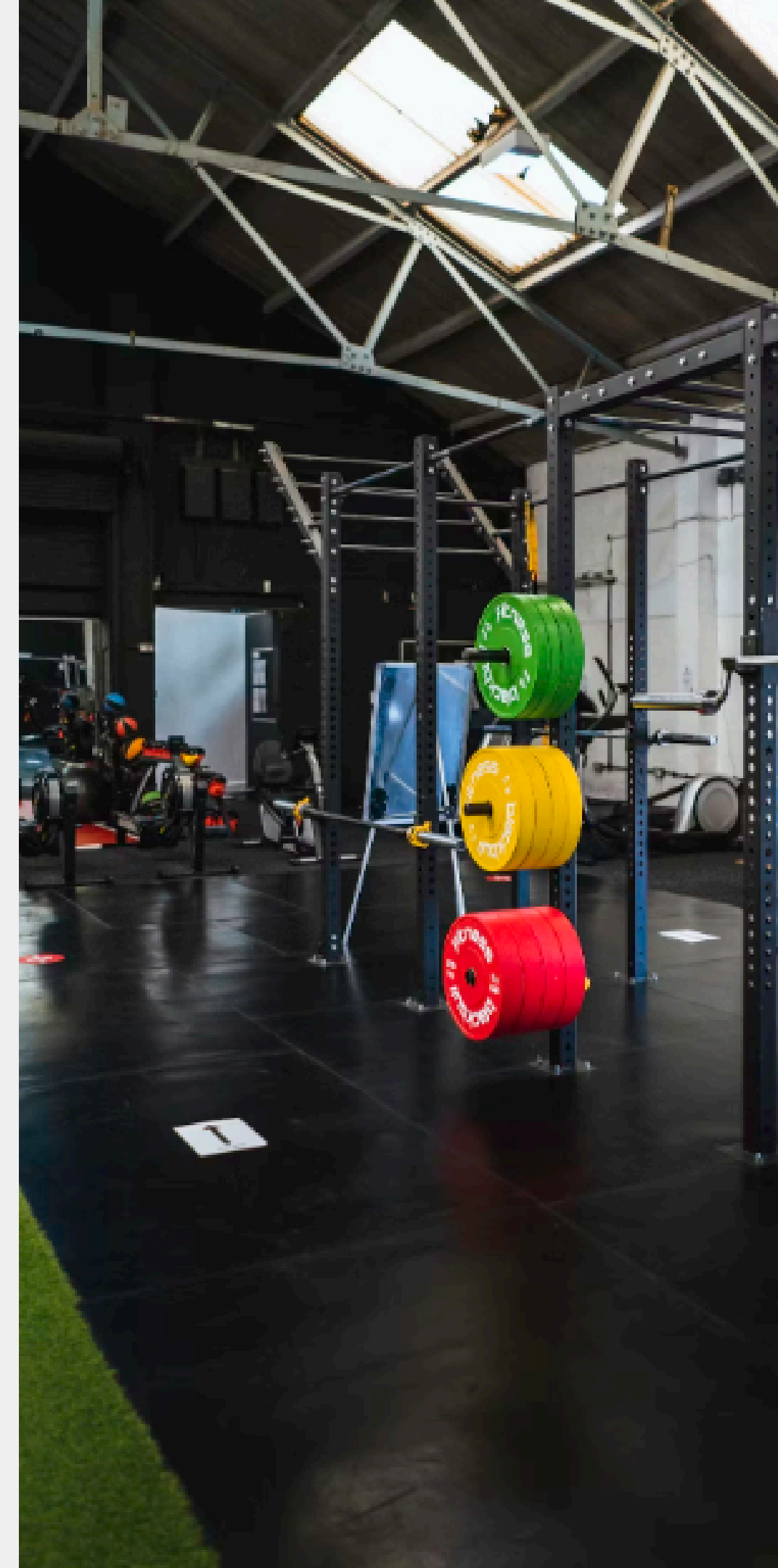




THE GYM MARKETING -STRATEGY BREAKDOWN

Breaking into The Fitness market

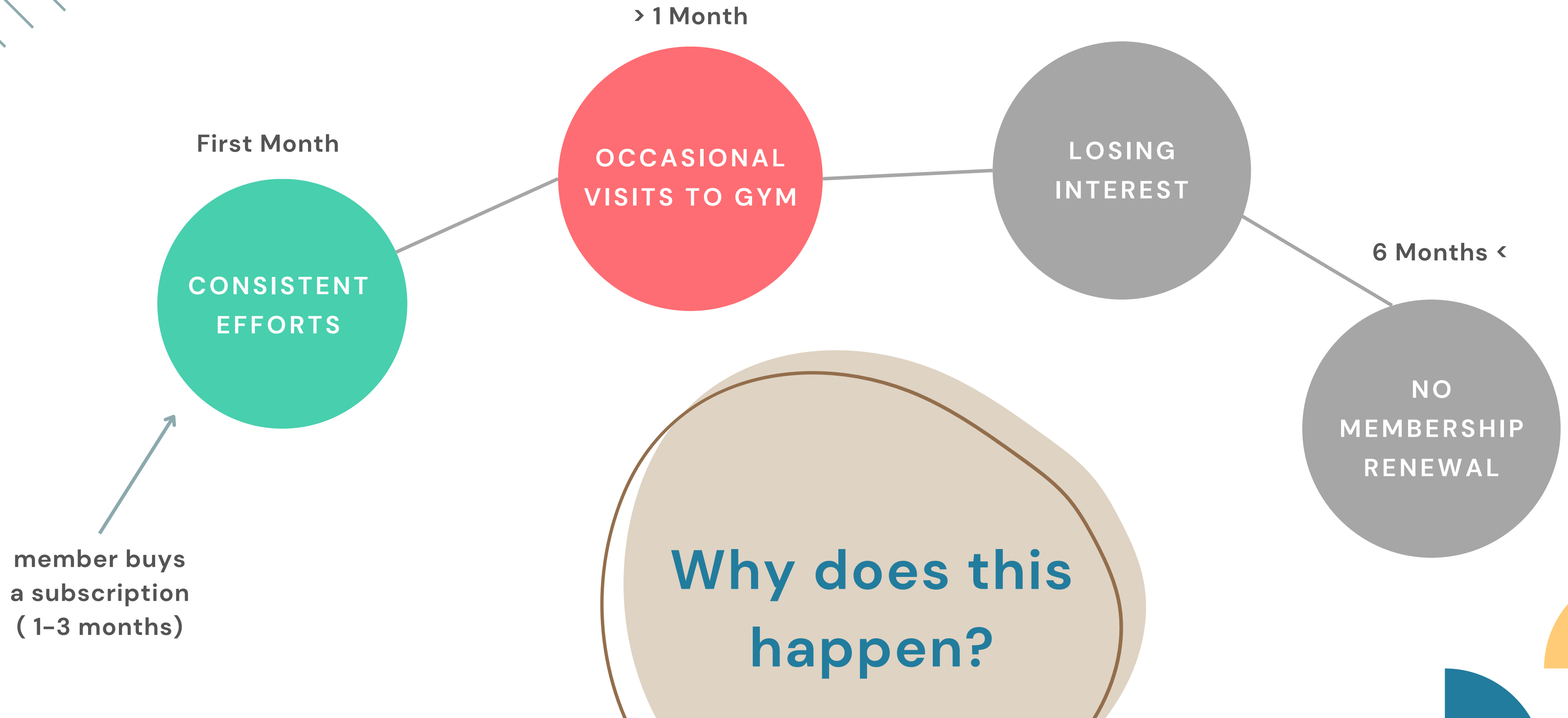
By Ritesh Shirke



PROBLEM STATEMENT

The interest of the Indian population towards fitness has increased with the rise of social media and 30,000 gyms exist in India alone, yet why does the average annual revenue for gyms amount to only 15 lack rupees (Guesstimate)?

MEMBER JOURNEY AFTER JOINING THE GYM



NOTE

Many gyms interestingly, do not suffer from the lack of quality equipment, yet they face these issues

CORE ISSUES TO RESOLVE

Knowing the **high churn** of a gym business, we try to overcome profit leakage by **identifying the core causes...**

01 - GYM LOCATION

02 - NO TARGET AUDIENCE

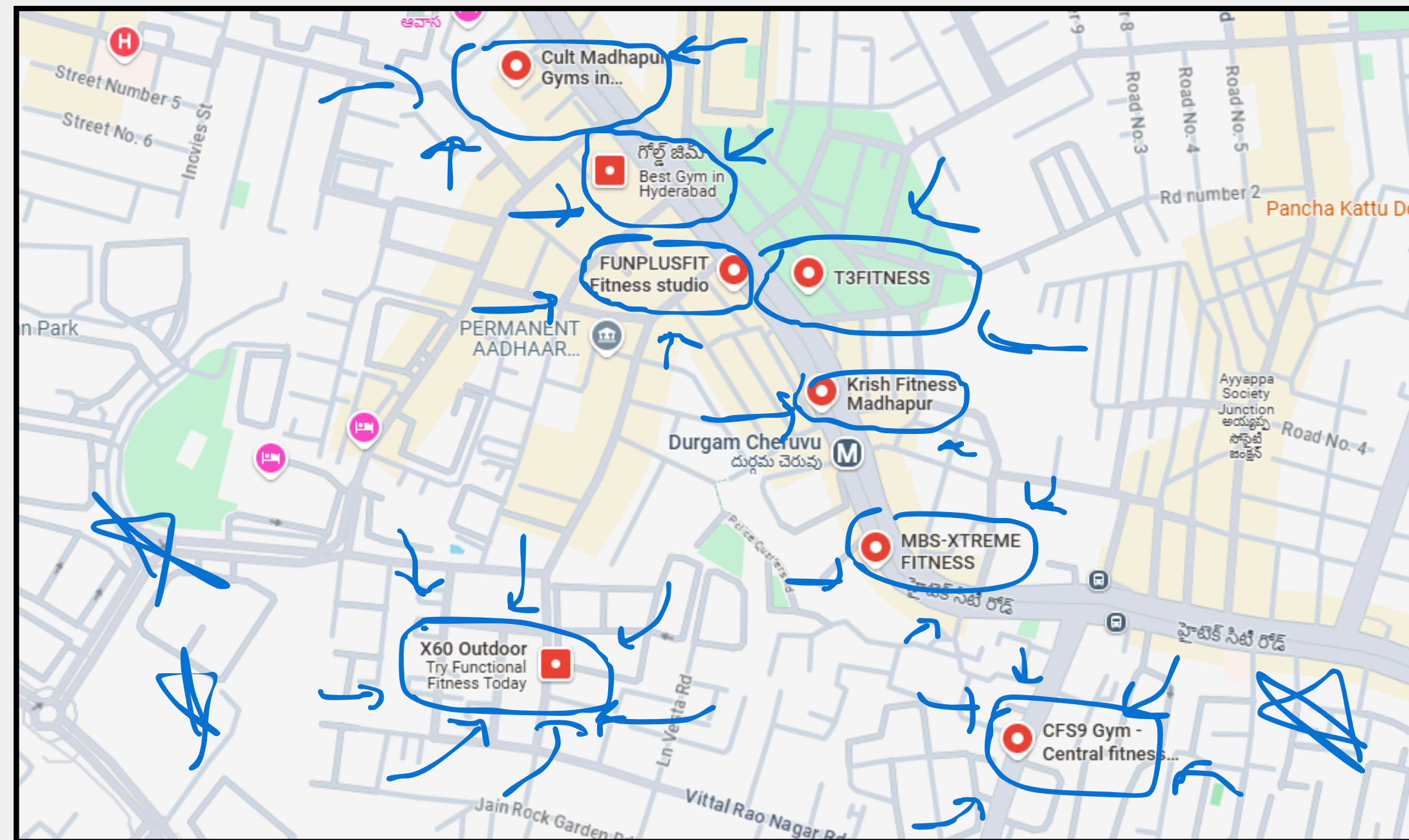
03 - POOR MARKETING

04 - LOW RETENTION

01 - GYM LOCATION

The **gym location** plays a vital role to gain an unique position in the market.

This is because a **major factor** into choosing a gym from the perspective of a customer is its **distance**



01 – GYM LOCATION

We see that the location has a **huge impact** on the acquisition of new customers.

- Closer the gym is to customers, the easier it for the gym to grow.
- In an Urban area, if the gym has an optimal location where other competitors do not have their presence within optimal distance, then it would be a big advantage in attracting customers. (For gyms the preferable travel distance tends to be around 1–2 km)



Closer the gym is to customers, the easier it for the gym to grow



In an Urban area, if the gym has an **optimal location** where other **competitors do not** have their presence within optimal distance, then it would be a big advantage in attracting customers.
(For gyms the preferable travel distance tends to be around 1–2 km)

02 - NO TARGET AUDIENCE

Being in the fitness industry, we see different kind of people with their own goals in mind:

A - FITNESS ENTHUSIASTS

B - MOBILITY & HEALTH FOCUSED

C - REHABILITATION/ RECOVERY

02 - NO TARGET AUDIENCE

Most gym's **do not have any target audience**, despite the customers coming in for different needs. This explains why many members that sign up for the gym lose interest after a while, because the **"GENERAL" trainers and marketing** is aimed at promoting muscle growth rather than basic fitness/ mobility/ rehabilitation, which many customers would pay for.



SAME POSITIONING!!

03 - POOR MARKETING

Many gyms have **poor marketing strategies** set in place

**Poor Social Media
Presence**

**No Paid
advertisements
(SEO, Meta Ads,
etc.)**

**No Seasonal
Offers**

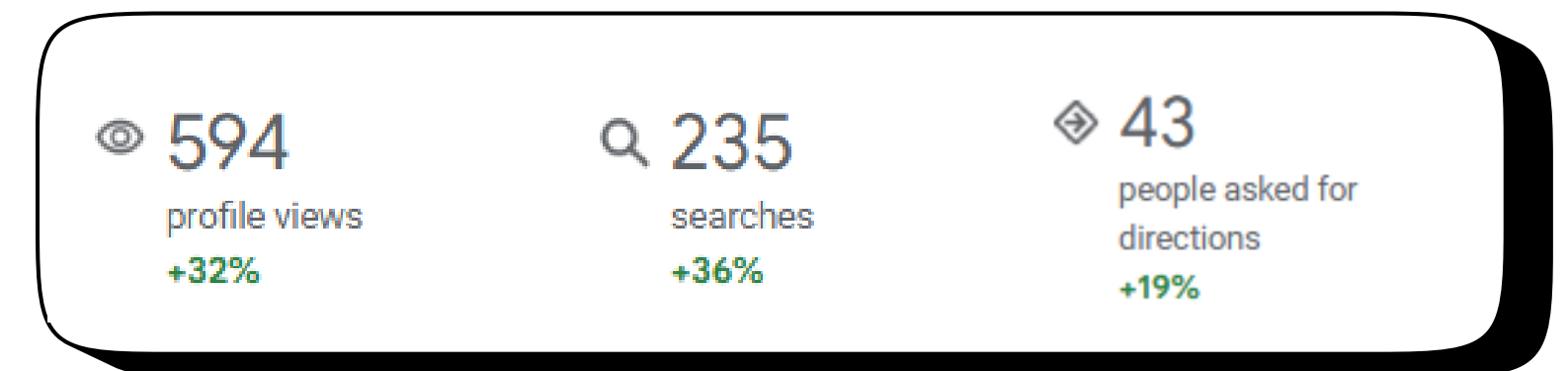
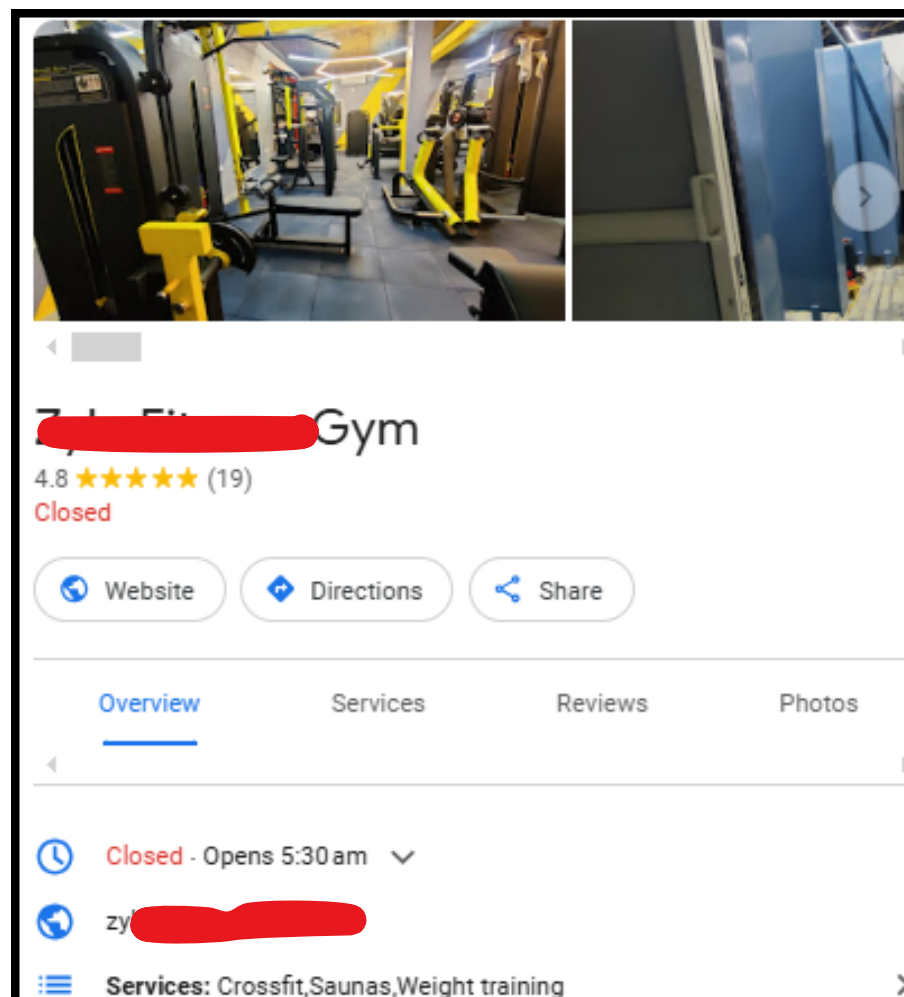
**No referral system
set in place**

IMPLEMENTING REAL-TIME MARKETING SOLUTIONS

A FITNESS GYM (FREELANCING PROJECT)

STEP 1: CREATED GOOGLE BUSINESS PROFILE

A significant portion of traffic for brick-and-mortar businesses come from their Google Business Profile, but it is often poorly maintained. So we created and optimized the profile to rank higher and attract new customers.





COLD START PROBLEM

HOW TO GET MORE REVIEWS FOR THE GOOGLE BUSINESS PROFILE?

**GIVE A BENEFIT IN EXCHANGE FOR LEAVING A REVIEW, FOR EXAMPLE, A
DISCOUNT ON THEIR MONTHLY MEMBERSHIP.**

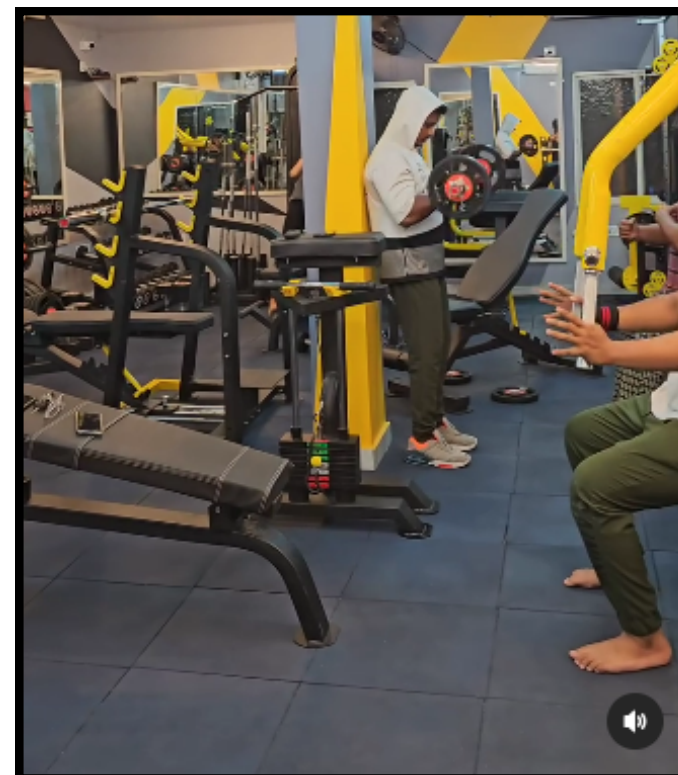
**THIS HELPS GET THE GOOGLE PROFILE NEW MORE VISIBILITY IN THE EARLY
STAGES OF THE GYM.**

IMPLEMENTING REAL-TIME MARKETING SOLUTIONS

STEP 2: PAID ADVERTISEMENTS

By putting effective paid advertisements, we can funnel in new customers that would otherwise not know about the gym. Here we use a **video based advertisement** and share it across **community social media handles**, along with **offline flyers** (This works for smaller communities)

Video
Advertisement



New
Interested
Leads



IMPLEMENTING REAL-TIME MARKETING SOLUTIONS

STEP 3: SEASONAL MARKETING

We can take advantage of seasonal marketing to **attract new customers**, and also **upsell existing customers**

EXAMPLE:

To attract new Customers:

Hey Sandeep, this is Aarij from XYZ fitness, I noticed you visited our gym a month ago, so I wanted to reach out letting you know we have a limited time 30% discount for Diwali, would you be interested in this?

To upsell existing customers:

Hey Riyal, this is Aarij from XYZ fitness, I'm reaching out to let you know we have a few open spots for our trainer, and we are offering a 20% discount for members during this Diwali season. Let me know if we can get you started?



IMPLEMENTING REAL-TIME MARKETING SOLUTIONS



STEP 4: REFERRAL SYSTEM

A very effective system of gaining new customers from existing members, is to give a **benefit** to both the person who refers someone, and the person that was referred. This allows for a significant inclination to call refer any friends or person they may know.

eg, A small discount/ personal training offer for the first 'X' weeks.



04- LOW RETENTION

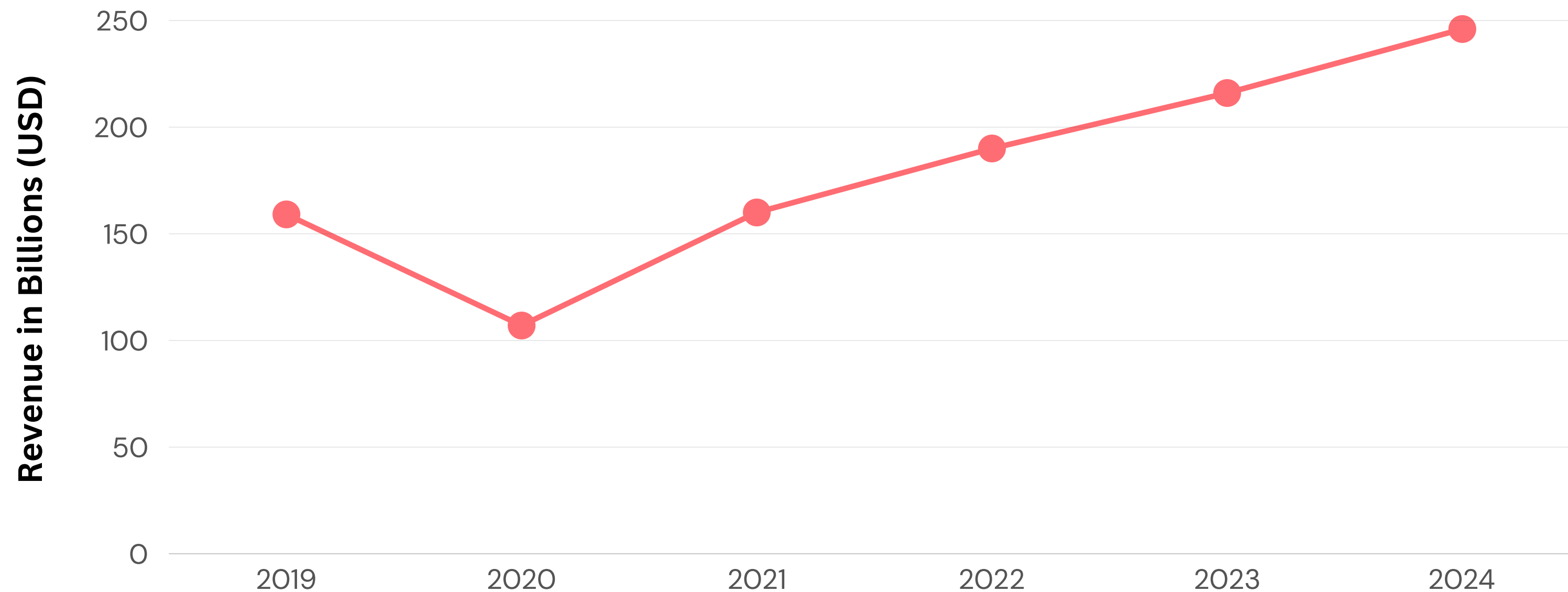
To address low retention, we adopt a goal oriented training program

Here are measures we take to make sure members hold a long term goal without losing interest.

- Regardless of if they have a personal trainer, we can help them understand the **different areas within fitness** and help them find their interest.
- Make a **progress tracking system** which allows members to see progress which keeps them motivated
- Allow **Trainers to be more interactive** with all members to create an environment where everyone can see some level of progress. This helps the retention increase many fold.

MARKET TRENDS

We see that as social media took off, it looks like people are coming to realize the importance of health & fitness. Which is why it is important for fitness businesses to understand how to capture customers with emerging interests.





THANK YOU