- Increase session duration
- Incentivize repeat users
- Increase subscribers

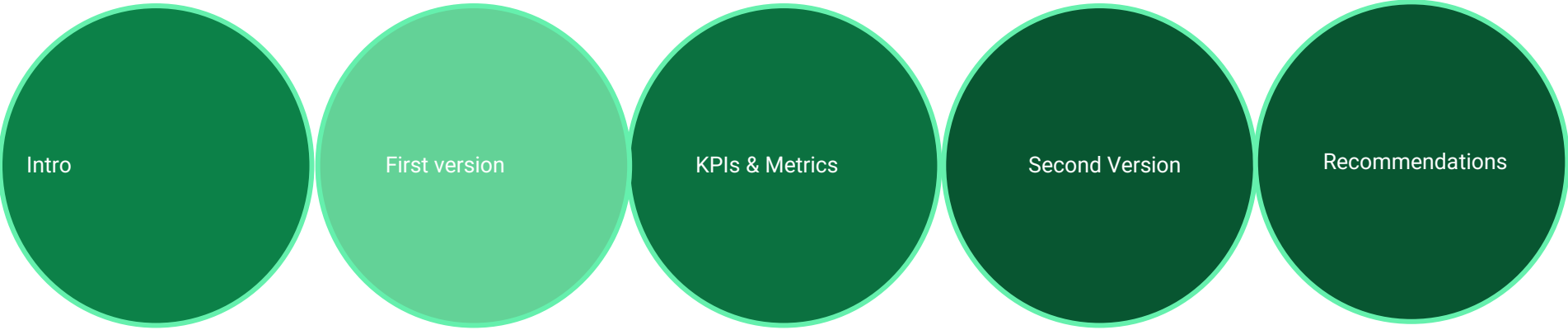
## Metrics

- # of Sessions
- # of Pageviews
- # of Users
- Session duration
- New vs Returning Users

# Goals



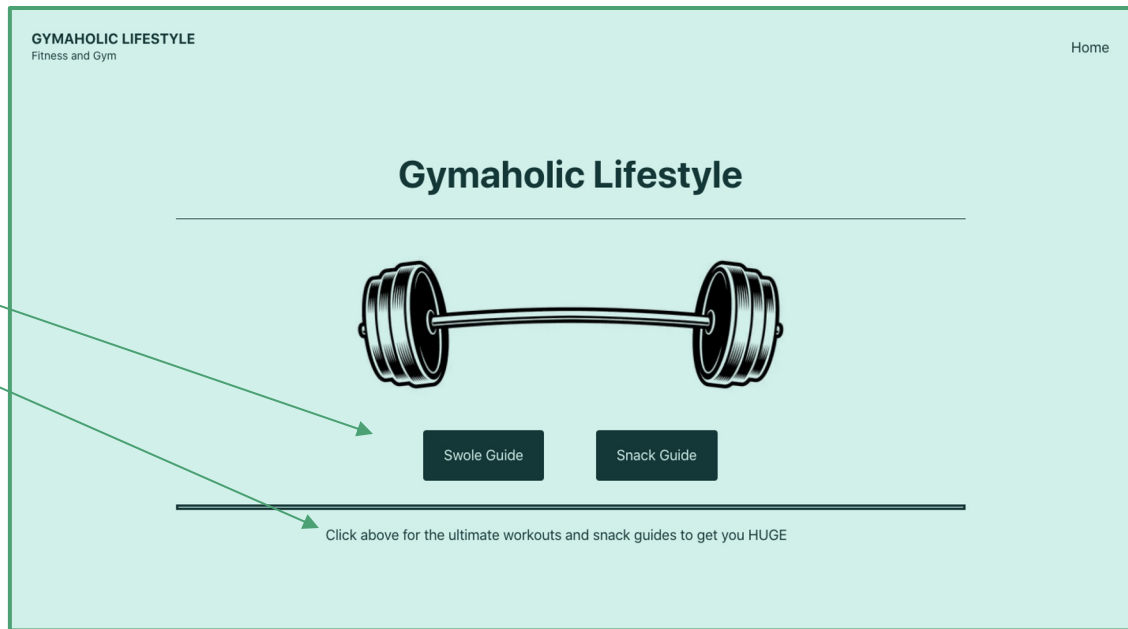
# First Version



# Initial Website Design - Homepage

## Navigation

- Two tabs
- Simple
- Clearly stated target





# Initial Website Design - Guides

## Content

- Funny
- Simple
- Subscribable
- Minimal pictures
- No videos
- No PDFs

### Day 1 Core and Shoulders

Exercise
Front Plank
Side Plank + rotation
Russian twist with barbell
Pull down
Cable row
Military press
Barbell curl + shoulder press
Cable crunch


### Subscribe to My Blog

Get new content delivered directly to your inbox.

Sign Up

## You gotta eat big to get big 🍌

🍌Cheetos, coca cola and egg whites will cover all your bases with ideal macros🍌

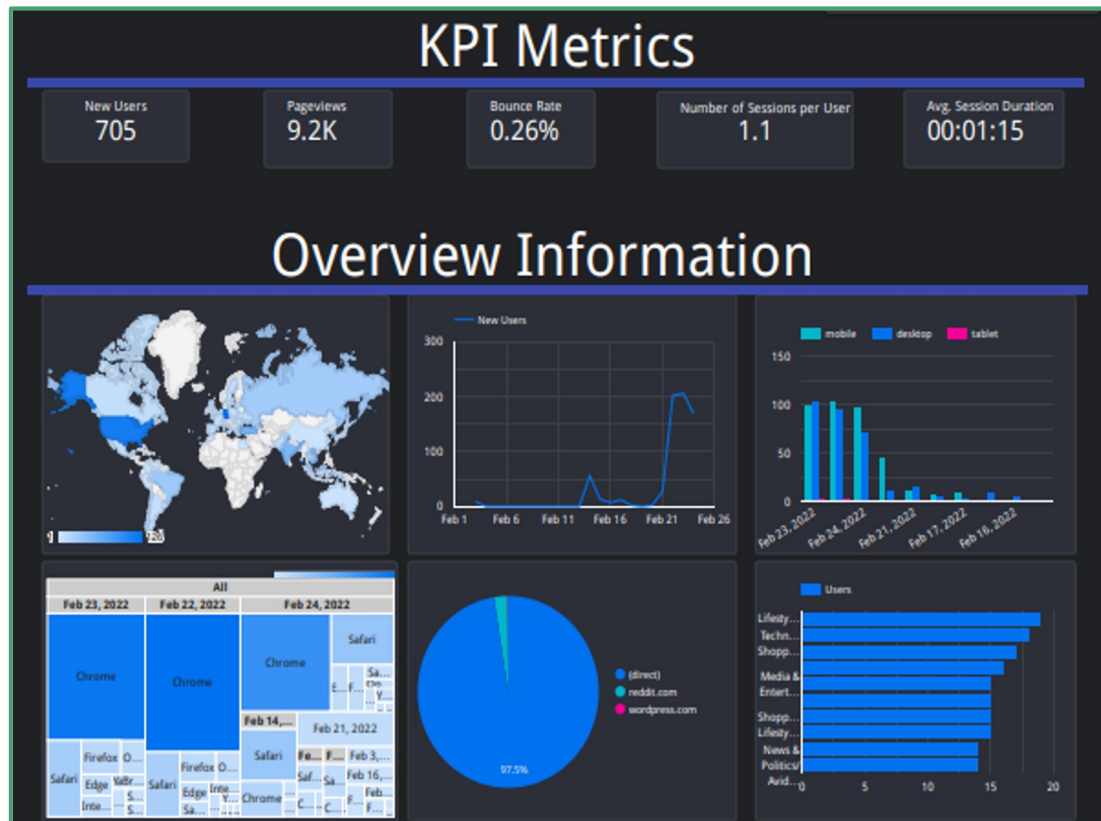


### About Me

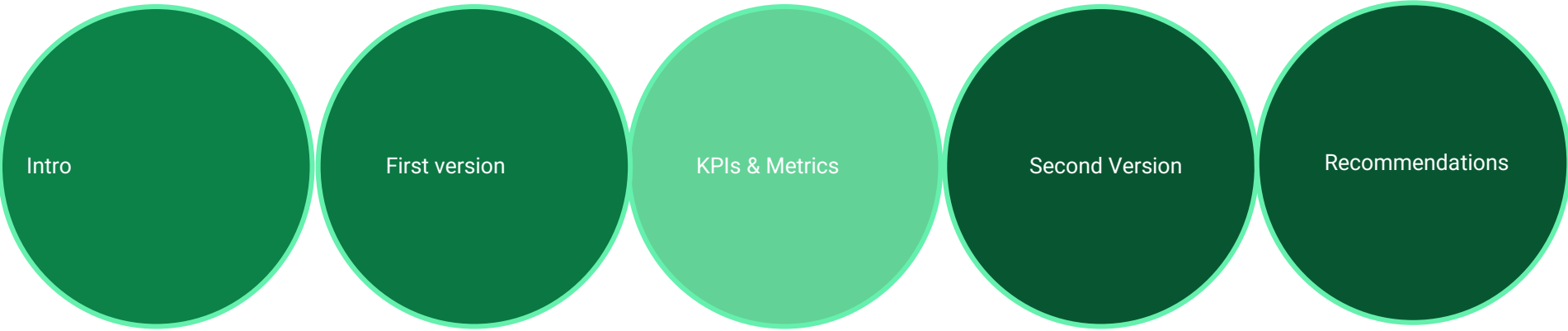
We have the secrets to a 500 lb bench press

# Dashboard 1

- No Time Frame Filter
- KPI Metrics:
  - Were standard and did not include Sessions
- Overview Information:
  - Device Breakdown was hard to comprehend
  - Graph included too much information



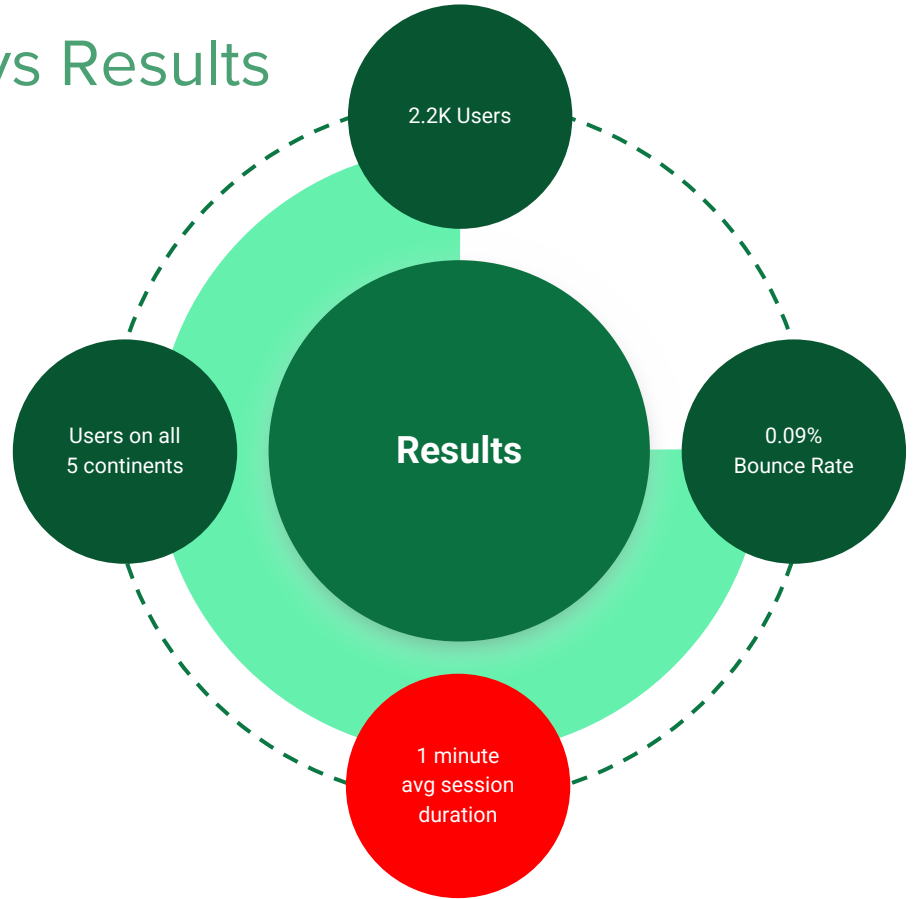
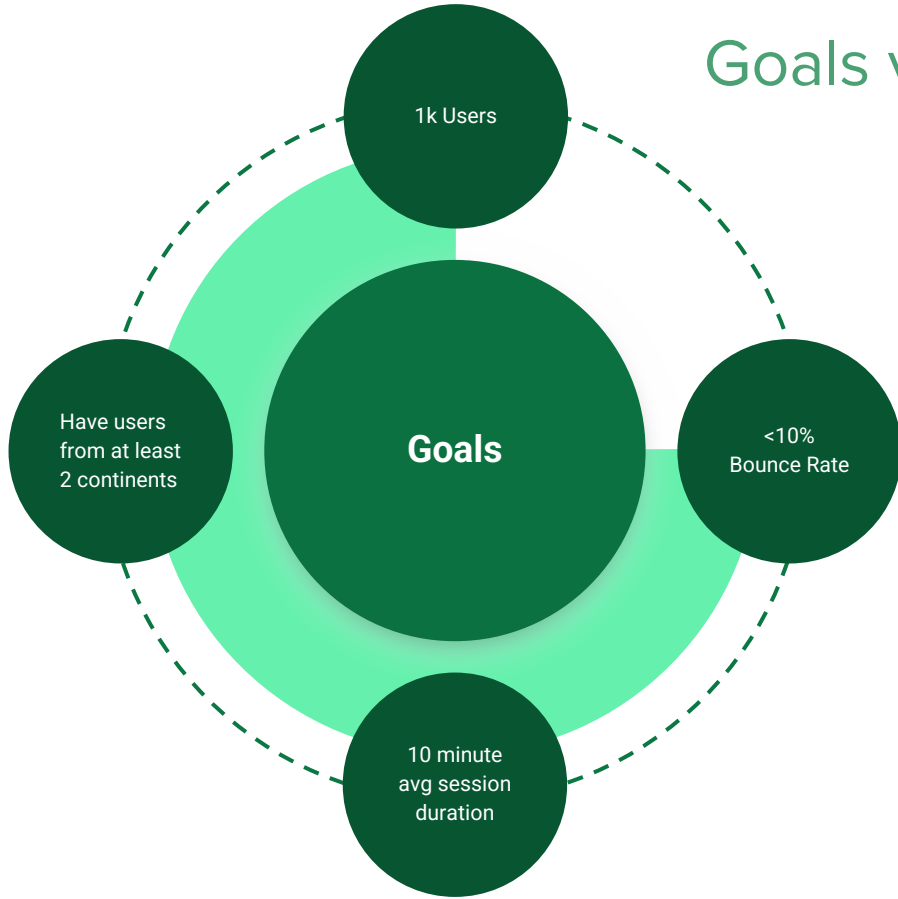
# KPIs & Metrics



# KPIs and Insights

- Sessions 2.3K
  - Sessions exploded once we shared directly and on reddit - more of this needed
- Users 2.2K
  - Many repeat users, probably laughing at ridiculous content - churn out content!
- Page views 27K
  - Most users visited one guide and the homepage - we need better navigation
- Bounce rate 0.09%
  - Most users didn't bounce, they were enamored - we need more of this
- Session duration 00:01:02
  - Users did not view our site for long - we should make brief content

# Goals vs Results



# Tags and Triggers

Tags

New

<div><div></div><div>Name ↑</div></div>	Type	Firing Triggers	Last Edited
<div><div></div><div>Form Submission</div></div>	Google Analytics: Universal Analytics	<div><div></div><div>Form Submission</div></div>	11 days ago
<div><div></div><div>GA tag</div></div>	Google Analytics: Universal Analytics	<div><div></div><div>All Pages</div></div>	25 days ago
<div><div></div><div>PDF clicks</div></div>	Google Analytics: Universal Analytics	<div><div></div><div>Just Links</div></div>	9 days ago

Triggers

New

<div><div></div><div>Name ↑</div></div>	Event Type	Filter	Tags	Last Edited
<div><div></div><div>Form Submission</div></div>	Form Submission		1	15 days ago
<div><div></div><div>Just Links</div></div>	Just Links	<div><div>Click URL</div><div>contains .pdf</div></div>	1	9 days ago
<div><div></div><div>Scroll Depth</div></div>	Scroll Depth		0	11 days ago
<div><div></div><div>Track webpage</div></div>	All Elements		0	15 days ago

# Errors in Tags

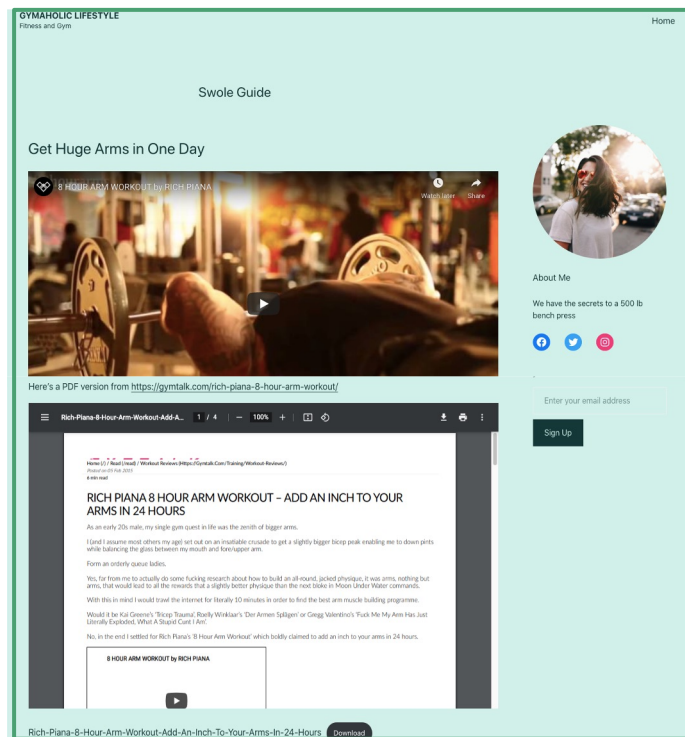
- Missing HTTP Response
  - Missing HTTP Response denotes that, while the Google Analytics code was detected in the page source, the script itself did not execute. Each time the Google Analytics script executes, we expect an HTTP Response carrying the tracking request to Google's servers.
  - This means that the Google Analytics code is not implemented properly on the page and no data will be collected.
  - Recommended Action: Reinstall the Google Analytics snippet by removing the current iteration, copy a new version from the Analytics interface, and insert that version into the site.
- Google tag assistant says that all of the GTM tags are working correctly but this error is happening in the conversion to GA.

# Second Version





# Swole Guide



- Increased potential events to increase tracking and improve website
- Videos
- Sign up
- PDF download
- Used established figure to boost audience
- This caused a large boost in users and sessions

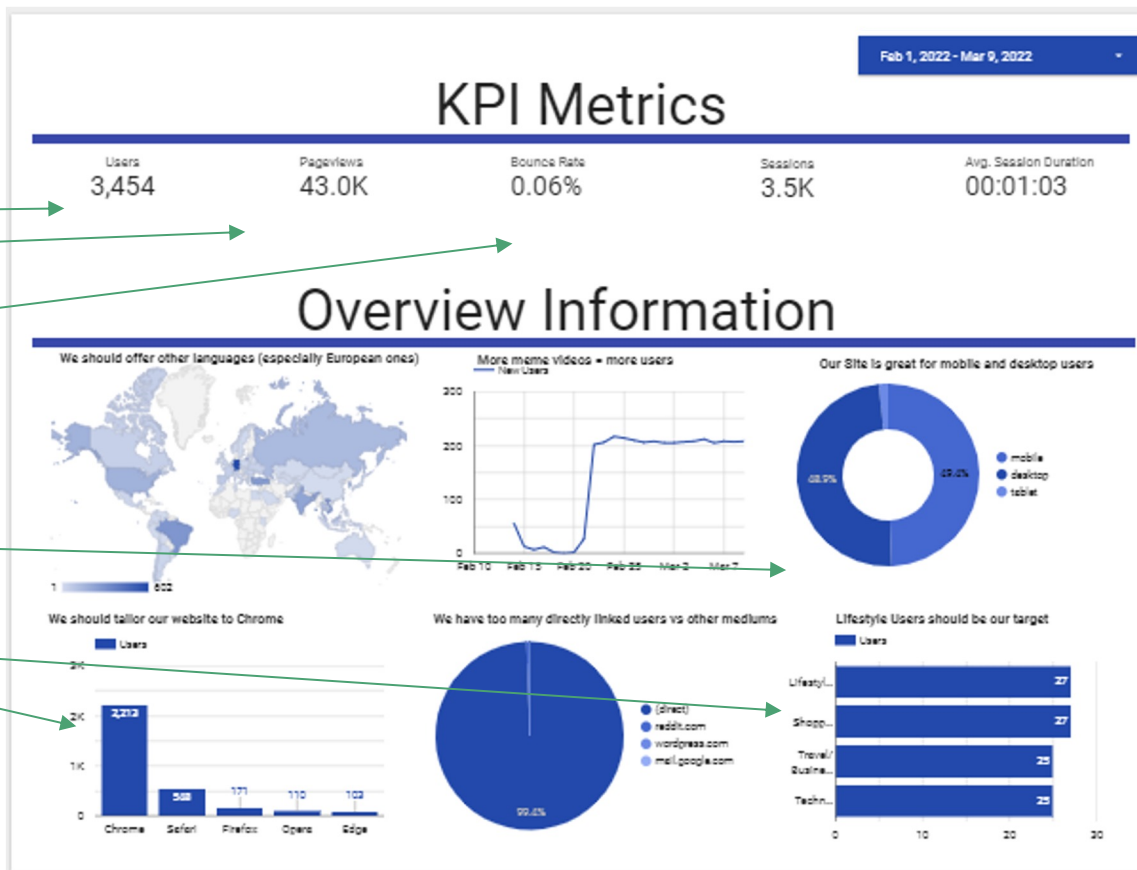
# Dashboard 2

## Visible Site Improvements:

- Consistent new user growth
- 4x more total users & pg views
- Lower bounce rate

## Dashboard Improvements:

- Better contrast
- Mobile vs Desktop breakdown
- Browser breakdown bars
- Less bars for user segments



# Recommendations

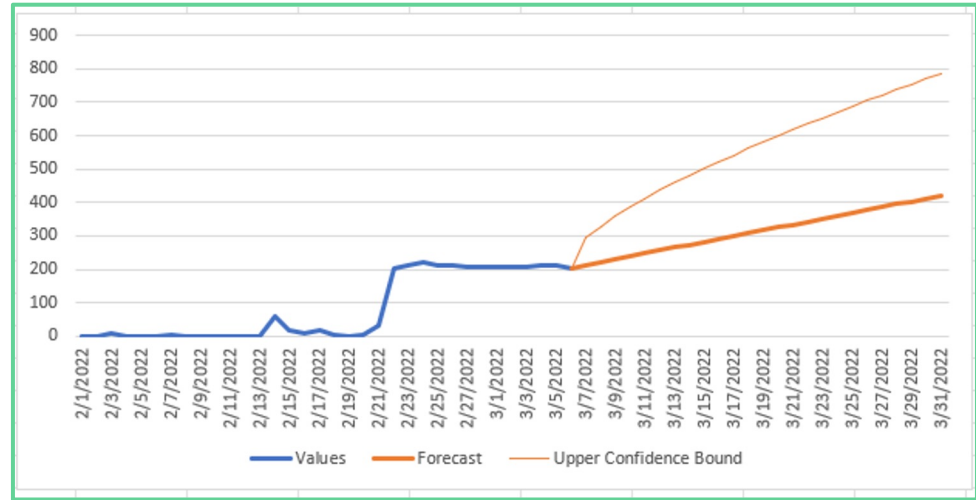


# Recommendations

- Continue posting relevant information regularly
- Connect to social media in order amplify further
- Post more established videos
- Have backlinks (write something in Wiki and cite us)
- Use affiliate marketing to generate revenue
- Develop SEM using PPC marketing after establishing affiliate marketing and evaluate profitability from doing so

# Projections

- Continued exponential user growth
  - After each content update
- We may start to see organic growth
  - Higher bounce rate with organic growth
- Increase in average session duration
  - More quality content
- Profitability should be easily achieved with PPC
  - Once affiliate marketing is set up



## Forecasting Projections:

By 3/31 we are projected to reach anywhere between 420 - 786 users per day via linear regression

That's it:

Questions?