



# FLEX FUSION

MARKETING PLAN





# Who are we

We are Flex Fusion, a gym that will give you the experience of a better lifestyle. From having your own personalized workout plan, from one of our professional coaches, to making your own post workout smoothie and using our facilities to get the ultimate post workout recovery. We want our customers to thrive . Physical activity can help you think, learn, problem solve, and enjoy an emotional balance. We want Flex Fusion to be your safe space, somewhere you can fulfill a better quality of life.

**FLEX FUSION**

# Our Logo



F L E X F I T N E S S



# Our goals

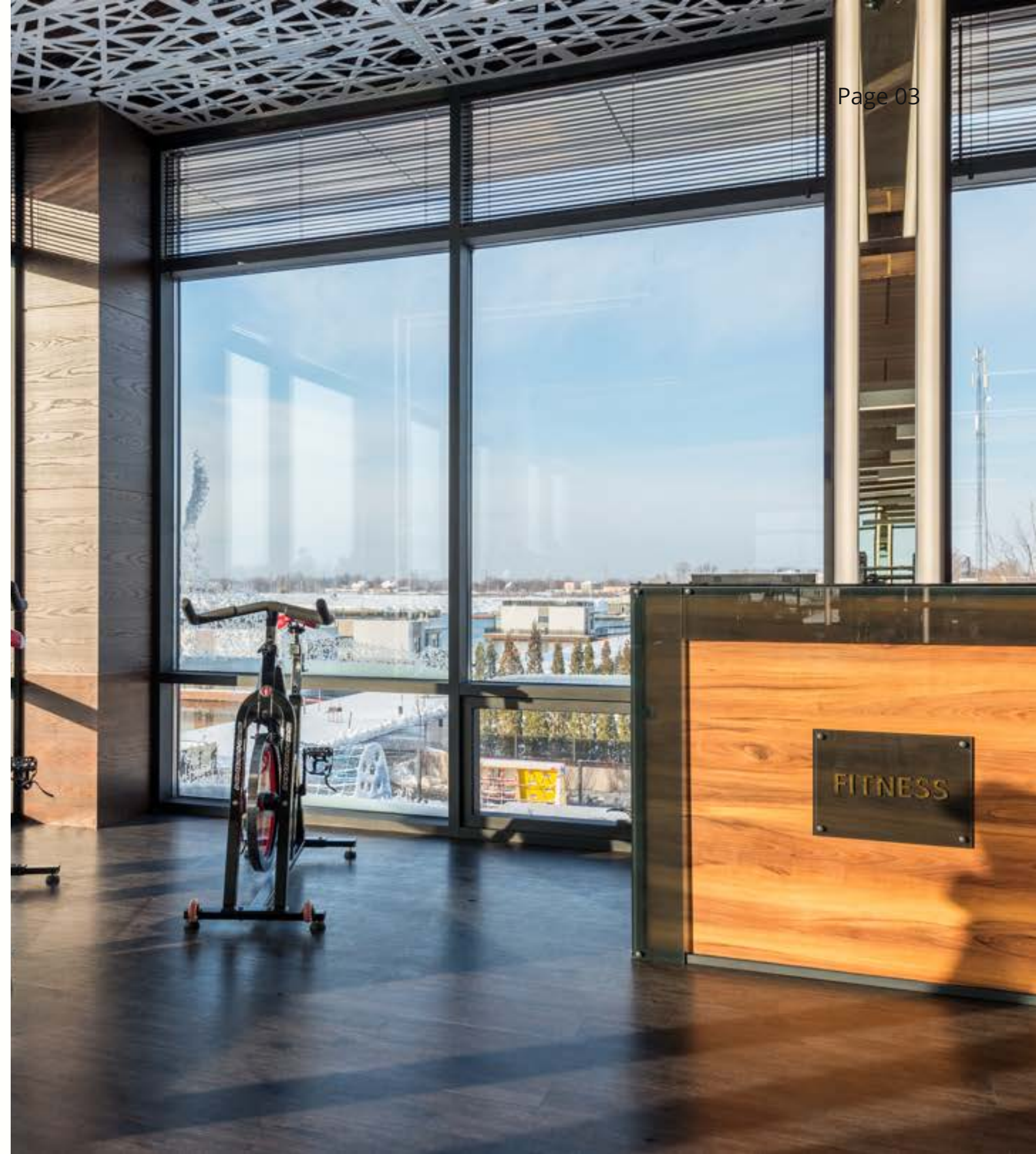
- Reach a wider audience
- Get people to know our brand (build brand awareness)
- Get people to discover the rewards of been part of our gym
- Get people to invest in our gym (get a membership)





# Who is our audience

- People of all ages, mostly young and in shape crowd
- People with former gym experience
- People that are intrested in health and fitness
- All age and gender inclusive







# Know our audience

We will begin to research our audience by

- Knowing our competitors (how they do marketing, what do they offer)
- Creating interviews to people that actively go to a gym (pitching them the new gym services) and watching their reactions and feedback.
- Use focus groups (send invitation through email to know users or to random people in different areas) (have a theme of what to talk about to achieve our goal) (ex. How do people perceive different gyms?)
- Post surveys on instagram, tik tok to gauge interest in the services features. Developing insights into the prospects and customers (building personas).

# Our platforms

## Instagram

- Instagram has 2 billion active monthly users.
- Instagram is the world's third most-used social platform (tied with WhatsApp!)
- Instagram is the world's second-favorite social media platform.
- Instagram is the 4th most-visited website in the world.
- Nearly 85% of Instagram's audience is younger than 45
- Instagram is the preferred platform of social media users aged 16-34.

## Tik Tok

- The TikTok App Has Been Downloaded 4.7 Billion Times.
- It Was the Most Downloaded App of 2021
- Based on Hashtags, Entertainment is the Most Popular Content Category
- It's the Sixth Most Popular Social Media Platform Worldwide. Behind Facebook, YouTube, WhatsApp, Instagram, and WeChat.
- The Average User Opens TikTok 19 Times Per Day.
- Data in the UK : percentage of internet users who use TikTok. As of 2021, 27.86% of 13-17 year olds and 40.32% of 18-24-year-olds are using the platform to create and consume video.
- According to the latest Statista report (2023), 38% of survey participants are willing to tolerate advertising in exchange for free access to certain services, which is 4% more than the total number of adults surveyed.

## Snapchat

- Snapchat has over 280 million daily active users.
- Its unique features, such as disappearing messages, filters, and stories, have made it a favorite among Gen Z and Millennials. Snapchat's continuous updates and improvements have kept users engaged and excited about what's next.







# Creating content

## Instagram

- Informative posts
- Reels about the membership, offers, the experience you will get, “how does a day of someone who goes to our gym looks like”, influencer posts.
- Pictures of the place.
- Stories

## Tik Tok

- Trendy audio posts
- Mini workouts
- Facts
- New activities
- Challenges

## Snapchat

- Short snaps of how the gym looks like
- people working out
- the different classes we offer







## ● Instagram

For instagram we will post every day in stories. To stay on peoples feeds and remind them to sign up, the importance of mental and physical health. Giving them a “taste” of how their days at the gym would look like. Be present in peoples lifes.

We will post for every important announcement and event. Mainly every Monday (start of the week, motivate people). Wednesday (middle of the week, keep presence), friday and saturday (a way to enjoy your weekend).

## ● Tik Tok

We will post videos (clips, snaps) every two days on events we had, day in the life, workouts, benefits of working out on your mental health, jumping in on trends. The goal is to be fresh in peoples minds.

## ● Snapchat

Every two days. Mostly announcements, important dates coming, offers in membership.



# Posting schedule





# How we will measure progress

## Memberships

How many new memberships we sold each week- monthly.

## Likes and follows

Likes and follows per week. Analytics on instagram, tik tok and snapchat.

## Interactions

How many interactions in form of calls, emails, comments on social media per week. Keep a record on all the progress per week and then overall each month.





# WHY ARE WE UNIQUE

"what seems impossible today will one day  
become your warm up."

- Flex Fusion





# What do we offer

## workout classes

We offer group classes which have been plan by our certified coaches. Each day will consist in a different muscle group.

## Make your own protein shake

We offer a smoothie bar where based on our research and nutritionist are the ultimate ingredients your body needs pre and post workout. Nourish yourself!

## Good quality equipment

A variety of new workout equipment to target each part of your body. Working every muscle in a different way.

## Personal Workouts

We also offer personalised workouts planned by our professional coaches after an interview and assessments on your metrics and goals.



# Membership offer

**25%  
OFF**

Your first membership







# Meet Our Team



**Jack Monroe**  
co founder



**Alejandra Pazos-Smith**  
co founder



**Mackenzie weeks**  
co founder



# Studio Contact



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