**Competitor Name: Better Gym**

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| Business overview | |
| A national gym that has a franchisee in Newcastle and have one in all of the major cities in the UK. They have and online booking system and a big range of different activities | |
| Ecommerce method used:  Twitter | |
| How it is used by the business:  They don’t use it to advertise, it’s mainly just for announcing winners of competitions and telling people to watch their YouTube videos. | |
| Pros  They can target a wide range of people with their marketing  They can make sure everyone knows how to get their and what they offer without having to go and find the website  It is free for them to use | Cons  Not everyone knows and uses twitter  It is a bit crowded and hard to use |
| Ecommerce method used:  Facebook | |
| How it is used by the business:  They try to target all age groups by posting about clubs specifically for old people. They also use it more for advertising than their twitter by posting marketing posters and links to their YouTube channel, they also include how to find them and opening times with a phone number for the gym nearest to you | |
| Pros  It is free  They can target all ages because even old people use facebook  They can get more customers when people find out about them through Facebook | Cons  They are targeting old people with some of the posts which could be pointless because it is mainly young people who use it  It can be a bit crowded and hard to navigate |
| Ecommerce method used:  Website | |
| How it is used by the business:  They let you book classes which Sport@Gosforth doesn’t let you do. You can also sign up online and they have something to get you to refer friends which is good marketing for them and it gives you some money off your membership | |
| Pros  It is relatively cheap to maintain however it will be expensive to initially setup. | Cons  Not everyone uses the internet even in 2017 but there will be most people that can afford the gym will be able to access the internet |