



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 .

By the mind-body connection, physical activity can help you think, learn, problem solve, and enjoy an emotional balance. We want Flex Fusion to be your safe space and somewhere you can fulfill a better quality of life.

FLEX FUSION

WHY ARE WE UNIQUE

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

- Flex Fusion

Our Logo



F L E X F I T N E S S

Strengths

- Small gym (privacy, comfortable)
- Not intimidating
- Family friendly
- Bath doesn't have many gyms
- Personalized workout plans
- Post workout support

Weaknesses

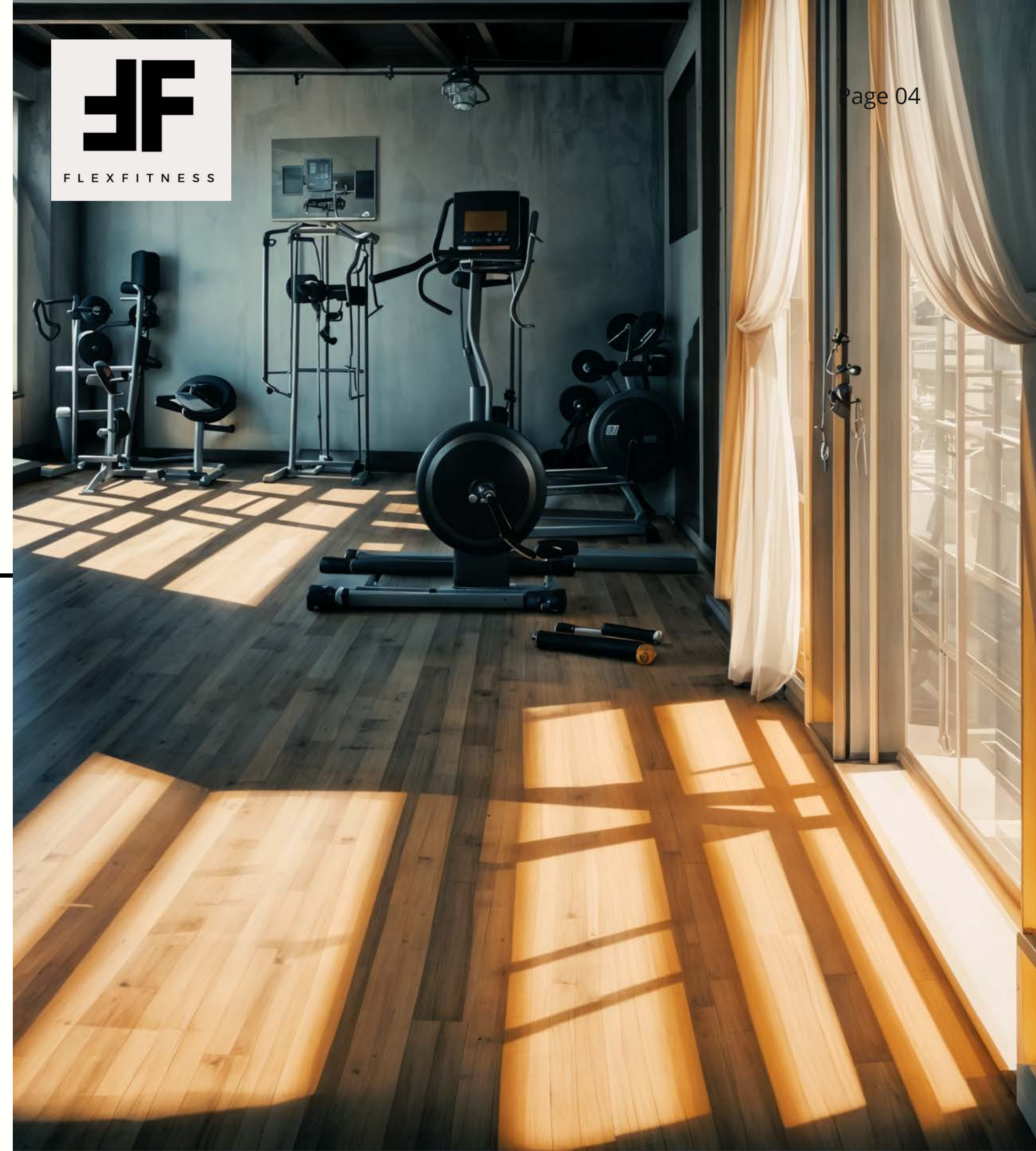
- Small team
- Competitors have more resources
- Competitors already have brand awareness

Opportunities

- The interest in health/fitness in the community is growing (demand)

Threats

- cost of living could change the priorities of people.

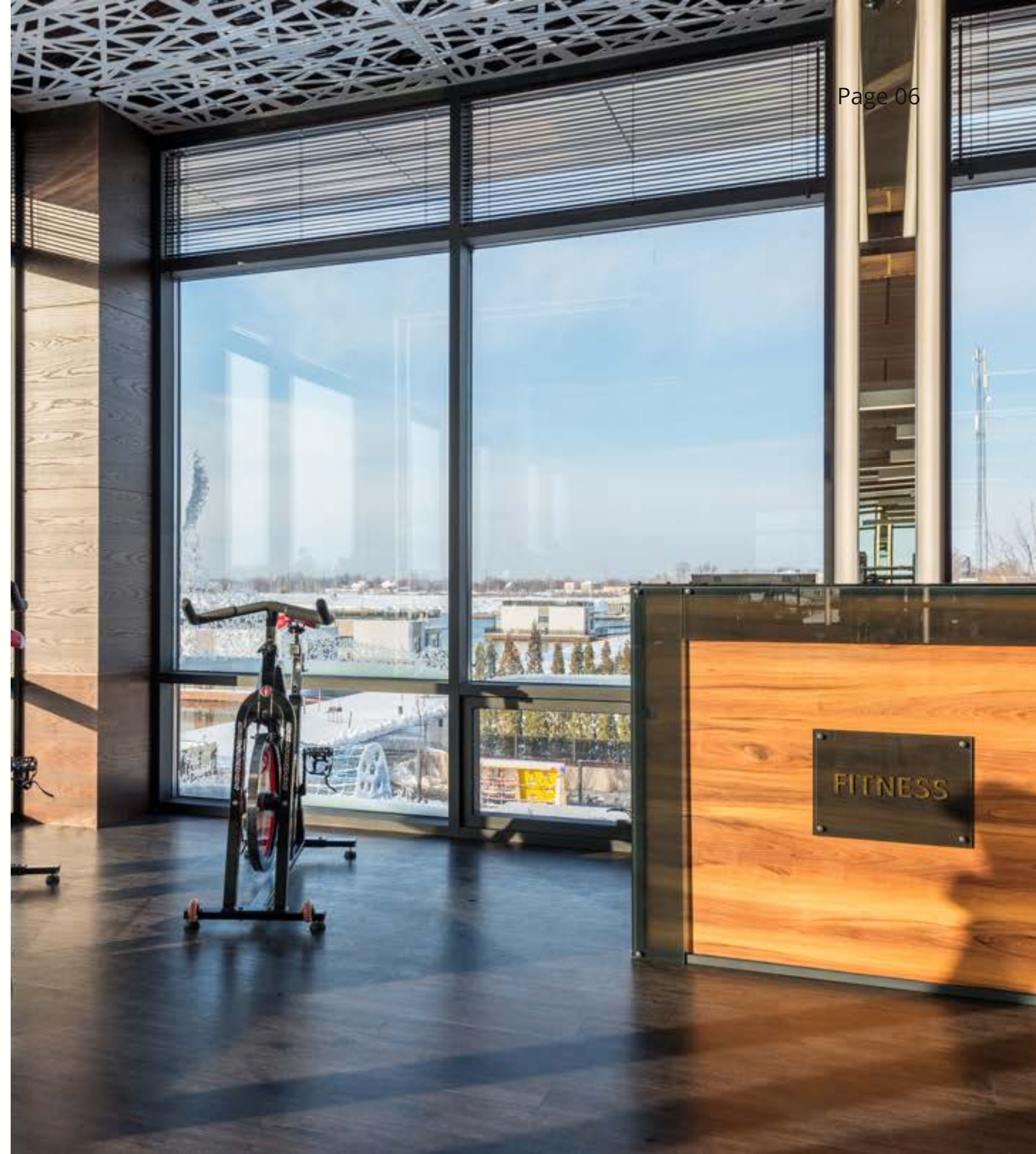


Our goals	S	M	A	R	T
<ul style="list-style-type: none">● Reach a wider audience	By knowing our audience, using multiple platforms as well as reflecting our brand's identity.	By 200 likes per post, 1000 follows on our social media	100 follows 25-30 likes monthly	Because there is an interest in health and fitness,	by Dec 2024
<ul style="list-style-type: none">● Get people to know our brand (awareness)	Prioritising consistency, give back to our costumers and partnering with like minded influencers	Interactions with audience (by 35 comments per post)	10 comments weekly	increasing our brand awareness will ultimately increase	by Dec 2024
<ul style="list-style-type: none">● Get people to discover the rewards of been part of our gym	Sharing informative content of the services we offer and their benefits	150 Memberships	25 memberships monthly	profitability.	by Dec 2024



Who is our audience

- People of all ages, mostly young and in shape crowd
- People with former gym experience
- People that are interested 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 lives.

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



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.



Creating our community

Give back

- Builds loyalty
- Forms a community

Membership offer

25% OFF Your first membership

Free Trial

if you are interested in joining our gym get up to 3 days trial to





Meet Our Team



Jack Monro
co founder



Alejandra Pazos-Smith
co founder



Mackenzie weeks
co founder



Studio Contact



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