**Marketing Strategy and Positioning**

**Pricing Strategy**

Our pricing strategy is competition-based pricing. We chose this method because gym environments typically have around the same price, depending on their size and amount of equipment. Our equipment costs are relatively high, and other costs such as electricity are high because of the equipment. The current prices allow us to pay these off and are similar to the larger gyms available in the area.

**Promotion and Advertising Strategy**

Word of Mouth:

Word of mouth will be our primary means of promotion and advertising. The reason this is so important is because our facility caters to a niche group and many in this group want to better themselves through exercise but simply do not have the motivation to do so.

People, for the most part, associate themselves with like-minded people. We believe once our members begin viewing how good this system is they will communicate with their friends.

Our facility is also only a local business for the time being and makes it much less cost-effective to do any large advertising outside of the immediate region.

Social Media:

We will run groups on social media websites such as, Twitter, and Facebook. Through these we will communicate any sales, events and more to our members and others who are thinking of joining.

Being a free means of advertising and how widely it is used we think this is an excellent way to draw in new members. Our targeted members are generally very tech oriented and use social media websites often for various means.

Forums:

Our website will have discussion forums where users can share their fitness stories, talk to other members and motivate others to join or continue through to their goals.

We will have a special area of the forum where users can input their goals and track the date of their desired finish. We will push these posts to the top so that other users can view and discuss with that user how their goals went, if they succeeded and so forth. It is much harder to not finish a goal when you tell others that you have that goal, because you don’t want to disappoint them or yourself.

We will allow anyone to create an account for our website and thus use our forums, so anyone unsure about joining can talk to others and hopefully decide to give it a shot.

**Marketing Programs:**

Word of Mouth:

Budget - $0

Manager - N/A

Time-Table - Duration of business

Goals:

* Members will discuss the idea of fitness and healthy living with their friends
* They will also discuss how it can be fun!
* Bring in their friends for a trial with our day passes and acquire new members
* Bring in ~10 members per month

Social Media:

Budget - $0

Manager - Gaylene Nicholson

Time-Table - Duration of business

Goals:

* Share our goals, events and promotions with our members and prospective members
* Have an active face in the fitness community
* Bring in ~6 members per month

Forums:

Budget - (website-hosting costs)

Manager - Michael Gergely

Time-Table - Duration of business

Goals:

* Have an active area to talk with other members, share goals and more
* Area for prospective members to talk with staff or other members
* Bring in ~5 members per month