



Girls Girls Girls Health and Wellness Center

Marketing Plan

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1.0 EXECUTIVE SUMMARY:

Girls Girls Girls Health and Wellness Center is a women only fitness club located in the Railroad Square Art District of Tallahassee, Florida. This wellness center focuses on women in order to provide them a safe space to exercise and enjoy the various services that we have to offer with their female counterparts. In addition to regular gym equipment such as treadmills and weights, Girls Girls Girls offers fitness classes, personal trainers, a cafe, a full spa, and other fitness/wellness facets.

The main target market will be women that are aged 18-35 in the Tallahassee area. Going further in depth, our priority market segment will be college students; those attending Florida State University, Florida Agricultural and Mechanical University, and Tallahassee Community College. Other subsets of markets will include recently graduated college students and young professionals. All market segments being targeted are physically active, have some form of social media with a network of at least 50 women, and have moderate disposable income.

There will be multiple communication avenues in order to market Girls Girls Girls Health and Wellness Center, but the central message will stay the same: Girls Girls Girls is a wellness center that emphasizes the community and empowerment of women through exercise and recreation. It also houses equipment and facilities tailored for women, giving our members a better experience overall. Our goal is to be inviting to women who are looking to better themselves and feel welcomed by their female counterparts.

The marketing strategies of Girls Girls Girls Health and Wellness Center will mostly be electronically sent to our target market. The main avenues of communication include social media, text, and email. As for physical marketing, we will advertise with billboards and flyers around the city of Tallahassee. Internal marketing for our current members will also occur by utilizing an app and a website. This allows for members to stay up to date with any events or promotions that we may offer.

The total marketing budget will be \$24,010. The budget mainly accounts for the different mediums that we will be utilizing in order to communicate with our members and visitors, with the website/app and billboard signage costing almost two-thirds of the budget. This budget was created by researching different marketing mediums and how much they would cost monthly. Compared to our revenues, the budget of the marketing plan would only cost 8.6% of projected revenues. This plan will be effective in creating the revenue goals that are needed for success of this wellness center.

2.0 COMPANY SUMMARY:

Our company is named Girls, Girls, Girls Health and Wellness Center. We are an all female wellness center in Tallahassee, Florida located between Florida State University and Florida Agricultural and Mechanical University. We are fulfilling the need of a woman centered health center that promotes wellness, safety, and better physical health. We are offering a place for women to come and better themselves in an environment where they can be themselves. What sets our fitness center apart from any other is of course our exclusive focus on the community of women, but also, our state of the art equipment, classes, and other amenities such as a sauna and tanning beds. Our market offering is a range of memberships, class options, personal training, range of amenities, and cafe.

2.1 Mission statement:

Our mission aims for the advancement of women by providing them an exclusive wellness center in which they can enjoy the best of recreational amenities. We strive to create a comfortable environment and community of women, for women, to enhance their workout experience.

2.2 Company objectives:

- Accrue \$288,000 in first year membership revenue
- Have 100 member sign ups in the first month of opening
- Create \$1 million in revenue within the first 10 years, \$2 million by year 15
- Have at least 100 members retain their membership for over 4 years

2.3 Keys to success:

- Have at least 60 people sign up for each membership in the first year. If there were 60 people signed up for all 3 membership categories our first years membership revenue would be \$75,200. In addition to this, we would need extra membership revenue through classes to fulfill the \$24,800 deficit.
- Our company must be active in the community to garner attention for membership sign ups, especially in the first month and few months prior to opening. This community outreach would be through: attending college fairs (career fairs, booster events, ect.), visiting sorority houses and other women's clubs, contacting university faculty representatives, or passing out flyers in densely populated areas near the gym.
- To reach our 10 and 15 year goals we would have to expand. Expanding does not necessarily mean a new location, but making more room within the gym to be able to handle a higher volume of memberships.
- Through member incentives and deals, such as, discount drink day or reduced membership prices through referrals we will be able to gain a good rapport with our current members. Keeping current memberships active is important because they will market for us through word of mouth.

3.0 PRODUCT DESCRIPTION

With the advancement of women in mind, our products are designed to ensure that we have exceeded this goal. Our key products are the membership types, classes, and personal training sessions. These three products are instrumental to not only improving the physical aspects of our clientele, but their mental and spiritual aspects as well.

3.1 Membership Types

There are three different membership types that are available. The three memberships are the Rose, Gold, and Diamond memberships, each varying in price and benefits that are provided. With multiple memberships at different price points, more clientele with various amounts of disposable income can be reached.

3.1.1 Rose Membership

The Rose membership is the standard membership that is offered. This membership allows for the member to utilize all gym equipment and amenities. Amenities that are provided with this membership include the sauna, café, social/study areas, the Green Space*, and temporary lockers. (*The Green Space is the rooftop area housing grass.) This membership costs \$20.

3.1.2 Gold Membership

The Gold membership is an upgraded version of the standard membership. In addition to what the Rose membership provides, the Gold membership gives one free group class of the member's choice, a 10% discount at the café, and a free guest pass per month. (The free class and guest pass cannot be carried over into the next month. The free class cannot be applied to reformer classes.) This membership costs \$35.

3.1.3 Diamond Membership

The Diamond membership has the most benefits to offer out of the three memberships. In addition to what the Rose membership provides, the Diamond membership gives two free classes of the member's choice, two free guest passes, a 15% discount at the café, a discounted 30-minute personal training session per month, and a personalized locker. (The free classes, guest passes, and the personal training session cannot be carried over into the next month. The free classes cannot be applied to reformer classes.) This membership costs \$50.

3.2 Fitness Classes

Fitness classes will be available to all members and guests. There are currently three types of classes that will be offered: Yoga, HIIT, and Pilates. Each of these class types will have

different difficulties and progressions that ensure comfortability of the members and overall wellness progression. These different classes give members more opportunities to establish a close-knit community of health-oriented women.

3.2.1 Yoga Classes

Yoga is the mind and body practice that utilizes body positions, breathing techniques, and relaxation methods in order to achieve better health. The physical component allows for improved strength and flexibility while the mental component aids in lowering stress levels.

These classes will be taught by a certified yoga instructor and have a capacity for up to 30 participants. Duration of classes will range from 30 to 60 minutes. The cost of a yoga class will start at \$10 and can increase based on duration of the class and the amount of people in the class. This class will be performed in one of the group rooms or on the Green Space, if weather permits.

3.2.2 HIIT Classes

High Intensity Interval Training or HIIT, is a training regimen where high impact exercises are utilized in a short amount of time, to promote fat loss and muscle strength. Some HIIT exercises include sprinting, cycling, repeated lifting of weights, presses, and muscle holds.

These classes will be executed by a trainer specializing in high intensity training and have capacity for up to 12 participants. Duration of classes will be no more than 30 minutes. The cost of a HIIT class will be \$30. This class will be performed in one of the group rooms and throughout the club.

3.2.3 Pilates Classes

Pilates is a form of low-impact exercise that aims to strengthen muscles while improving posture and flexibility. The exercises that are performed mainly focus on the muscle improvement of the core. Members will get a choice of either doing the mat classes, or the reformer classes. Reformer classes will involve utilizing “the reformer” equipment during their Pilates classes.

These classes will be instructed by a certified Pilates instructor. The capacity for mat Pilates classes will be up to 10 people and 6 for the reformer classes. The mat classes will cost \$15, and the reformer classes will cost \$65. These classes will be performed in the designated group workout rooms.

3.3 Personal Training Sessions

Personal training sessions will be available for our members only. These sessions are one-on-one/limited group sessions where personal fitness trainers mentor the members through an exercise regimen. The program and nature of each individual session will be handled by the

trainer themselves, to yield the best possible health plan for the member. Costs will vary in these sessions based on the amount of people in the session, and the duration of the session. The average cost for a 30-minute session will be \$30. The average cost for a 1-hour session will be \$50. The average cost for a 2-hour session will be \$90. Packages for multiple personal training sessions are offered and will be handled via consultation by the personal trainer.

3.4 Nutritionist Sessions

Ways to improve their health, progress their performance and manage their weight. The set up that our Nutritionist has created will focus on our members pursuit to a healthy lifestyle, nutrition and fitness, and have weekly consults to poll the progress of each client. For this service/product offer will be an upfront fee of \$35-\$45 thirty minute session and \$60-80\$ for one hour sessions. If the member would like to purchase a package to pay a monthly plan which will be \$195-\$530 depending on the amount of visits the member wants to pursue. The introduction meeting will collect data on how the member's body works to match them with the best possible diet plan, and then continue creating a plan that will break down each meal and snack throughout the day.

3.5 Health Cafe

This "Healthy Cafe" is not just an outlet to get food, but rather it will be a place where we provide food for thought, food for the spirit, and food for the belly. With the title of "Health Cafe," we will be emphasizing the definition of health: "Health is a complete state of physical, mental, and well-being."and use that to correspond with our philosophy and menu. Our menu will align with our nutritionist and create dishes that fit specific diets such as; Vegetarian, friendly, keto, paleo, and ultra low fat.

Because the majority of our clients usually arrive either before work or after we are specifically making dishes for the two main meals. Each meal will be prepared and be in environment-friendly containers that fit all the needs for a meal. In addition on our menu and labels on our boxes will always provide the calorie count, protein, carb, and fat contents. The pricing for these meals will be between \$6.99-\$15.00. In addition to the meals set for diets, we will also be providing smoothies/shakes with grass fed whey protein powder, that will be used as meal replacements for post workout. These shakes will be designed to improve athletic performance, increase muscle performance, and help with weight loss. These menu items will be priced at \$5.00-\$8.45.

4.0 SWOT ANALYSIS

Health and wellness clubs are a \$35 Billion dollar industry and grows upwards of 5% annually. It will be crucial for our new business to understand how to mitigate risk and capitalize on opportunities to claim market share in a saturated industry. The seemingly untapped market of an all female gym requires heavy research and analysis into the internal and external factors that can drive Girls Girls Girls to success.

4.1 Strengths

Due to the unique business model for an all female gym we will be able to grant all women tailored workouts and specialized training that will better suit their requests. Gyms across the country will provide fitness classes in addition to the regular workout floor, but these workout classes are not targeted to a single gender. Girls Girls Girls will have classes specific to women giving the patrons of our gym a more thorough workout. The development of an all female gym will nurture support and encouragement between the patrons in a safe and comfortable environment. Girls Girls Girls will not only enable women to have a more enjoyable workout, but will also give them peace of mind knowing that the staff will be primarily women and free of judgement.

4.2 Weaknesses

As we bring another new gym into Tallahassee we will be fighting for market share from over thirty other competitors. The initial capital investment must be high enough to pull female patrons away from other existing clubs which will be expensive prior to the grand opening. Along with a large competitive set, available resources like space and land also pose a problem. With Tallahassee growing in student population by the year it will be difficult to find land suitable for a roughly 80,000 square foot building. Along with the tangible constraints there could be a sense of intimidation when entering an all female gym. There could be women who are just beginning their workout journey and feel self conscious about working out with other women who are more experienced gym member. Although the Girls Girls Girls mission statement is centered around a tailored and enjoyable experience, some women may feel more uncomfortable in an all female gym.

4.3 Opportunities

While it will take some time to gain notoriety among the Tallahassee population, after a year of operation Girls Girls Girls will have revenue to show for the following fiscal year. The mission and operational success will attract other female business owners who could potentially partner with the gym. With new partnership and investment, the gym will have potential to expand to a different region in Tallahassee or even to Gainesville. As an all female gym, Girls Girls Girls could bring a comfortable and fun environment to work out in college towns in the region. In addition to giving women a more comfortable workout, the development of an all female gym has the potential to catalyze the idea into national movement. Health and wellness clubs are already male dominated and Girls Girls Girls is here to change that.

4.4 Threats

There are gyms no more than a mile away from each other across tallahassee. With new research discovering new ways to work out, introducing a similar product will pose its threats to an all female gym. Girls Girls Girls will face push back from other gyms in the saturated market of Tallahassee. It will be crucial for the all female gym to be able to penetrate the market with a new spin on a traditional idea. Many students in college do not have a car for transportation, so proximity to the target consumer will be crucial to secure market share. With Girls Girls Girls being an all female gym, we will be leaving ourselves vulnerable to discriminatory lawsuits on the grounds of gender discrimination. For all health and wellness clubs there will always be the looming invisible threat of sickness. Frequent and proper cleaning and sanitation will be pertinent to the club's success .

5.0 MARKET ANALYSIS

5.1 Segmentation

The general target market of the Girls Girls Girls Health and Wellness Center are women aged 18 to 40 and are looking to become or continue to be active. In general, they are ones who enjoy exercise, partake in fun and new experiences with their friends, and have at least a moderate disposable income to enjoy some form of luxury. Following are seven potential market segments and their details:

5.1.1 Up and Comers

The Up and Comer market segment are made up of those aged from 25 to 44 and are found in suburban areas and second cities. The population is fairly sizeable and is evenly spread across the area codes 32301, 32303, 32304, and 32308; all area codes in the Tallahassee area. They are extremely active, and they ensure to keep balance in their life between work, social life, and leisure. This notion is reinforced as they are driven to make changes in these areas of their lives, with such examples going through continuing education, paying off any debts they may have, and improving their physical health. The median income in 2021 for this market segment is \$72,172, meaning that there is some disposable income within these households.

The value proposition that this market segment would respond to is that a membership here would help to improve not only physical health but other goals as well. Marketing a membership as a way to improve all avenues in one's life would be the most optimal way to create customers in this market.

5.1.2 Young & Influential

The Young & Influential is a market of 25 to 30-year-old adults that are connected within social networks and are technologically capable. Younger millennials and elder Gen Z are those who are a part of this group. Located in areas with colleges and universities, this segment tends to live in more urbanized areas, have a college education, and live around many businesses that improve quality of life. This segment is also very mobile, ensuring that they create balance in all aspects of their life. With a median income of \$66,802, this segment has some disposable income for things other than the necessities.

The value proposition that this market segment would respond to the best is a message that states a membership at Girls Girls Girls can provide an avenue to provide improvement in sociability and leisure. Knowing that they live in large social networks and value leisure, then ensuring to market the message that a member can come in with their friends and enjoy the various amenities that are offered within the health center, would be the most optimal way to create customers in this market segment. This segment is a priority segment to target as they are densely populated in the area of operation.

5.1.3 Upward Bound

Upward Bound households are households that focus on and boast about improving themselves as much as they can through any means. Comprising 25 to 44 year old adults (more

so towards the 30s and 40s), they are technologically savvy and enjoy creating updates on social media platforms about their daily lives. They also utilize their technology for other services such as banking and streaming. This group's average education level is a graduate degree along with dual incomes within one household. The interests of this group vary widely but share the common goal of showing off their success. With a median household income of \$86,780, these households have a decent amount of disposable income.

The value proposition that this market segment that would best respond to is a proposition that caters to their ego. This segment enjoys the newer and finer things in life and showing it off to those around them. Advertising the pricier memberships at Girls Girls Girls as something that is enjoyed by those of upper scale status, would be the most optimal way to create customers in this segment.

5.1.4 Generation WiFi

Generation WiFi is a group of 25-35 year olds that are within the upper midscale of the market. This group lives mostly in metro area apartments and have a large internet social network. Across the country, there are 2.2 million Generation WiFi households with the median household income being \$71,464. The education level of those in these households is college graduate and are employed within management professions.

The lifestyle of this group is that they are internet centric, utilizing all their high-end technology seamlessly throughout their daily lives. They tend to use their smartphones and laptops for ads, streaming services, dating apps, and other social media apps. Knowing this, the way to advertise to this group is that we are technology friendly and offer wi-fi services for members and guests. This allows this group to continue to watch and use their favorite services without having to use any of their mobile data. Online/electronic promotions will be the most viable way to advertise to this group.

5.1.5 You & I Tunes

This market segment is an upper middle-class group, composed of young couples, aged 28-36. The education level for those in this group is college graduate with the employment level being either management or professional level. With 2.3 million households across the country, this market segment is prevalent in both suburban and metro areas. The median income of this group is \$98,706, allowing for a decent amount of disposable income to be spent on luxury products and services.

Those in this group have high-end technology such as laptops, smartphones, and high-end TVs. This group enjoys listening to music on services such as Spotify and YouTube. They also use the internet for productivity for online college courses and work. The value proposition for this group is to advertise Girls Girls Girls as not only a place to work out, but a place to work on school and/or rest and watch some shows in the café. Advertising free WiFi and the café will be imperative to creating members and customers in this segment.

5.1.6 Loan Rangers

Loan Rangers is a segment of younger singles, couples, and families that carry large amounts of debt. This group's education level is college graduates and are usually employed at the management and professional levels. Those in this segment are not necessarily financially unstable, they just carry debt in order to progress themselves further, whether it's through student loans, business loans, or personal loans. Loan Rangers are known to be self-employed or own their own businesses. Being not so risk averse with their finances, Loan Rangers do not mind spending their money on their own leisure even when faced with large amounts of debt. The median income for this segment is \$78,235, allowing for some disposable income.

With the Loan Rangers being a group that is more so cavalier with their finances and are looking for the fastest way to advance themselves, then a proposition that portrays a membership at Girls Girls Girls to build one's success will be the way to market to this group. It will also be important to create a perceived limited window of opportunity when marketing to this group. This creates a sense of urgency within this group, and makes them feel that they may lose an opportunity if they don't proceed with a membership.

5.1.7 Frugal Fledglings

The market segment Frugal Fledglings are mostly young adults just graduating college or are now starting to live more independently. This group is aged between 25 and 30. This group tends to be stricter in the way they spend their money, yet they still allow for themselves to enjoy leisure and ensure to implement it into their weekly budgets. They are also active within their daily lives by playing different sports, as well as frequenting social media networks. However, with their median household income only being \$46,475, they do not boast a strong disposable income.

The value proposition that this group would respond to the best is a proposition that boasts our memberships as being cost effective and quality. Being stricter on their budgets, the cost will be a huge variable for them in whether they take up a membership. Advertising the basic membership as cost effective along with certain promotions that reduce price for a set amount of time will be the optimal way to create customers in this segment.

5.2 Location Analysis

The location of the Girls Girls Girls Health and Wellness Center is in Tallahassee, Florida. More specifically, it is in the Railroad Crossing District between Florida State University (FSU) and Florida Agricultural and Mechanical University (FAMU). The official population of Tallahassee, FL back in 2019 was 194,500 people with the population increasing by an average of 0.89% per year. Tallahassee's metro population is double that with it being 387,227 people in 2019. The largest and fastest growing age group in Tallahassee are those in their late teens and early twenties, with the median age being 27. As for household income, the median income was \$46,964 in 2019.

5.2.1 Tallahassee Characteristics

Tallahassee itself is quite interesting as it serves as a college city and the capital city of Florida. This combination of characteristics can create heavy traffic flow and peak traffic seasons, with peak traffic times being fall, winter, and the start of spring. During the summer season, the activity drops significantly because most students from both FSU and FAMU travel away from Tallahassee.

5.2.2 Traffic Patterns

Traffic in Tallahassee can be an issue during peak season. The city is densely populated with nearly 2,000 people per square mile. Many businesses, residences, and other areas of interest are separated by different elevations and roads. Unless the location is on some type of college campus or within close proximity, walking is not a viable mode of transportation. This makes travelling by car the most optimal, with public bus transportation coming in second. Car share/taxi services such as Uber and Lyft are also popular transportation methods and have helped to alleviate the number of cars on the road. However, delays are inevitable with key roads such as West Tennessee Street and West Pensacola Street being crowded with cars throughout the day.

5.3.3 Employment Patterns

Employment in Tallahassee is another huge component of the city itself. Going back to Tallahassee's seasonality, the employment fluctuates depending on the season. Looking at Leon County Monthly Employment graph, in July 2019, the number of jobs were approximately 152,000. In November 2019, the number of jobs increased up to 157,000 jobs. As for the unemployment rate, it was 3.8% in November 2019.

5.3 Industry Analysis

The industry that Girls Girls Girls Health and Wellness Center is in is the Gym, Health & Fitness Clubs in the US. The industry code is 71394. The fitness industry is mature and is steadily growing even though it is large already. Due to the advent of social media and the internet, gyms can advertise to people with more ease and sponsor physically fit influencers to advertise for their business.

5.3.1 Barriers to Entry

Gyms and fitness centers have low barriers to entry as what is needed is a space to operate in, fitness equipment to get started, and easy to acquire permits and registrations for operation. The only real barrier is to acquire the capital needed to start up a new venture as the capital amount can be quite hefty. However, if all the equipment and facilities are maintained properly, those items will grant long life value through return on investment.

5.3.2 Industry Profitability

Profits of gyms and fitness centers can differ depending on the location and population density. However, the industry made \$37 billion and in profit the industry made \$3.5 billion. This shows that there is a 9.6% profit to be made in this industry. The potential annual growth for 2021 to 2026 is 2.6%. Profitability is easy to achieve as overhead costs are fixed and many gyms and fitness centers price their memberships at a price that exceeds those costs.

Revenue Growth

Year	Revenue \$ million	Growth %
2002	23,168.7	0.0
2003	24,766.3	6.9
2004	25,405.8	2.6
2005	26,207.5	3.2
2006	26,937.4	2.8
2007	29,219.8	8.5
2008	29,894.8	2.3
2009	28,673.4	-4.1
2010	29,023.9	1.2
2011	29,615.5	2.0
2012	30,194.7	2.0
2013	31,773.9	5.2
2014	32,735.5	3.0
2015	34,627.9	5.8
2016	36,900.4	6.6
2017	38,301.0	3.8
2018	38,675.3	1.0
2019	39,988.3	3.4
2020	34,503.4	-13.7
2021	36,970.5	7.2

Figure 5.3A This figure displays the revenue growth of the fitness industry from 2002 to 2021. Between 2002 and 2019 the difference in growth is \$16 million. This clearly shows that the industry is progressing forward and expanding.

5.3.3 Fitness Industry: Opportunities

As far as the path of the way the fitness industry matures and progresses, there are many different opportunities and threats that can affect this. Starting with opportunities, one such trend is the rise of digital fitness and influencers. Social media has allowed physically fit people to advertise themselves and then act as coaches for those trying to improve their health. This has allowed the reach to expand to those who may not have a gym in proximity or to those who may not know where to get started. Digital coaching and apps have been up and coming for quite some time now, strengthening the emphasis of gyms and fitness centers.

5.3.4 Fitness Industry: Threats

Even though gyms and wellness centers have a lot going for it, there are many threats that can hinder the forward progression of the fitness industry, with potential health threats being the number one threat. Easily transmittable viruses that travel through the air and linger on services are the most dangerous as they can cause the temporary and/or permanent shutdown of fitness centers. This happens when an outbreak occurs and then no members and guests come to the fitness center. If this is prolonged for a long period of time, then members will resign their memberships, in turn making the center lose money. That is why it is important to create a clean and safe environment for all of those who attend your center.

5.4 Competitive Analysis

When it comes to competitors, there are only a few large corporations that are spread across the United States, and they only hold five percent of the industry. The rest are individual gyms and fitness centers with little to no corporate backing, focusing only in their local area. This means that the competition intensity and its crowdedness is dependent on location and the number of gyms in one area.

5.4.1 Competition Levels

When it comes to the different product categories and their levels of competition, the breakdown goes as follows: businesses with the same product form will have a membership that offers gym equipment, fitness classes, and spa amenities. Businesses that are in the same product category will have some type of indoor fitness model with either plus or minus some of the amenities. Those in the same generic competition will include outdoor gyms/home gyms and activities such as rock climbing and boot camps. Budget competition will consist of all different types of fitness outlets, including dance studios, martial arts studios, and golf courses.

5.4.2 Local Competition

As for the fitness center of Girls Girls Girls, there are quite a few number of fitness centers throughout the Tallahassee area. A significant amount of the gyms however, do not target the market segment that we are offering memberships to. The gyms that we will directly be competing against include the FSU Leach Center, YouFit, and HotWorx.

The FSU Leach Center, also known as the Leach, is a 120,000 square foot fitness center that offers nearly the same membership product as Girls Girls Girls Fitness Center. They have similar services and amenities such as the fitness equipment, fitness classes, saunas, lockers, a café, and a bit extra such as basketball and volleyball courts. They have a hold on a good part of the FSU market as membership to the Leach is included for all FSU students and staff. This fitness center is the main source of competition.

YouFit is the second source of competition. As a corporation that is growing across the nation and a national website, attention can be garnered not only through the local area, but across the country as well. This creates some brand recognition for those who are visiting Tallahassee. They have similar services as well such as the fitness equipment, personal training, and steam rooms. They also have childcare and massage beds.

HotWorx is a center where the members are in small class sizes and exercise in elevated temperature rooms. They focus on different classes such as hot barre, hot yoga, and hot pilates. This business is within the generic form category of competition; however, they market heavily to the same demographic that Girls Girls Girls markets to. This niche market can be a significant competitor as they offer services that Girls Girls Girls cannot provide.

5.4.3 Competitive Edge

Looking over the businesses that we are competing against, the one edge that will allow us to succeed over our other competitors, is that Girls Girls Girls Health and Wellness Center is that it is exclusive to women only. As a woman only wellness center, we can narrow our market and cater more to the target market that we have chosen. This allows us to create more products and services that our members will like, in turn having our members stay longer at the wellness center. The focus on women also creates a strong community of empowerment among them and mitigates against unwanted sexual attention.

6.0 TARGET MARKET COMMUNICATION STRATEGY

6.1 Marketing Objectives

What we want to portray is that Girls Girls Girls has a safe and fun environment where women can exercise using resources that are suited for them. This means creating classes and facilities that are crafted for women. We would alter any normalized gym resources into ones that help women thrive. We would want to gain the attention from women in this area with the help of our marketing. Our main goal is to accomplish creating a safe environment for all women to work out and feel good.

Another marketing objective is to ensure that we portray ourselves as an inviting community of empowered women always accepting any woman who wishes to improve upon herself and enjoy their time. The heart of our advertising will showcase charismatic and empowered women together as one; always with open arms. We want to show that any woman can join us and feel right at home with her “sisters”.

One major communication strategy will include using social media platforms such as Instagram, Twitter, Spotify and Facebook. Incorporating advertisements on these social media platforms and including them into someones day to day activities puts our name out in the voice of the people. Podcasts are also becoming more popular in younger people so having podcasts mention us to its viewers can reach more audiences for our wellness center. Creating flyers for around the area and in local food locations will also reach more people and get our name out there. Lastly, email and text campaigns are tried and true when specifically targeting this market. These communication strategies will also have a way to sign up for potential incentives. Following are some of the potential incentives that we may offer:

- 50% off for guest referrals
- Free workout programs for beginning members
- Discounted rates for the first three months
- Merchandise Giveaways
- Rewards Programs

6.2 Target Marketing Strategy

Our overall target market is younger individuals in college who are single and in touch with technology. Our marketing strategy will include introducing our product as one of a kind drawing attention toward it and then creating an unbeatable price. Our location will be prime and our promotion will be modern and clean making us look high tech drawing in the younger, technologically advanced group.

6.2.1 Generation WiFi

Since we are in the Tallahassee location looking for younger individuals to provide this wellness center the most profitable segment will be the most profitable will be Generation WiFi. The median household income is \$71,464 and ranges from above average. This segment would be the most likely to subscribe to a gym. We plan on using social media to our benefit and catch the attention of this segment. Lifestyle and Media traits of these segments include online college courses, HBO streaming, and visit Snapchat. This allows us to create advertisements along all of these platforms to get our name out and grow as a company. The incentives for this group will be to become a part of this new cool community.

6.2.2 Up and Comers

Up and Comers is next with a young age range of 25-44. This segment is on the wealthier side. Traits include driving a BMW, eats at Jimmy Johns and plays tennis. As a segment that always looks to get better in life, we will market Girls Girls Girls as a new opportunity to become better not only physically, but socially and emotionally as well. This would be a perfect fit into our target market because these people would see this as an opportunity to join a nice organization and become a part of a new wellness center.

6.2.3 You and iTunes

You and iTunes have a median income of \$98,706 and fit into our target market. They are of younger age usually with no kids. This group of individuals is in touch with their technology making our marketing more geared toward social media advertisements and website advertisements. Making everything easily accessible to them will keep this group coming back.

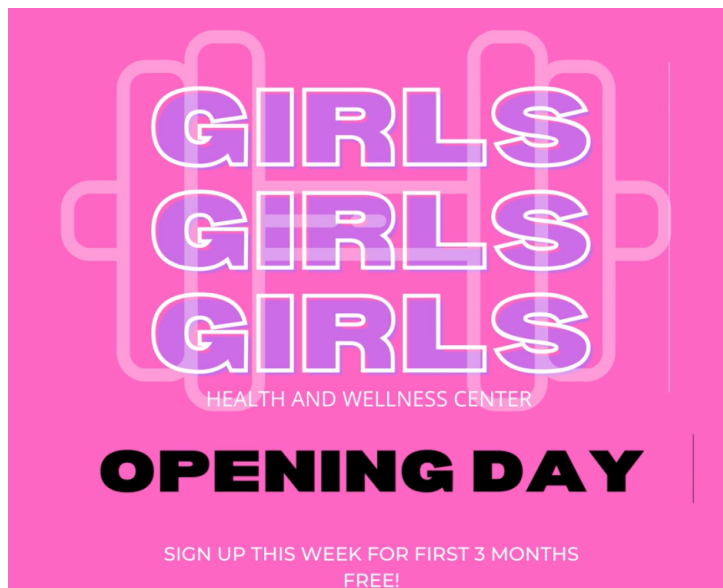


Figure 6.2A - This image is one of the potential promotions that will be advertised to the public. This ad is versatile as it can be both communicated physically and electronically through social media platforms, text, and email.

7.0 BUDGET, COST, AND CONTROLS

7.1 Budget

The marketing budget for the Girls Girls Girls Wellness Club is \$24,010. The budget mainly accounts for the different mediums that we will be utilizing in order to communicate with our members and visitors, with the website/app and billboard signage costing almost two-thirds of the budget. This budget was created by researching different marketing mediums and how much they would cost monthly. This information was then adapted to our club's marketing needs and calculated annually. As for assessing how much the budget is against our revenues, it is only 8.6% of expected membership revenues, making this budget realistic for our club.

7.2 Cost Analysis

There will be multiple communication methods that we will be utilizing to market the Girls Girls Girls Health and Wellness Center. There are three sections as to how the itemizing is broken down: Electronic Marketing, Physical Marketing, and Miscellaneous. Following are the itemizations of each section.

7.2.1 Electronic Marketing

Electronic marketing methods include the email campaign, the text campaign, the website/app, and adobe graphics. The website will be the bulk of the cost, costing \$9,000 per year or \$750 per month. The third party site, Wix, is the business that we will use as they grant us professional consulting and full access to customization of the site and app. The email and text campaign will cost \$3,000 and \$600 a year respectively. The Adobe Graphics program will cost \$960 a year for businesses. This grants us access to create our own designs and photoshop our pictures that we take for our marketing. Lastly, social media will cost us no money. Posting on apps such as Snapchat, Instagram, and Twitter is free and would only cost money if we were to buy regional ads within the apps themselves.

7.2.2 Physical Marketing

Physical Marketing methods include the flyer campaign and the billboard. The billboard will cost the most amount of money as it would cost \$8,000 for the year. This ad would only actually be live for 8 months out of the year, making it cost \$1,000 per month. This billboard ad would only be active during peak seasons. This will also be located within the heart of Tallahassee on a billboard off of West Tennessee Street. The flyer campaign will cost \$1,200 a year. These flyers will not be used constantly, but rather for specific times of the year such as New Year's, the start of the school semester, or the beginning of spring. There will be at least three major promotions including flyers costing around \$300 each.

7.2.3 Miscellaneous Marketing Expenses

This category of the budget will account for any additional marketing channels that we may include throughout the year. Such channels include Spotify and Podcast ads, local business ads, and promotional events that we will hold in house. This money is also allotted for any unexpected marketing expenses that may be incurred.

Ongoing Marketing	
Email Campaign	\$ 3,000.00
Flyer Campaign	\$ 1,200.00
Text Campaign	\$ 600.00
Billboard	\$ 8,000.00
Adobe Graphics	\$ 960.00
Website/App	\$ 9,000.00
Social Media	\$ -
Miscellaneous	\$ 1,250.00
Total	\$ 24,010.00

Figure 7.2A - This table details the costs of each of the communication methods for one year of the marketing plan.

7.3 Controls

In order to ensure that our marketing plan is effective, certain controls will be monitored for growth. The main control that we will be monitoring is our overall membership numbers. This is the number one key control because membership is the key revenue driver of the club. Through our marketing efforts, we expect that general membership will increase by a minimum of fifty members per marketing push or promotional event that we hold.

Not only are we monitoring the overall growth of the club, but the membership status of each member. For current members, we expect that each marketing push/promotional event targeting our current members, will influence a minimum of fifteen members to upgrade their membership status from their current one.

Other controls that will also be monitored include the number of class sign ups, personal training sessions, and guest passes sold. Certain promotions that we will hold will focus on one or more of these controls. From these promotions, we can expect an increase in sales in each respective category. These controls will be our measures of success and be our defining guide in how we can improve over time.

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