

Fitness MARKET

SOCIAL MEDIA STRATEGY

Including a market research and segmentation of Riyadh population

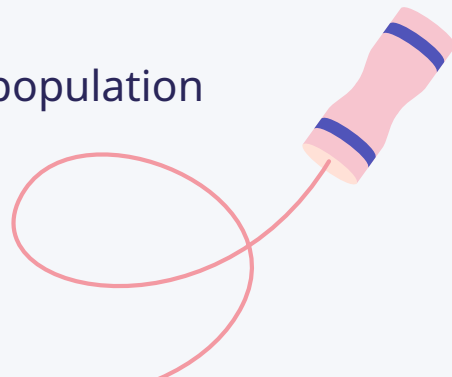




TABLE OF CONTENTS

01

**Market
Overview**

02

**Competitors
Analysis**

03

**CONTENT
IDEATION**



01

Market Overview



Overview

Total Riyadh population
8,591,748

According to the Saudi General Authority of Statistics mentioned the population of **international citizens** living in Riyadh reached to **4 million** by 2022.

1,012,243
Females
(international)

3,140,295
Males
(international)

3,209,408
Total Females

5,382,340
Total Males

Data sources:

<https://database.stats.gov.sa/home/indicator/545>

TOTAL ADDRESSABLE MARKET

The youth population has raised over the last five years in Saudi Arabia, which resulted a massive growth of fitness services.

**Youth
Population**

**Health
Recovery**

A study on linkedin at 2018, described the increasing cases of health issues such as heart problems, asthma, and diabetes are the major factors driving the fitness market growth in Saudi arabia.

Article sources:

<https://www.linkedin.com/pulse/saudi-arabia-fitness-services-market-driven-increasing-ankur-gupta/>



Target Market (TM)

Young Population Segmentation

Geographic

Riyadh

Arabic / English

Winter season

Demographic

23 - 47 Y.O

Male / female

Single / Married

Locals / int

Mixed Religion

Educated

Psychographic

Personal trainer

Get on shape

Morning people

Social environment

Busy Working days

Behavioral

Investing on health

Social media active

Easy to become loyal

Online adaptable

TikTok

Instagram

Youtube

Article sources:

<https://www.referralcandy.com/blog/what-is-market-segmentation>

Target Market (TM)

health Rehabilitation Segmentation

Geographic

Riyadh

Arabic / English

Winter season

Demographic

43 - 60+ Y.O

Male / female

Single / Married

Locals / int

Mixed Religion

Executive positions

Psychographic

Health trainer

Rehabilitation

Morning people

Social environment

Behavioral

Investing on health

Social media mediocre

Hard to become loyal

Barely online adaptable

LinkedIn

Instagram

Youtube

Article sources:

<https://www.referralcandy.com/blog/what-is-market-segmentation>



02

Competitors Analysis



ANALYSIS

Major Competitors 26 Organized fitness

There are around 26 organized fitness services providers in Saudi Arabia. Here are the major key players in the market:

- **Fitness Time**
- **Gold's Gym**
- **BodyMasters**
- **Fitness First**
- **World Gym**
- **B-it**

Article sources:

<https://www.linkedin.com/pulse/saudi-arabia-fitness-services-market-driven-increasing-ankur-gupta/>

ANALYSIS | Major Competitors

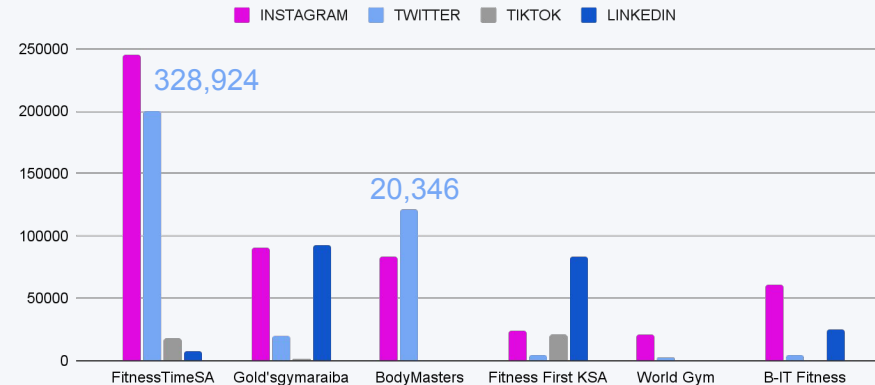
26 Organized fitness

Most these accounts have massive number of followers but the engagement rate is very low; which might be cause of the ability to buy followers.

Number of followers in social media platforms

	INSTAGRAM	TWITTER	TIKTOK	LINKEDIN
FitnessTimeSA	244,89	328,924	17600	7,435
Gold'sgymaraiba	90,8	20,346	1,646	92,273
BodyMasters	83,032	120,769	0	0
Fitness First KSA	23,548	4,709	20500	83,000
World Gym	21,244	2,656	325	191
B-IT Fitness	60,458	4,664	202	25,346

Number of followers in social media platforms



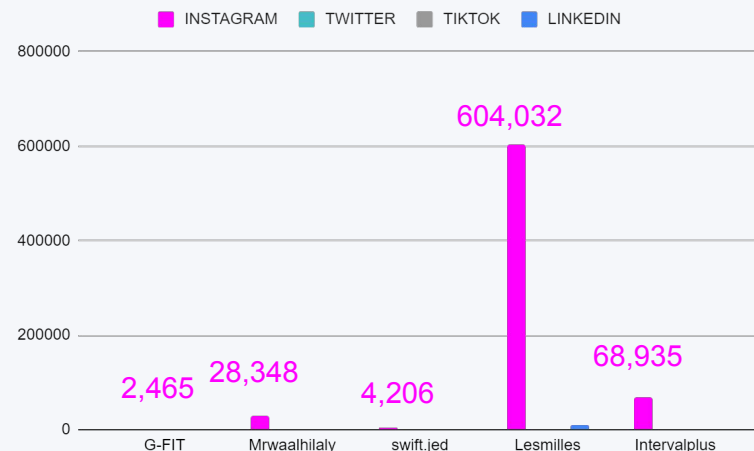
Data sources:

<https://socialblade.com>

ANALYSIS | Major Competitors

UnOrganized fitness at KSA

Number of followers in social media platforms				
	INSTAGRAM	TWITTER	TIKTOK	LINKEDIN
G-FIT	2,465	0	0	0
Mrwaalhilaly	28,348	0	0	0
swift.jed	4,206	0	0	0
Lesmilles	604,032	510	0	9,000
Intervalplus	68,935	0	2,652	310



Data sources:

<https://socialblade.com>



03

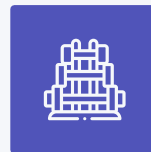
Content Ideation

THE PILLARS OF SOCIAL MEDIA STRATEGIES



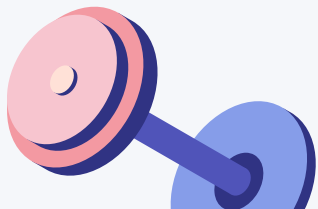
CONTENT IDEATION

Content ideation involves brainstorming ideas for content that will engage your target audience. This could include thought-provoking questions, polls, surveys, stories and discussions. It is important to consider the interests of your target audience and new trends



PLATFORM SELECTION

Careful platform selection is essential for successfully reaching your target audience. Additionally, you should analyze which platforms are most popular with your desired demographic and tailor your strategy to reach them more effectively. Keep up to date as there might be new trends that affect engagement

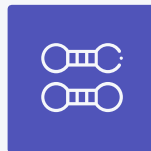


THREE GOALS OF A SOCIAL MEDIA STRATEGY



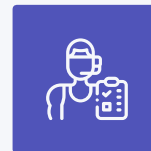
MORE REACH

To increase reach, it is important to create content that resonates with your target audience and utilizes the most effective methods for reaching new viewers



ENGAGEMENT

Improving engagement involves creating content that encourages users to interact with your posts. Responding to comments in a timely manner is great way to show appreciation for their participation



CONVERSIONS

Creating content that drives conversions entails promoting sales or generating leads for your business. This could include hosting giveaways, offering discounts or coupons to followers or targeted ads





SIX IDEAS FOR POSTS

MONDAY

A quote or thought provoking message which is related to your brand and encourages engagement

TUESDAY

Behind the scenes of your product/service. Share a photo or video of what goes into creating the item/service

WEDNESDAY

Fun fact about your company or industry in order to engage followers with something educational

THURSDAY

Ask followers for their opinion by posing an interesting question or encourage user-generated content

FRIDAY

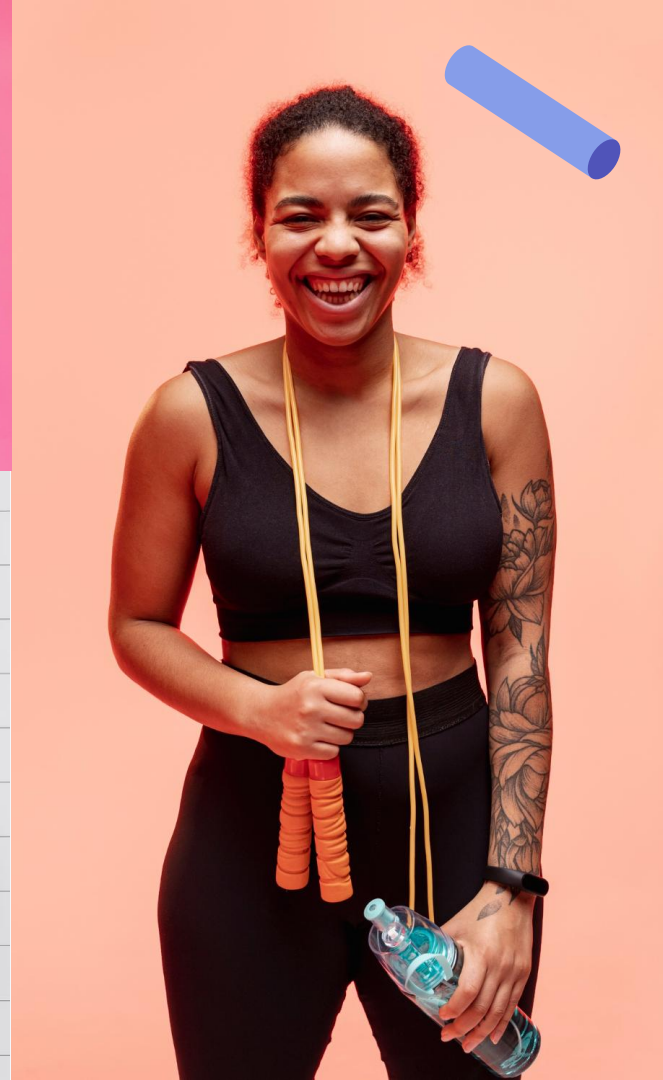
Feature customer success stories to highlight how customers have benefited from using your product/service

SATURDAY

Showcase upcoming events or promotions that are coming up so people know when to look out for them

“A DAY WORKING WITH ME”

This trend shows the perks of your company and helps you establish brand identity





123,123

Keep track of interactions with your posts



Social media is all about people



[illegible]

A TABLE FOR YOUR SCHEDULES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
TIKTOK	REELS	Working out	Stories	A day with me!	Giveaway
INSTAGRAM	Story	Post	-	Reel	Story
TWITTER	Answer FAQs	History thread	Fun facts	Quotes	-
SNAPCHAT	Vision board	How it's made	Inspirations	-	Tips
whatsaap	-	Feedback form	-	Special event	Free topic
Linkedin	Our company	Motivational post	Showing Services	Corporate videos	Morning Post

Planning your content a month ahead

	Month (01-05) Date	Month (06-10) Date	Month (11-16) Date	Month (17-25) Date	Month (26-31) Date
Brainstorming	Ideas				
Content creation	Content stage				
approval			Client approval		
Design/Vid-edit			Design & Video Editing		
approval				Last touches & feedback	
Publish					Set dates to publish

Any Questions?

Let's Make some Noise