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PROPOSAL

MARKETING

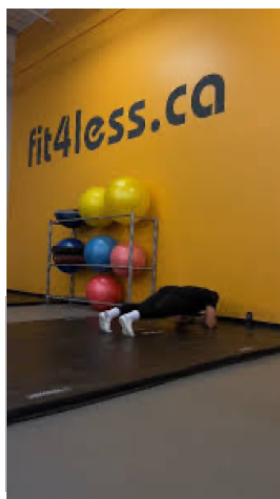


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1- PROJECT INFORMATION

Project Name – MORE4LESS

Client Name – Fit4Less Canada, 5150, Yonge Street, North York, ON M2N 6L6

2- INTRODUCTION

The gym industry is constantly evolving, and staying ahead of the curve is crucial. With a deep understanding of the latest fitness trends, consumer preferences, and emerging technologies, I strive to ensure that our client remains at the forefront of the industry. This gym marketing project is not just about promoting a place to work out; it's about creating a thriving community where individuals can transform their lives, exceed their goals, and discover the best version of themselves. Through this project, our team is determined to showcase the unique attributes of our client and build a strong brand that resonates with our target audience. By crafting compelling marketing strategies, and engaging content, our goal is to ignite the curiosity and passion of individuals looking to embark on a fitness journey or seeking a fresh start in their routine. Understanding our target audience is crucial to tailor our message effectively. Whether it's reaching out to fitness enthusiasts eager for new challenges, beginners seeking guidance, or individuals looking to find a supportive community, we are committed to developing targeted marketing strategies that speak directly to their aspirations, needs, and desires.

What problem will this project solve?

The problem this marketing project will solve is the lack of awareness about the gym's existence, services, and unique offerings. By implementing effective marketing strategies,

the project will increase visibility and ensure that the target audience knows about the gym's presence and what sets it apart from competitors.

3- **ORGANIZATIONAL PROFILE**

Name: Fit4less

Industry: Health and Fitness Centre

Fit4Less was established in the year 2011.

Headquarters: London, Ontario, CA

Parent Company: GoodLife Fitness

Mission: To provide every Canadian with the opportunity to live a fit and healthy good life.

Client:

Address: 5150, Yonge Street, North York, ON M2N 6L6

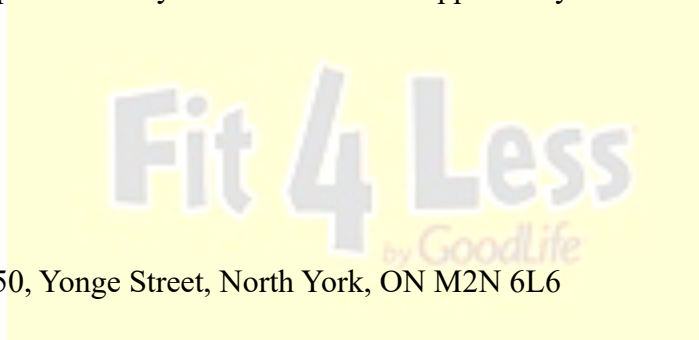
Incorporation Date: 15 November 2018

Franchise Status: Active. It is owned and operated by Fit4Less and is not a franchise.

Number of employees: Seven employees

Services and Facilities: Fit4Less provides its members with a variety of services and facilities, such as:

- Fit4Less provides a selection of exercise classes taught by trained instructors. These classes provide things like 30-minute circuit training, personal training, and tailoring diet plans.



- There are additional facilities like tanning booths, massage chairs, and hydro beds to relax after a strenuous workout.
- Fit4Less offers members 24-hour access to its facilities so they can work out whenever it's convenient for them.

The gym provides two membership choices to meet various demands and financial situations.

Impact on society: The gym actively promotes health and well-being in nearby areas through a variety of projects, including sponsoring local exercise competitions.

In general, our client is a well-known health and fitness club that tries to make fitness accessible and affordable to a variety of people. With its modern amenities, a wide range of services, and adaptable membership options.

4- **PROJECT GOALS, OBJECTIVES, AND OUTCOMES**

Goals

- **Increase Gym Memberships:** The primary goal of this project is to attract new members and increase gym memberships.
- **Enhance Brand Awareness:** The project aims to increase brand visibility and awareness within the target market, ensuring that the gym becomes top-of-mind for individuals seeking fitness solutions.

Objectives:

- **Implement Targeted Marketing Strategies:** Objectives include developing targeted marketing strategies like social media marketing, email marketing, and referral

programs to reach specific segments of the target audience, such as beginners, fitness enthusiasts, or specific demographics.

- **Enhance Online Presence:** Increase the gym's online visibility and engagement by utilizing social media platforms and other digital marketing channels to reach and connect with the target audience.

Outcomes:

- **Increased Membership Base:** This project will result in an increased number of gym memberships, indicating that more individuals are joining the gym and committing to their fitness journey.
- **Increased Revenue and Business Growth:** Ultimately, a successful marketing project will contribute to increased revenue for the gym, reflecting the growth and success of the business.

5- SWOT ANALYSIS

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is a strategic planning framework used to assess the strengths, weaknesses, opportunities, and threats of a business or a project. It provides a structured approach to understanding and evaluating the internal and external factors that can impact an organization's success. I have done a SWOT analysis of the gym to get a better understanding of the current situation.

Strengths	Weaknesses
<input type="checkbox"/> Affordability and cheaper plans <input type="checkbox"/> Updated and professional equipment. <input type="checkbox"/> Qualified trainers <input type="checkbox"/> Gym is open 24x7	<input type="checkbox"/> Competitors are in proximity. <input type="checkbox"/> No additional services like sauna, steam room, swimming pool, etc. <input type="checkbox"/> Basement location. Leads to issues like condensation during winter. <input type="checkbox"/> Less space to work out.

Opportunities	Threats
<input type="checkbox"/> Growing health and fitness industry. <input type="checkbox"/> Increasing awareness of health benefits. <input type="checkbox"/> Corporate Wellness programs. <input type="checkbox"/> Technological advancements.	<input type="checkbox"/> Home and online workouts are gaining popularity. <input type="checkbox"/> Inflation / Economic conditions <input type="checkbox"/> Safety risks <input type="checkbox"/> Competition

6- PESTEL ANALYSIS

A PESTEL analysis is a strategic tool used to assess and analyze the external factors that can impact the marketing efforts of our client. It evaluates the Political, Economic, Sociocultural, Technological, Environmental, and Legal factors that could influence the gym's business environment. Conducting a PESTEL analysis is crucial for

this project as it helps in understanding the broader context in which the gym operates and identifies opportunities and challenges that may arise from these external factors.

Political Factors:

- **Health and Safety Regulations:** Fit4Less needs to adhere to health and safety regulations to ensure a safe environment for customers. This involves regular inspections, maintenance of equipment, cleanliness, proper ventilation, fire safety measures, and adherence to building codes.
- **Employment Laws:** Fit4Less must comply with labor and employment laws, which include regulations related to minimum wage, working hours, overtime pay, employee benefits, and workplace safety.
- **Advertising and Marketing Regulations:** There are regulations governing gym advertising and marketing practices, such as truth in advertising laws, restrictions on claims about health benefits, and rules on disclosure of pricing and membership terms. Compliance with these regulations helps prevent misleading or deceptive practices and ensures transparency in advertising.

Economic Factors:

- **Economic conditions:** Economic downturns or recessions can impact consumer spending on discretionary items like gym memberships. Unemployment rates and disposable income levels can also influence the affordability of Fit4Less memberships.

- **Inflation:** Rising inflation can lead to increased costs of equipment maintenance and marketing expenses, potentially affecting Fit4Less's operational costs and pricing strategies.

Sociocultural Factors:

- **Health and wellness trends:** Growing awareness of the importance of fitness and health can positively impact the demand for Fit4Less gym memberships. The emphasis on maintaining an active lifestyle can drive people to join fitness facilities.
- **Demographic shifts:** Changes in population demographics, such as an aging population or an increase in younger individuals, can impact Fit4Less's target market and require adjustments in marketing strategies.

Technological Factors:

- **Equipment advancements:** Fit4Less gyms need to stay updated with the latest fitness equipment and technologies to provide a competitive experience for their members. Embracing technological advancements can enhance customer satisfaction and operational efficiency.
- **Digital marketing and online platforms:** Leveraging digital marketing channels, social media platforms, and mobile apps can help Fit4Less reach a broader audience and engage with potential members effectively.

Environmental Factors:

- **Sustainable practices:** Fit4Less gyms can adopt environmentally friendly practices such as energy-efficient lighting, water conservation measures, and waste management to reduce their environmental footprint. Promoting eco-friendly initiatives can attract environmentally conscious customers.

Legal Factors:

- **Employment laws:** Fit4Less needs to comply with employment laws regarding fair labor practices, working hours, minimum wage requirements, and workplace safety regulations.
- **Data protection and privacy:** With the collection of personal information from members, Fit4Less must ensure compliance with data protection and privacy laws to safeguard customer data.

7- PROJECT SCOPE

A project scope defines the specific goals, deliverables, tasks, and boundaries of a project. It outlines the project's objectives, timelines, resources, and the overall work that will be included or excluded from the project. The main scope of this project is to improve our client's brand identity and image by focusing our efforts on marketing strategies. To facilitate better marketing of the gym, this project aims to develop and implement a comprehensive marketing strategy. This will include conducting market research to identify target audiences, creating a strong brand identity, by leveraging

digital marketing channels, and using email marketing techniques and referral programs to improve the membership base.

8- MARKETING STRATEGIES

Marketing strategies are a set of tactics and activities designed to promote a product, service, or brand and reach a target audience. Implementing a marketing strategy for our client/gym is essential for several reasons:

1. Attracting new members
2. Increasing membership base
3. Retaining existing members
4. Differentiating from competitors
5. Building brand awareness
6. Maximizing revenue

In order to achieve the above-mentioned points, we are proposing three marketing strategies for our client.

- ☐ Social Media Marketing
- ☐ Email Marketing
- ☐ Referral Program Marketing

9- PROJECT DELIVERABLES

Project deliverables are the tangible and measurable outcomes or results that a project aims to achieve. They represent the final products, services, or documents that are produced during the project. With the help of this project, we aim to deliver:

1. A Comprehensive Marketing Plan
2. Digital Marketing Assets (Social Media Handle)
3. A Strong Social Media Presence
4. Email Marketing Campaigns for personalized messages
5. Community-building Initiatives with the help of Referral Programs

These deliverables will collectively contribute to the success of the marketing project, helping the gym achieve its marketing goals, increase brand awareness, attract and retain members, and foster a positive and engaging gym experience for its community with an overall goal to expand the business and increase revenue.

10- TARGET AUDIENCE

Target audience is the specific group of individuals or customers that a company or brand aims to target with its products, services, or marketing campaigns. This group is identified based on factors such as demographic characteristics, psychographic traits, behavior, or a combination of these factors. Identifying the target audience is crucial for successful marketing as it allows companies to understand the needs, preferences, and buying behaviors of their potential customers. By targeting their marketing efforts specifically toward this audience, companies can create tailored messages and promotional activities that resonate with their target customers, leading to higher engagement, conversions, and brand loyalty.

Key Finding:

We conducted an interview with our client regarding the audience the gym is targeting for its marketing and advertising strategies and what we learned is that the gym does not have a marketing strategy of its own, so it does not know which audience to target. However, the client helped us understand the current trend and demographics of its membership base. The current membership curve is that people who live in the vicinity and who have easy access to the gym, are members of the gym. Moreover, people who do not work a regular 9 to 5 job and need access to a gym that is open 24 x 7 have taken membership at the gym, as our client operates 24 x 7. Also, people looking for a budget-friendly and affordable gym to workout are members as there is no other gym in the vicinity that offers such low rates as membership fees. The three main sections of people who are currently members at the gym are people who live near the gym, people who need access to the gym 24 x 7, and people looking for a budget-friendly and affordable place to work out.

Research:

Following our conversation and interview with our client, we conducted market research to understand in which direction and what audience our client should target for their marketing strategies. What we learned is:

1. Young adults (18-34 years old) are the largest age group who frequent the gym at 60.60%.
2. This is followed by the 35 to 54 age group at 30.70%.
3. People aged 55 or older make up 22.3% of gym members.

4. Meanwhile, members under 18 years of age make up 16.10%.
5. The largest race/ethnic group of gym-goers are Caucasian/White and/or non-Hispanic (66.34%), followed by Hispanics (12.78%), and African Americans (12.30%).

Recommendation:

Based on our conversation with our client, market research and understanding of the fitness industry demographics we recommend our client to target the following audience for its marketing strategies:

1. **Teenagers (16-19):** This age group is often focused on high school or college life. They may be interested in fitness programs tailored to their age, such as youth sports training, or workouts that prioritize fun and socialization. We can target this age group with our social media marketing plan as many teenagers from ages 16 to 19 are active on social media.
2. **Young Adults (20-25):** As young adults transition into college or their early careers, they mainly prioritize managing stress, staying fit, and maintaining an active lifestyle. We can tailor our marketing efforts to highlight the benefits of exercise for mental health, physical well-being, and overall stress reduction. We plan to target this age group using our social media, email marketing, and our referral program scheme as many young adults are active on social media, use emails for professional communication, and are a perfect audience for word-of-mouth referral marketing.
3. **Young Professionals (26-35):** This group may have established careers and seek gym facilities that cater to their busy schedules. We can emphasize convenience, flexible membership options, and classes or training sessions that can be integrated into their

work-life balance. We recommend our client target this age group mainly using the email marketing strategy as a large audience in this age bracket are working professionals who access emails multiple times a day. Our client could also depend on this age group for referral marketing.

11- SOCIAL MEDIA MARKETING

In today's digitally connected world, social media has become an integral part of our daily lives. It has revolutionized the way we communicate, connect, and consume information. As a gym, harnessing the power of social media is not just an option but a necessity. Social media platforms offer a unique opportunity to engage with your audience, build a vibrant community, and showcase your gym's offerings and values. With millions of active users, social media provides an expansive reach, allowing you to connect with potential members far beyond your physical location.

Key Finding

We conducted an interview with our client and what we learned is that the gym does not have a personalized social media handle. The gym has one social media handle for Fit4Less as a company but not for my client's location.

(https://instagram.com/fit4less_canada?igshid=MzRlODBiNWFlZA==)

The gym not having a personalized social media handle is a missed opportunity for online visibility and engagement. Here are some key points to consider:

1. Lack of online presence
2. Limited brand awareness

3. Missed customer engagement.
4. Limited promotion and events reach.

Recommendation

We can address this gap by establishing a social media presence to leverage the numerous benefits the gym has to offer. By creating and managing a social media account, the gym can expand its reach, build brand awareness, engage with the audience, and foster a thriving online community. It will allow the gym to effectively communicate its unique value proposition, promote events and offerings, and amplify member experiences, ultimately driving growth and success in the digital age. Social media marketing offers numerous benefits. Here are some key advantages:

1. Increased brand awareness and visibility
2. Enhanced customer engagement and communication
3. Targeted advertising and audience segmentation
4. Increased website traffic and lead generation

Research

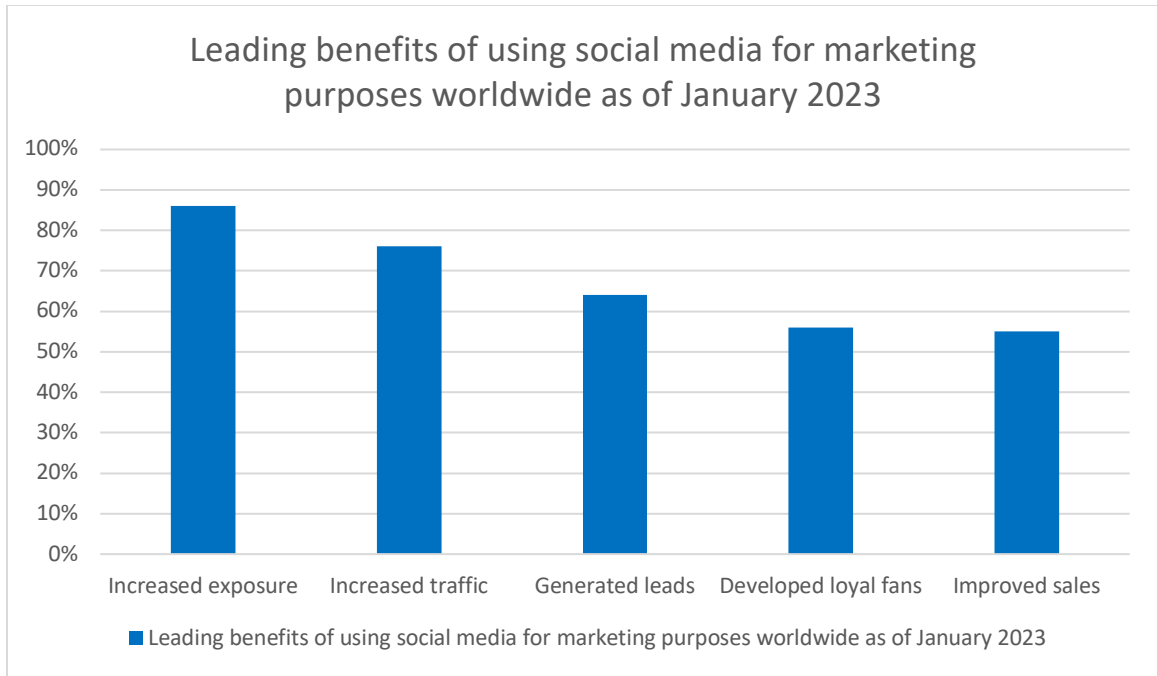
We recommended this marketing strategy for our client based on the following research-

1. **Increased Brand Exposure and Reach:** Social media platforms allow gyms to showcase their brand, facilities, classes, and trainers to a wide audience. By leveraging social media marketing, gyms can increase their brand exposure and reach a larger number of potential customers. According to an article published by Medium,

social media marketing enables gyms to "reach a broader audience, build brand awareness, and engage with customers directly".

2. **Targeted Advertising and Audience Segmentation:** Social media platforms provide advanced targeting options to reach specific demographics and interests. Gyms can utilize these features to target individuals based on location, age, fitness goals, and interests relevant to their services. An article by Up Launch, highlights the effectiveness of targeted advertising on social media platforms, stating that it allows gyms to "announce promotions, list your gym's location and hours of operation, and educate people about the value of being physically fit placing particular emphasis on how your gym or fitness program would work for them."
3. **Community Building and Engagement:** Social media platforms provide opportunities for gyms to build an online community and engage with their members. By sharing fitness tips, success stories, and behind-the-scenes content, and responding to comments and messages, gyms can foster a sense of belonging and loyalty among their customers. According to an article on Digital Marketing Institute, social media allows businesses to "attract more followers and earn higher retention rates as a result."

Below is a chart that emphasizes the benefits of using social media marketing:



12- EMAIL MARKETING

In today's digital landscape, where communication is predominantly online, email marketing has emerged as a powerful tool for businesses, including gyms, to connect with their target audience. With its ability to deliver personalized messages directly to inboxes, email marketing offers unique advantages and opportunities.

Email marketing allows gyms to cultivate a direct and ongoing relationship with their members and prospects. It provides a platform to share relevant content, including fitness tips, nutrition advice, motivational stories, and exclusive offers, keeping subscribers engaged and informed.

Key Findings

Our research and conversation with our client helped us understand that Fit4Less has a general email marketing program in place, but our client does not have a personalized email marketing program. A significant gap without an email marketing program is the missed opportunity to establish direct and personalized communication with members and prospects. Here are some key points to consider:

1. Lack of targeted communication
2. Limited customer retention
3. Missed Revenue opportunities.
4. Inability to share valuable content.
5. Limited insights and analytics.

Recommendation

We can address this gap by implementing an email marketing program. By creating targeted email campaigns, the gym can establish direct communication channels, deliver personalized content, nurture relationships with members, and drive engagement and retention. This program will enable the gym to maximize revenue opportunities, share valuable content, and gain valuable insights to continuously improve its marketing strategies and meet the needs of its audience.

Research



- Expect a \$42 Rate of Interest for every \$1 spent on email marketing.
- Customers have said that 49% of them enjoy getting weekly emails from their preferred companies.
- "99% of email users check their inbox every day, with some checking 20 times a day.
- Of those people, 58% of consumers check their email first thing in the morning. (Opti Monster, 2020)
- 84.3% of consumers say they check their emails at least once a day. (Path wire, 2021)"

13- REFERRAL PROGRAMS

A referral program holds immense importance for any business, including gyms. It taps into the power of word-of-mouth marketing, leveraging the trust and influence of satisfied customers. By incentivizing members to refer their friends, family, and colleagues, a referral program not only drives customer acquisition but also fosters a

sense of loyalty and engagement within the gym community. Referrals often result in high-quality leads, as potential customers are more likely to trust recommendations from people they know. Additionally, a referral program can generate a positive cycle of growth, where happy members become brand advocates, bringing in new customers and contributing to the overall success and expansion of the gym.

By implementing a referral program, the gym can tap into the power of member advocacy, drive customer acquisition, and benefit from social proof. It encourages active engagement from members and provides a structured approach to generate a consistent flow of new customer leads.

Research

There is a widespread belief that word-of-mouth advertising is the most effective type. This is since customers' reviews of products or brands have a big impact on other people, especially those they are directly acquainted with.

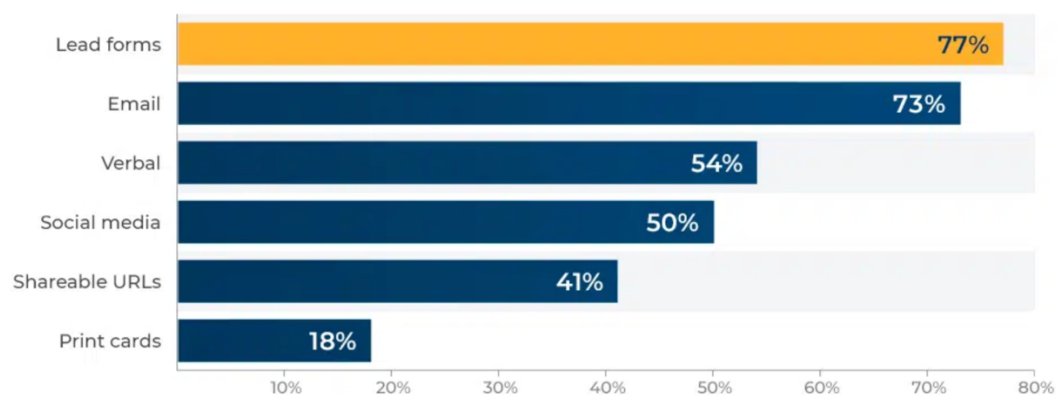
1. Referred customers generate 16% more profits. (Extol)
2. Only 30% of companies have a sales referral program. (Forbes)
3. 29% of referrals come from social media, while email accounts for 23%. (Score)
4. 82% of upper management claim word of mouth creates the best leads. (Get The Referral)
5. 83% of customers say they want to give a referral but only 29% do. (Referral Rock)



Most Popular Referral Methods



TRUELIST



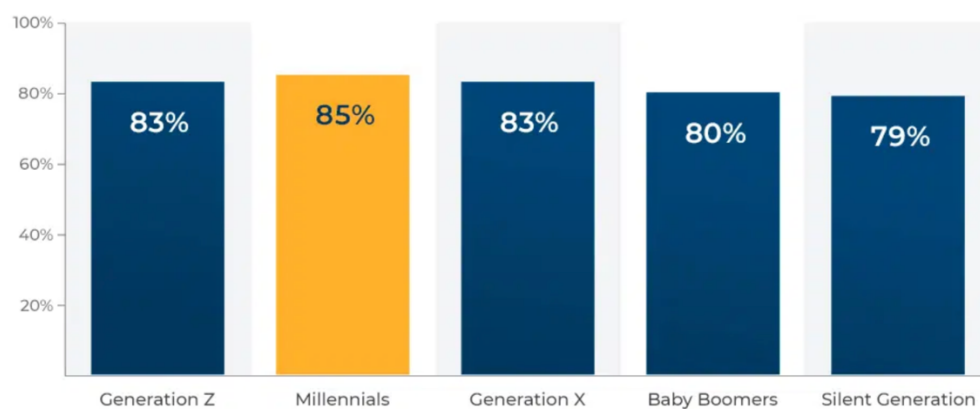
Source: Score



Trust in Referral Marketing by Age



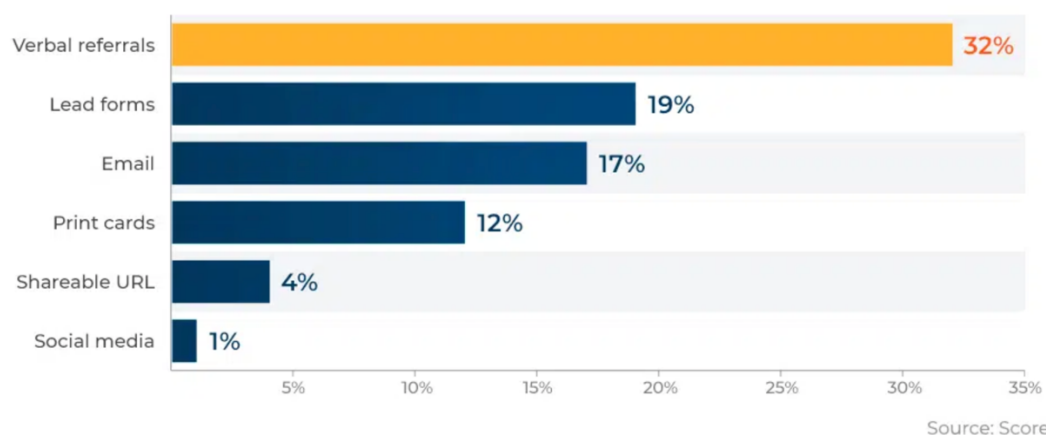
TRUELIST



Source: Extol



Sales Conversion Rate by Referral Methods



Over a two-year period, businesses using referral tactics see growth in up to 86% of cases. Small businesses, where 82% of owners report their new business originates mostly from referrals, should pay particular attention to these referral statistics.

- ☐ Only 13% of referral programmes have a tiered reward system, compared to 86% that do not.
- ☐ In 50% of referral programmes, promoters receive monetary compensation.
- ☐ The most typical value of a dollar credit referral is \$10.
- ☐ Regarding referral rewards with a discount, the most typical reward value is a 20% discount; this rule holds true for all industries.
- ☐ 35% of companies that provide gift cards as referral incentives also provide a wide range of merchants from which the gift cards can be redeemed.
- ☐ In 72% of referral programmes, the promoter and the individual they recommended receive the same amount of incentive value.
- ☐ In almost 85% of referral programmes, the buddy who was suggested is immediately rewarded after being invited to the promotion.

14- PROJECT RISKS

Project risks refer to potential events or circumstances that could have a negative impact on a project's objectives, timeline, budget, or overall success. These risks can arise from various sources, including external factors, uncertainties, resource constraints, or unforeseen challenges. Identifying, assessing, and managing project risks is crucial to minimizing their impact and ensuring successful project execution. Regular risk monitoring and adjustments are essential throughout the project's lifecycle to adapt to changing circumstances and maximize the chances of achieving project success. In this project, several risks may be identified that could potentially impact the project's success. Here are some potential risks:

Project Risk	Description
Low Referral Participation	There is a risk that the referral program may not gain sufficient traction among gym members, resulting in a low number of referrals. Lack of participation could lead to limited new customer acquisition through the referral program.
Competitive Market	The gym industry may be highly competitive in the local area, making it challenging to stand out and attract new members.
Member Disengagement	If members do not find the gym's content and offerings engaging, they may become disinterested in participating in the referral program or actively promoting the gym to their networks.

Data Privacy Concerns	The collection and management of customer data for the email marketing program may raise privacy and data protection concerns. Non-compliance with data protection regulations could result in legal issues and damage the gym's reputation.
Social Media Hacks and Cybersecurity	Unauthorized access to social media accounts can lead to unauthorized posts, leaks, or the spreading of misinformation, causing reputational damage and loss of control over the brand's narrative.
Content and Design Issues	Poorly designed or irrelevant content can result in low engagement and a negative perception of the brand. Consistency in branding and content quality is crucial.
Timing and Frequency	Sending emails at inappropriate times or bombarding subscribers with too many messages can lead to fatigue and reduced open rates.
External Factors	External factors, such as unexpected events like a pandemic or adverse weather conditions, could disrupt planned events, promotions, and marketing initiatives.

15- PROJECTED RESULTS

The outcome of the Gym Marketing Project will be a comprehensive and cohesive marketing strategy that positions the gym as a thriving fitness community and attracts new members while fostering loyalty among existing ones. With the successful implementation of the marketing plan and referral program, the gym can expect the following outcomes:

Revenue Growth

The combined effect of new member acquisitions and improved customer retention will result in a positive impact on the gym's revenue and profitability. According to an article on LinkedIn, *“A well-defined marketing strategy leads to an increase in business sales and marketing. This directly impacts the revenue generated as the more you reach out to people, the more they reach out to your business or brand.”*