



Hello and Welcome



impex[®]



MARCY

PURETEC[®]

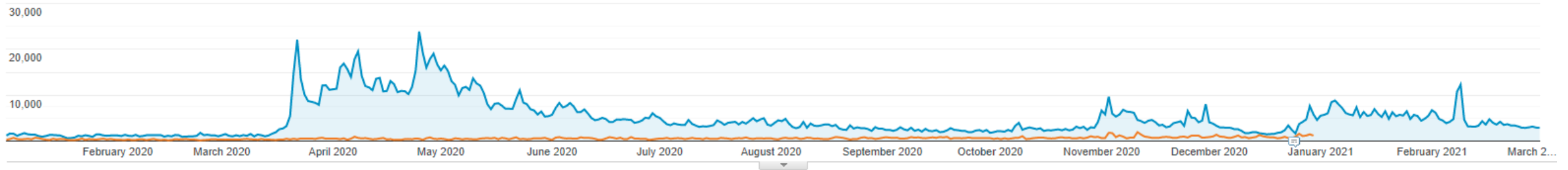
How exercise.co.uk come about?

About exercise.co.uk

- Team of 24 people
- Website split into a Shop & Learn Area
- Around 2 Years Old
- Generating £2m of sales a year
- Retailer of some of the world's biggest fitness brands
- 470 Learn Articles and counting



What has this 2020/2021 looked like for exercise.co.uk



SHOP

- 705% increase in new user traffic
- 775% increase in transactions
- 736% increase in revenue
- Over 13,000 orders placed

LEARN

- 223% increase in learn articles which have been read
- Average person spends 6 minutes on a learn article which is a 7% increase compared to 2019
- 775% Increase in Transactions and 736% increase in Revenue from learn articles

1053% increase
in direct traffic

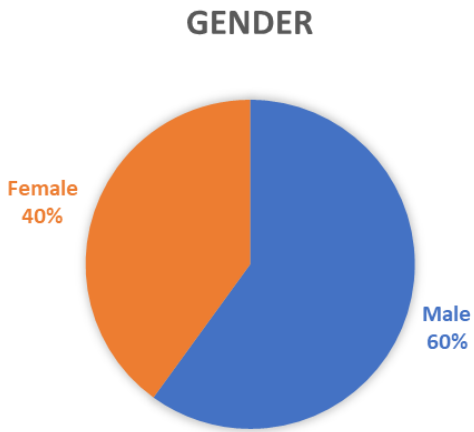
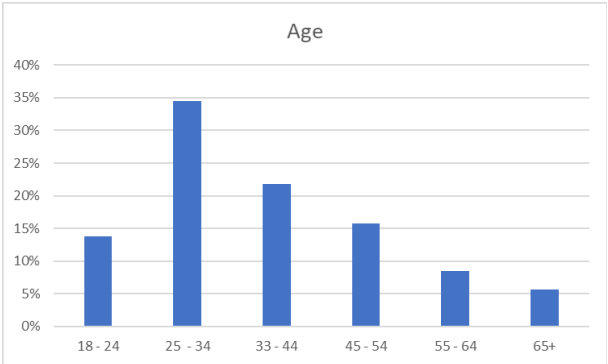
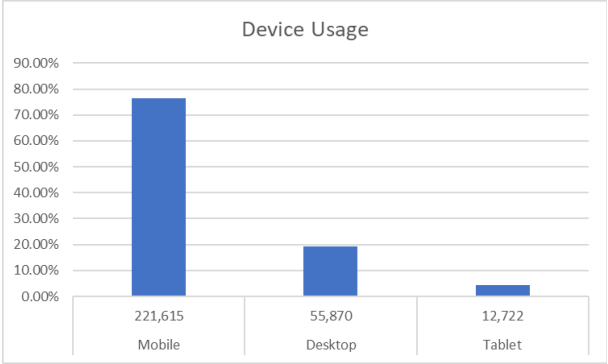
1,175% Increase
in Organic Search

608% Increase
in Referral Traffic

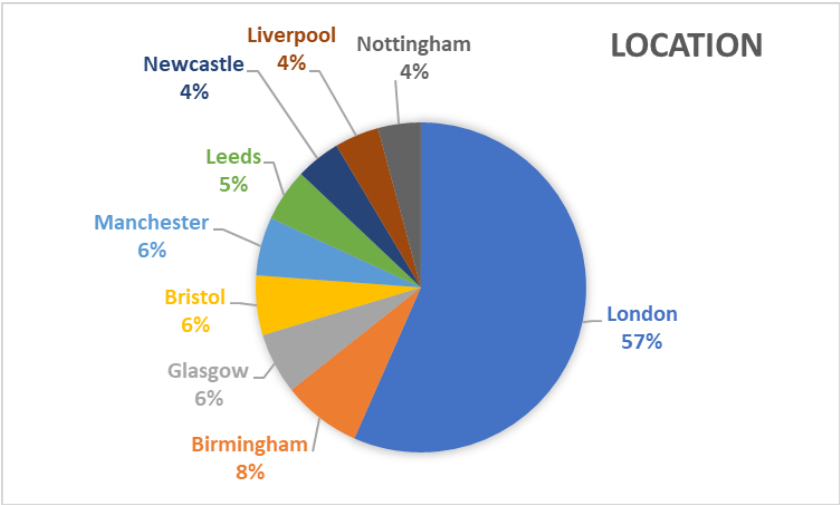
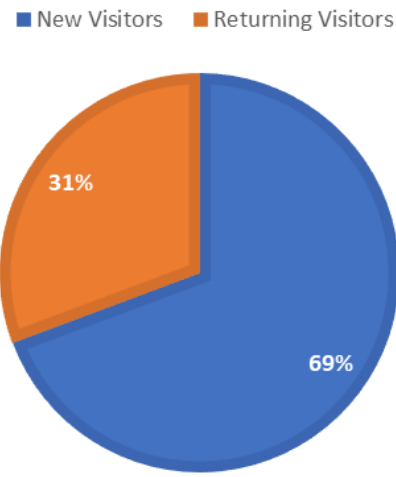
701% Increase
in Social Traffic

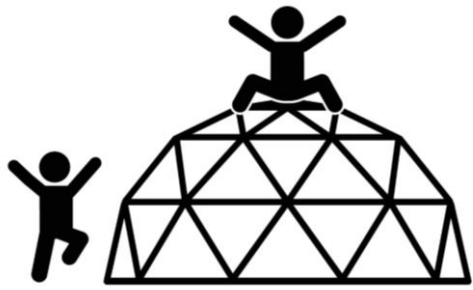
95% Increase
in Email Traffic

Our Audience- Who do they look like? - Website



CUSTOMER RETENTION





Outdoor

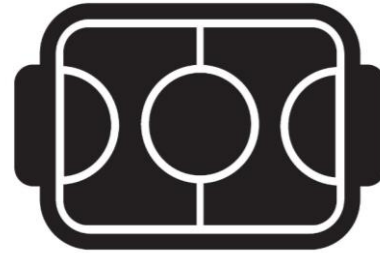


Table Sports



Racket Sports



Swimming

IMC and Digital Marketing Plan Assignment



Team Sports

The Nitty Gritty bit of the assignment

Our Aim & Goals:

- Social engagement and user generated content
- Reach a new demographic range
- Build brand awareness
- Increase Sales



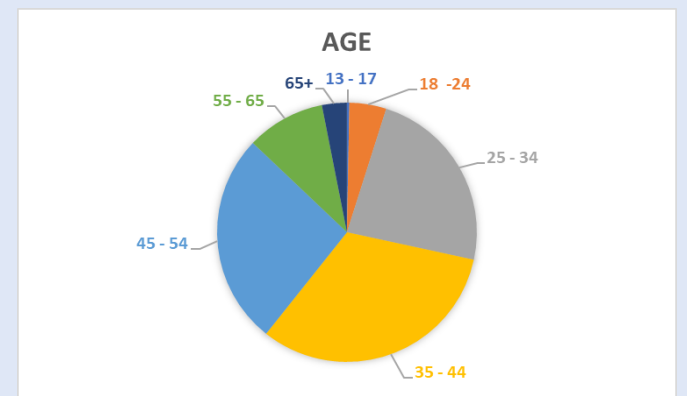
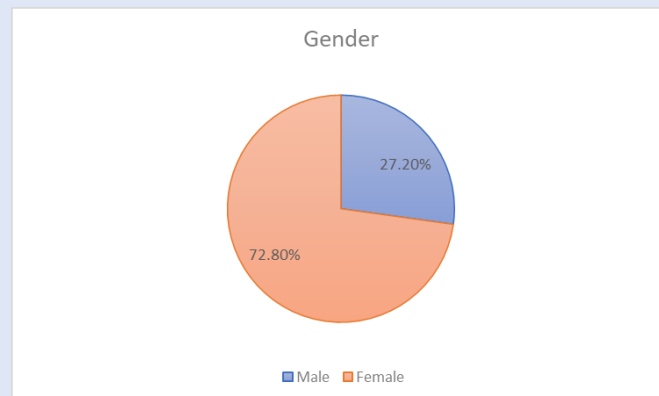
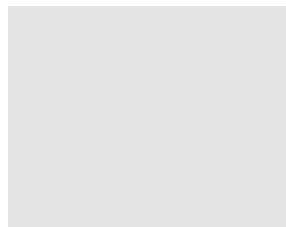
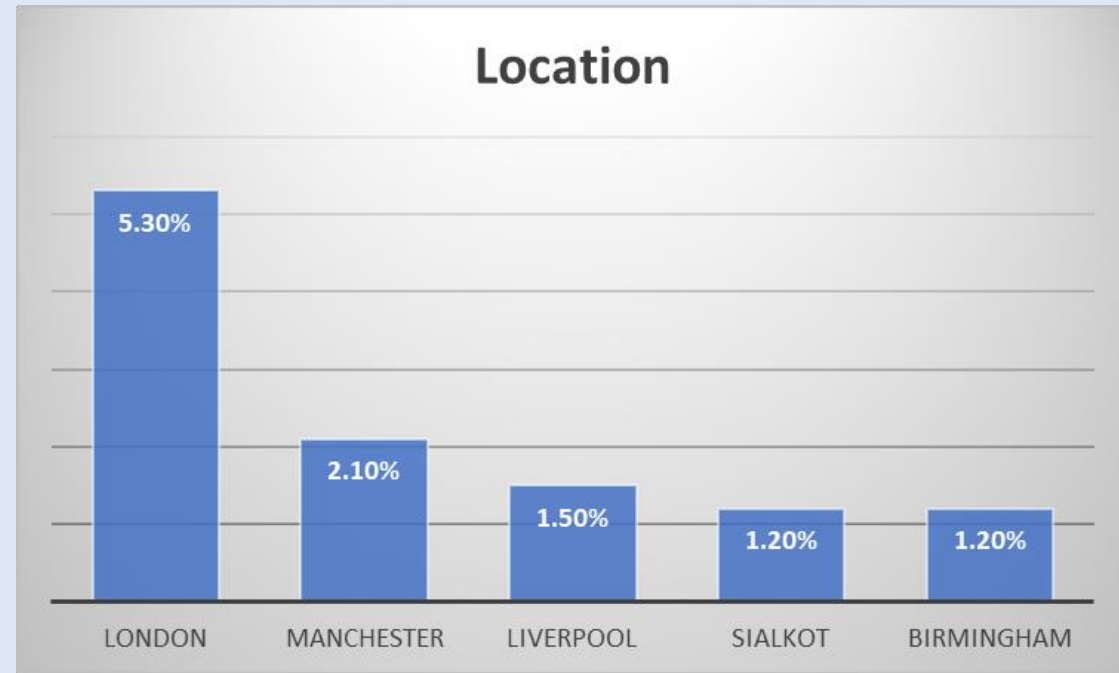
ASSIGNMENT REQUIREMENTS

- Expand our audience reach to 18-24 & 55+ year olds
- Clearly communicate the addition of the new ranges
- Generate engagement with our customers
- Authentic and fresh – Standout from our competitors
- Connecting both the Shop & Learn area
- Examples of artwork/design concepts

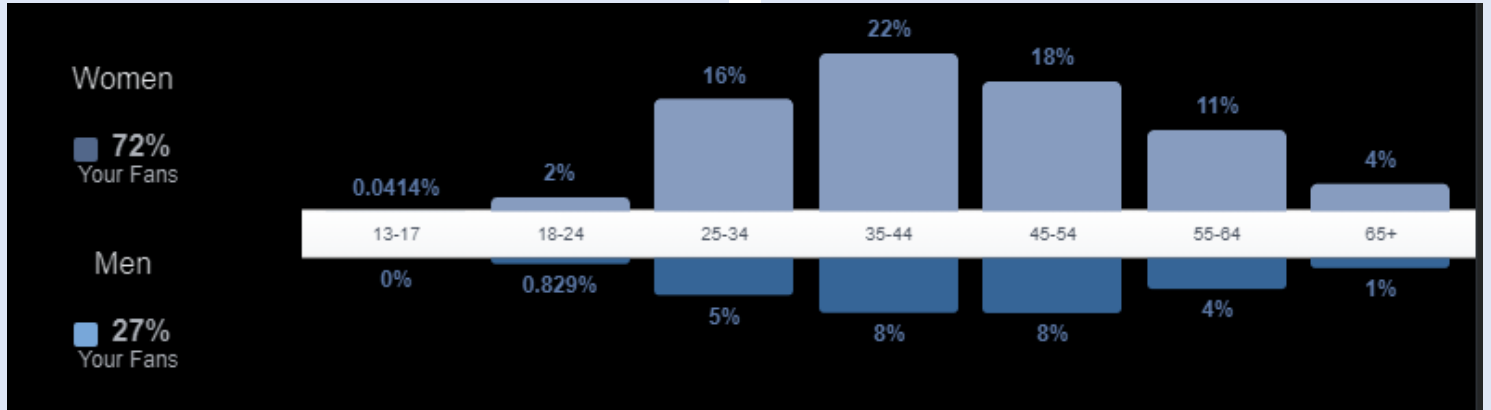
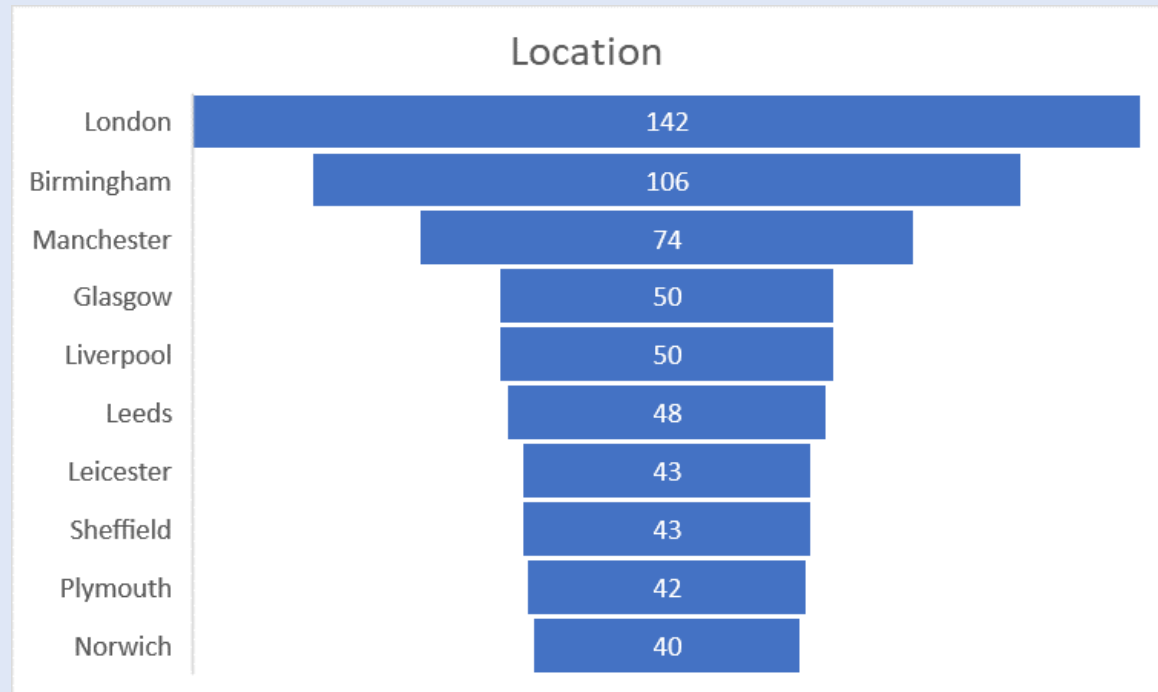
COMPETITORS



What does our social media audience look like? - Instagram



What does our social media audience look like? - Facebook





Thank You
Any Questions?