

Marketing Plan Written Report  
WHOOP - “WHOOP Stride”

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## **Part I: Executive Summary**

WHOOOP is a leading innovator in wearable fitness technology, known for delivering cutting-edge biometric tracking products for elite athletes and health-conscious consumers. Founded in 2012 by Will Ahmed, John Capodilupo, and Aurelian Nicolae, WHOOOP has continuously redefined performance tracking. Building on the success of its wrist-based wearables, WHOOOP is launching its newest product: WHOOOP Stride, the world's first self-cleaning, charge-free smart socks that offer real-time foot-based biometric data.

This marketing plan introduces WHOOOP Stride as a revolutionary product that blends comfort, innovation, and performance tracking directly into a runner's most important gear, socks. The socks are designed for athletes of all levels and utilize kinetic energy to power smart sensors, eliminating the need for charging or washing. WHOOOP Stride will be sold through a one-time purchase or a membership pricing model to make the technology more accessible while deepening customer engagement through app usage and personalized insights.

Our marketing strategy includes a deep analysis of the current wearable technology market, a detailed SWOT analysis, and clear segmentation targeting fitness enthusiasts, competitive runners, and tech-forward consumers. Positioning WHOOOP Stride as both a performance-enhancing tool and a lifestyle upgrade, our plan includes bold promotional efforts across social media, influencer partnerships, live events, and strategic retail placement.

With an initial budget of \$750,000, WHOOOP aims to expand its presence in major fitness markets through a multi-channel promotional campaign and partnerships with athletes and wellness brands. Success will be measured through clear KPIs, including sales volume, app engagement, subscription growth, and brand awareness.

## **Part II: Company Description**

### **a) Company overview:**

One of the top tech companies specializing in fitness and health tracking, founded by Will Ahmed, along with John Capodilupo and Aurelian Nicolae, in 2012, with the goal of transforming performance tracking for all athletes. Their first prototype was developed at Harvard Innovation Labs, which has played a key part in the significant growth of the wearable technology industry. When SoftBank invested \$200 million in WHOOOP back in August 2021, the company's value skyrocketed to \$3.6 billion. Founded in Boston, they have become one of the leading brands in fitness technology. The WHOOOP app is currently used by over 125 million people to gain data on their health and performance.

### **b) Mission Statement:**

WHOOOP Stride's Mission Statement:

At WHOOOP, we are committed to revolutionizing performance tracking through innovation, precision, and convenience. Our mission is to empower runners with the most accurate, seamless, and maintenance-free wearable technology, enhancing performance without the hassle of charging or washing. By integrating cutting-edge biometric tracking, self-cleaning materials, and kinetic energy-powered technology, WHOOOP Stride provides a smarter, more efficient way to train, recover, and excel, one step at a time.

### **c) Product Introduction:**

Let me introduce you to WHOOP Stride, the smart sock that is changing running, sports, and daily movement. Users can monitor their performance from the very beginning thanks to WHOOP Stride's innovative sensors, which are easily integrated into breathable, high-performance fabric. They are the world's first self-cleaning, charge-free smart socks engineered for athletes who demand the best.

WHOOP Stride provides more accurate foot-based biometric information, such as stride length, cadence, ground contact time, and pace, in contrast to conventional wrist-worn wearables. In order to help users stay in tune with their bodies, whether they are preparing for a marathon or simply going for a morning jog, it also tracks heart rate, calories burned, and overall recovery. Additionally, WHOOP Stride uses technology driven by kinetic energy to detect your movement and keep themselves charged.

Additionally, our product easily syncs with your smartwatch, mobile device, or WHOOP band, providing you with real-time feedback and comprehensive performance insights. This product was constructed for ease and comfort, it functions like a top-tier training aid while fitting like your favorite pair of socks. WHOOP Stride makes it easier, safer, and more intelligent to stay active, whether you're just pursuing public relations or simply trying to stay active.

### **d) Points of difference in the market:**

WHOOP isn't just about counting steps or tracking calories. It's all about helping you make smarter decisions to improve your performance and overall well-being, especially when it comes to recovery, stress, and sleep. The thing that makes WHOOP stand out is how much it leans into research and works closely with pro athletes and coaches. That's how they come up with features that work for everyone, whether you're just starting out or training at a high level.

### **e) Consumer Needs and Wants Addressed:**

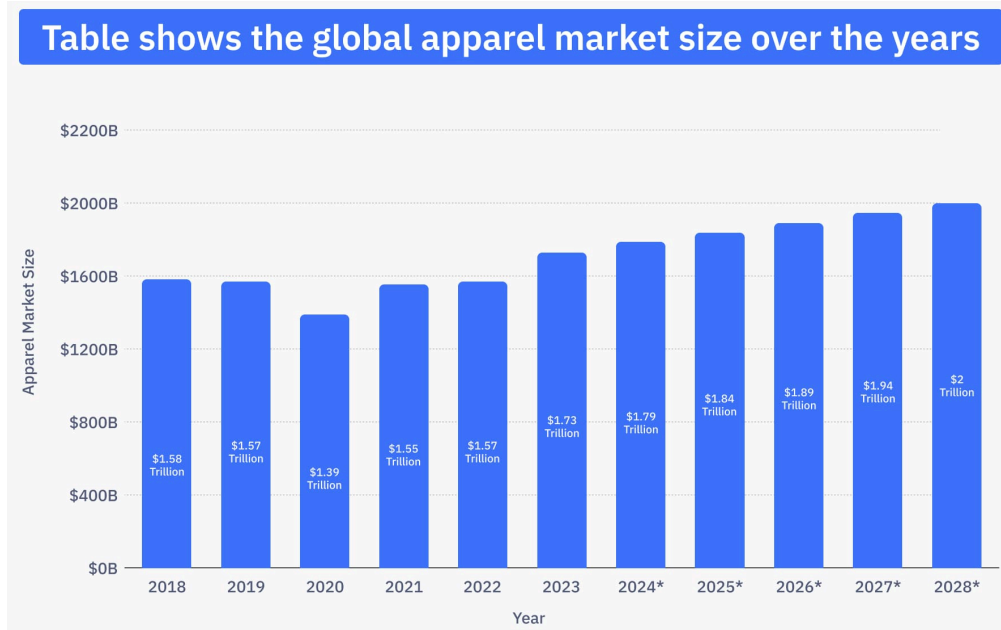
WHOOP Stride meets a number of important customer needs that standard fitness wearables frequently ignore. It primarily addresses the need for performance tracking that is both accurate and convenient. The limitations of wrist-based devices, which might not provide accurate lower body data, have frustrated many athletes and casual fitness enthusiasts. By providing comprehensive foot-based biometrics, such as stride length, cadence, and ground contact time, straight from the source of motion, WHOOP Stride closes this gap. Thanks to this degree of accuracy, users are able to make better decisions regarding their form, level of fatigue, and training intensity. Furthermore, the self-cleaning and charge-free design of WHOOP Stride addresses the need for low-maintenance technology by removing two of the most prevalent wearable pain points, battery anxiety and hygiene problems.

WHOOP Stride fulfills the deeper wellness and lifestyle needs of today's health-conscious consumers in addition to its technical performance. People now want to know how their movement impacts their general health, stress levels, and recuperation, not just how much they moved. In order to give real-time information on heart rate, recovery, and calorie burning, WHOOP integrates with mobile devices and current WHOOP platforms. This helps users stay balanced, prevent overtraining, and maximize their cycles of rest and recuperation. In summary, this new product satisfies all the needs for an intelligent, user-friendly, and performance-driven solution that enables people to feel and perform at their best.

### Part III: Current Marketing Situation and SWOT Analysis

#### a) Market Description

Whoop Stride is a positioned product that's growing with wearable technology, with a specific focus on smart apparel and running performance categories. The wearable technology is looking to grow up to 186 billion dollars globally by 2030, with innovations in health tracking, fitness maximization, and performance feedback with the products in the market. With that, smart apparel items embedded with technology have grown. It's looking to be projected to be 2 trillion by 2028 (Uniform Market, 2024). Whoop Stride is a unique technology offering smart socks that provide real-time data and recovery data without charging.



The US running market is about 50 million active participants according to Running USA. Since the COVID-19 pandemic, fitness activities like running and cycling have been at about a 12 percent up trend in participation. Runners are not just interested in basic fitness tracking; they seek performance optimization, with different data metrics like the heart and stride efficiency and recovery. Whoops technology already excels in recovery data, and the WHOOP Stride extends that capability to running performance.

At the same time, the movement has popularized self-monitoring, with 78% of fitness device users saying they want real-time, actionable insights (IDC, 2024). Athletes demand more integrated and less intrusive devices, making socks, a naturally worn item used every day, the ideal platform. WHOOP Stride taps into both these rising preferences: in-depth data and seamless, comfortable wearability.

#### Market Potential Estimate:

For the first year after launch, WHOOP Stride can target:

- 1% adoption of the serious runner market (~500,000 units).
- Price per 2-pair pack: \$30.
- Estimated revenue from socks: \$15 million.
- Potential incremental revenue from WHOOP subscription upsells: an additional \$5 million.

### **Environmental Factors Affecting WHOOP Stride:**

- **Demographic:** Millennials and Gen Z dominate wearable tech adoption, and they prioritize health, wellness, and technology integration. Meanwhile, Baby Boomers increasingly use fitness tech for preventative health.
- **Social and Cultural:** Increased focus on health optimization, the normalization of personal data tracking, and a preference for eco-conscious products support WHOOP Stride's design — durable, self-cleaning, and maintenance-free.
- **Political and Legal:** GDPR in Europe and new privacy regulations in the U.S. demand transparency and user control over health data. WHOOP's reputation for data security is a competitive asset but requires continuous compliance efforts.
- **Technological:** Advances in AI, biomechanical sensors, and energy-harvesting materials make WHOOP Stride possible today when five years ago it would not have been technologically or economically feasible.

WHOOP Stride is launching into a market primed for seamless, performance-enhancing gear that fits a health- and tech-conscious culture.

### **b)Product/Channel Review**

#### **WHOOP Products and Services:**

- WHOOP 4.0 Band: Free with subscription; tracks sleep, strain, recovery, and heart rate variability.
- WHOOP Stride Smart Socks: Embedded with sensors that monitor stride patterns, foot impact, HRV, and fatigue markers.
- WHOOP App and Coaching Services: Subscription model offering personalized training recommendations based on analytics.

**Distribution Channels:** WHOOP will leverage a direct-to-consumer (DTC) strategy for the Stride product through its website and app. This approach enables higher margins, better customer data capture, and more direct relationship-building with users. In addition, WHOOP plans selective retail partnerships with:

- Dick's Sporting Goods and Fleet Feet (specialty running retailers)
- Amazon (for broader reach)

Strategic channel choices will be vital. DTC will remain the primary sales avenue, allowing WHOOP to bundle socks with subscription offers and cross-sell WHOOP bands.

**Pricing Strategy:** WHOOP maintains a value-based pricing strategy, emphasizing performance improvements rather than device ownership. The socks will retail for \$30 per 2-pair pack, aligning with high-end performance apparel pricing. A promotional \$15 trial pair will encourage new users to test without heavy commitment.

#### **Cost Structure:**

- Variable costs (production, marketing): ~\$14 per unit.
- Fixed costs (R&D, platform maintenance): estimated at \$2 million annually.
- Expected gross margin: about 53%.

WHOOOP must balance aggressive marketing investments to build awareness with careful customer acquisition costs to protect profitability.

### c) Competitive Review

#### Direct competitors in the industry and their brands:

##### 1. Apple Watch:

- Brand: Apple Watch Series.
- Features: Comprehensive health and fitness tracking, including heart rate monitoring, sleep tracking, and integration with the Apple system.

##### 2. Oura Ring:

- Brand: Oura Ring Generation 3.
- Features: Focuses on sleep, recovery, and readiness metrics, and offers a subscription-based analytics service.

##### 3. Polar:

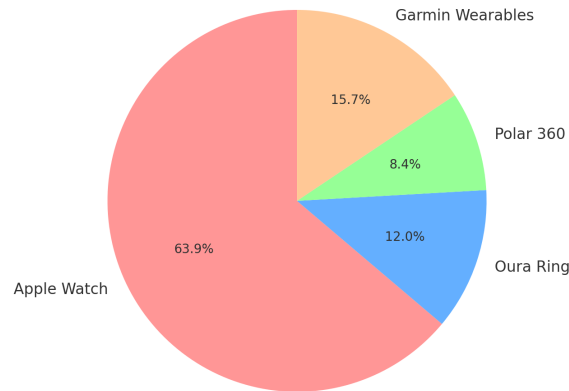
- Brand: Polar 360.
- Features: 24/7 heart rate monitoring, fitness tracking, and personalized training guidance.

##### 4. Garmin Wearables:

- Brands: Forerunner, Fenix, Venu series.
- Features: Advanced measurements for athletes, including VO2 max, lactate threshold, and performance condition metrics, and GPS tracking.

#### Market share of the competitors:

Estimated Market Share of Direct Competitors (Wearable Health & Fitness)



**\*Note:** The percentage varies by region and demographics.

Apple dominates the global wearable technology market with a commanding 63.9% share. Oura holds a strong 12% position within the specialized smart ring segment. Polar captures 8.4% of the fitness-focused wearable market, while Garmin secures 15.7% of the sports and outdoor activity segment. Each brand differentiates itself by offering features tailored to specific user needs, ranging from general health and wellness tracking to advanced athletic performance analytics.

### d) SWOT Analysis

#### Strengths:

WHOOOP has a highly loyal user base that is already accustomed to paying for premium, data-driven health insights. Their brand positioning as a performance optimizer, not just a

tracker, perfectly fits the Stride offering. WHOOP's advanced recovery algorithms and deep expertise in biometric data give them a technological edge that competitors struggle to match.

#### **Weaknesses:**

Introducing a new product category—smart socks—means WHOOP will need to educate consumers about the value and unique benefits of Stride. Misunderstanding or resistance from buyers used to watches and bands is a risk. Additionally, WHOOP's heavy reliance on its subscription model could backfire if users perceive the socks as an "extra" they must pay to fully utilize.

#### **Opportunities:**

There is a rising global demand for seamless, comfortable fitness technology, particularly among runners, triathletes, and endurance athletes. WHOOP Stride also aligns with eco-friendly trends, offering a low-waste, low-battery-impact alternative. Partnering with major running events like the Boston Marathon or local running clubs could further build credibility and awareness.

#### **Threats:**

The wearable space is increasingly competitive, with giants like Apple and Google investing heavily in health analytics. A sudden move by these tech behemoths into smart apparel could challenge WHOOP's niche. In addition, data privacy regulations tightening around biometric and health data could impose compliance burdens, increasing costs.

Strengths	Weakness
<ul style="list-style-type: none"> <li>- Loyal, premium-paying user base.</li> <li>- Strong brand as a performance optimizer.</li> <li>- Advanced biometric &amp; recovery algorithms.</li> </ul>	<ul style="list-style-type: none"> <li>- Consumer education needed for smart socks.</li> <li>- Resistance from users used to bands/ watches.</li> <li>- Dependence on subscription model.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Growing demand for seamless fitness tech.</li> <li>- Eco-friendly appeal (low-waste, low-battery).</li> <li>- Partnerships with races &amp; clubs.</li> </ul>	<ul style="list-style-type: none"> <li>- Competition from Apple, Google, etc.</li> <li>- Regulatory pressure on health data privacy.</li> <li>- High market entry risks in smart apparel.</li> </ul>

### **Part IV: Marketing Objectives**

#### **a) WHOOP's Ultimate Marketing Goal:**

WHOOP's marketing plan is designed to solidify its position as a leader in the wearable fitness technology market by focusing on elite athletes and fitness enthusiasts. The ultimate business goal is to enhance brand recognition and expand our brand's global market penetration through strategic marketing initiatives.

#### **b) WHOOP's Sub-Goals:**

- Strategic Partnerships: Whoop effectively harnesses influencer marketing and athlete endorsements to elevate its brand presence within the competitive sports and wellness landscape. By partnering with elite athletes and industry leaders, the company drives not



only brand credibility but also fosters trust among potential users who prioritize performance and reliability in fitness solutions.

Athletes and Sports Leagues	Collaboration
Cristiano Ronaldo	The global ambassador of WHOOP
Indian Cricketer Virat Kohli	The ICC Men's Cricket World Cup (2023)
NFL Players Association	WHOOP Strap 2.0
Cole Hocker	Pro Runner and Olympic Medalist

- Social Media Strategies and community engagement: WHOOP excels in content marketing by leveraging platforms such as Facebook, Instagram, and Twitter. WHOOP creates authoritative content, including podcasts and social media engagement, to engage audiences and build a loyal brand community.

Platform	Engagement Strategy	Follower Count
Instagram	High-quality stories and interactive content	450,000+
Facebook	Community-focused events and groups	Not specified
Twitter	Real-time updates and health tips	Not specified
YouTube	Educational videos	Not specified
TikTok	Healthy trends and challenges	Not specified

- Real-Time Data Utilization in Marketing: Enables the brand to provide tailored content based on user behaviors and preferences, and WHOOP provides detailed performance analysis. This drives Member Retention and Engagement by enhancing user experience through continuous app updates and personalized insights.
  - + Collection of 50 MB- 100 MB of personal fitness data daily.
  - + Implementation of proprietary algorithms tracking metrics 100 times per second.
  - + Over 99% accuracy in heart rate and heart rate variability tracking.
- Subscription Model: Implement a membership model to reduce customer barriers and make the product be more accessible. By focusing on delivering continuous value, Whoop has cultivated a loyal customer base that appreciates the ongoing features and community support as WHOOP ensures a steady revenue stream.

Feature	Traditional Purchase Model	Subscription Model
Upfront Cost	\$30	\$15

Continuous Updates	No	Yes
Customer Base	Elite Athletes Only	Broader Consumer Market
Revenue Model	One-time sale	Recurring revenue

- Expanding into the corporate wellness market: Targeting B2B partnerships with gym chains, sports teams, and corporate wellness programs.
  - + Gym Chains: Planet Fitness, Lifetime Fitness.
  - + Sports Teams: Golden State Warriors (NBA), UFC Performance Institute
  - + Wellness Programs: Johnson & Johnson

**c) WHOOP's key performance indicators:**

Objectives	KPI	Timeframe
Sales Volume	+25% sales growth	12 months
Subscription growth	+10% membership growth	12 months
Brand Awareness	+30% social media interactions	6-12 months
User engagement (WHOOP App)	80% → 87% daily app usage	Quarterly

**Part V: Market Segmentation, Targeting, and Positioning**

**a) Marketing Segmentation:**

Demographic:	Psychographic:	Behavioral:	Geographic:
<ul style="list-style-type: none"> <li>Competitive runners</li> <li>Fitness enthusiast</li> <li>Athletes at all levels</li> </ul>	<ul style="list-style-type: none"> <li>Working on their health</li> <li>Data-driven athletes</li> </ul>	<ul style="list-style-type: none"> <li>Strong brand loyalty to WHOOP</li> <li>Wearable tech adopters</li> <li>Seek real-time performance insights</li> </ul>	<ul style="list-style-type: none"> <li>Chicago</li> <li>Boston</li> <li>New York</li> </ul>
Who prioritize their performance/health and their recovery	Self-improvement-focused, fitness-oriented mindset	Have a strong brand loyalty with WHOOP or similar brands	Strong running cultures and major fitness cities

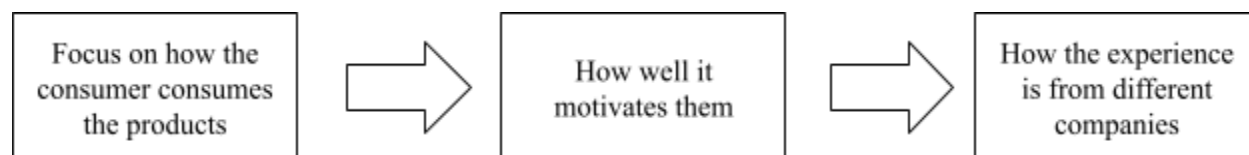
**\*\*This table shows our demographic, psychographic, behavioral, and geographic segmentation differences and what we focus on.**

The table shows what we are targeting and the bottom table shows our focus in general. Our goal is to target athletes who want to have better health and see how much they improve on their performance.

- **Demographic** - We want to target our audience who are competitive runners and who are enthusiastic about fitness. We are targeting all athletes at all levels. If we do that, the more chances our product will sell. The main goal is to get our audience who prioritize their health and their recovery. Our product will show the improvement in a consumer's performance and their recovery. This will give the consumer a general idea of how well they are doing, or how much they need to work on.
- **Psychological** - The main goal for this is to have our consumers work on their self-improvement. We also want them to feel mentally and physically healthy and happy about how much they are improving in their fitness. Studies show that mental health improves when there is fitness involved. It can help with sleep, feeling powerful, etc. In this case, we want our consumers to feel the same. This product will help consumers work on their health and help athletes keep their fitness going by collecting their data on the app.
- **Behavioral** - We want to target anyone who has a strong loyalty to WHOOP and already uses their products. Not only that, we want to target anyone loyal to another company to give them the option to use our products and see if they would be open to continuing with our company. Our main goal is to have wearable fitness and seek real-time performance insights.
- **Geographic** - If we target bigger cities like Boston, Chicago, etc., we would have a higher chance of our product selling more because not only this will help our product sell more, but bigger cities have a lot of people who are into fitness, and if we sell our products at these bigger cities, the more chance it will have people interested.

#### b)Target Audience:

Our audience will be aged 18 - 50. We also target competitive runners, college/professional athletes, and fitness-conscious individuals. The income would be mid - to high \$50K - \$150K. By doing this, we are going to sell our product at a reasonable price and also target those who are willing to spend enough money to invest in the high-tech gear.

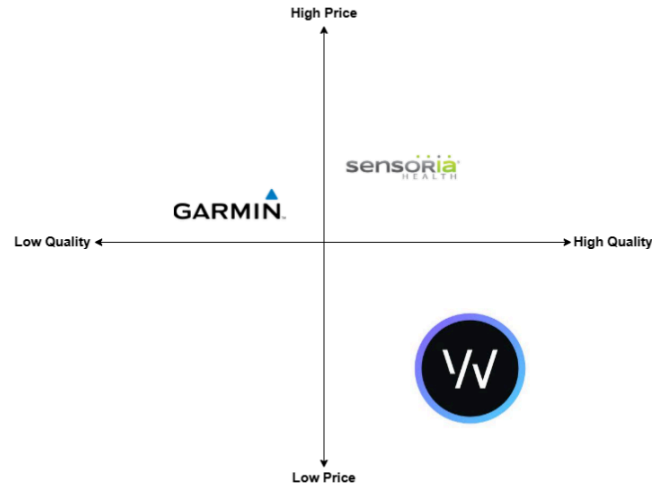


**\*\*This is the Psychological Factor**

To summarize, we want to focus on these three main things. If we see how much our consumers consume the product, we will estimate how much to price it once our product becomes popular. If it is not doing that well, we can see what went wrong with the product and adjust/improve it to have consumers come back and re-buy it again. Our main goal is to have our consumers enjoy the product we are selling and have a good experience with it.

#### c)Positioning:

To start, our perceptual positioning map, we want other brands of socks like athletic socks, compression socks, etc to be alongside WHOOP Stride Socks. This would be positioned as a high-performance and high-comfort category. Also, athletes will have high-performance enhancement, plus be comfortable and able to breathe with WHOOP Stride Socks.



### Price Position to Competitors:

- Sensoria Smart Socks: \$250 and require charging.
  - + WHOOP Stride is not only far more affordable at \$30, but also eliminates the need to charge, which removes a major barrier to everyday use.
- Garmin Chest Strap: \$130, tracks heart rate but compromises comfort.
  - + WHOOP Stride offers a sock-based alternative for users who do not like wristbands or chest straps.
- WHOOP Band: \$239 per year
  - + While the WHOOP Stride requires a membership for full analysis, similar to the WHOOP Band, it offers a more natural, stylish, and comfortable option with improved performance feedback through foot-based tracking.

### Our positioning statement:

Our positioning statement is for runners, fitness influencers, and other athletes seeking peak performance, Whoop Stride is a mix of comfort, smart tracking, and optimization that enhances endurance and foot stability. Unlike other socks that focus more on moisture control and compression, the Whoop Stride focuses on strategic compression zones and real-time performance data to help users track exercises, recovery, and stride efficiency.

## Part VI: Marketing Mix Strategies

### a)Product: WHOOP Stride

Introducing WHOOP Stride! The Smart Sock Revolutionizing Performance Tracking.

WHOOP Stride is the world's first self-cleaning, charge-free smart sock engineered for athletes who demand the best. Designed with advanced biometric sensors seamlessly woven into

premium, breathable fabric, WHOOP Stride takes performance tracking to the next level, right from your feet!

Unlike traditional wearables, WHOOP Stride eliminates discomfort from wristbands while providing even more precise, foot-based biometric data. Whether you're a marathoner, hobby jogger, or just hitting your daily step goal, these socks enhance performance without the hassle of charging, washing, or bulky devices.



**Get ready to redefine how you train, recover, and perform, one step at a time!**

**Our Technology:**

**-No Charging Required:**

WHOOP Stride is powered by kinetic energy from your movement, ensuring uninterrupted tracking without the hassle of battery life concerns.

**-Self-Cleaning Innovation:**

Built with antimicrobial, odor-resistant, and moisture-wicking fibers, these socks clean themselves after every use. This means no washing, no odor, and no bacterial buildup.

**-Foot-Based Accuracy:**

We are positioned at the source of movement. By syncing with your WHOOP band and smartwatch, WHOOP Stride enhances overall fitness tracking accuracy, reducing discrepancies in calorie burn, heart rate, and running efficiency that wrist-based trackers often miss.

**Packaging:**

The socks will come in a simple, black box that is recyclable. The box will have a QR code that links to the WHOOP app for easy setup. Inside the packaging, customers will find a setup card, a fabric care guide, and a welcome note introducing the product's capabilities.



### **Support:**

WHOOP will offer 24/7 chat support, a 1-year warranty, and tutorials in the app to help people get started. There will also be a dedicated section in the WHOOP app for troubleshooting, advanced data breakdowns, and sock-specific insights.

### **b)Pricing Promotion:**

#### **Expected Retail Price:**

- Initial Retail Price (U.S): \$30 for a 2-pair pack of WHOOP Stride socks.
- Trial Pair Price: \$15 (one-time purchase for new customers)
  - + Subscription Model for Trial Product: Offering a cheaper and more reasonable price for customers who want to try the product, as well as a one-month free trial membership, so customers can track the data about steps, heart rate, etc., allows us to draw in customers. We would offer a \$15 pair of socks instead of \$30.
- Subscription Membership (App): \$30/month or \$239/year.

#### **Membership Types:**

- One-month free trial: New members can try WHOOP free for 30 days. WHOOP will send the product after members officially sign up for the WHOOP App. Before the trial ends, you can choose which membership type you would like to move forward with (monthly or yearly). You can cancel and initiate a return during the trial period. After the trial, if you do not cancel, your membership will automatically renew to the monthly commitment.
- Monthly or Yearly Membership: It can be split into payments for the year, a one-time payment, or you can pay a certain amount each month. It uses auto-renewal after your first purchase until you cancel.

#### **Pricing Strategy: Penetration Pricing Approach**

WHOOP Stride is launching with a penetration pricing strategy to quickly appeal to a large audience of fitness-conscious consumers, especially runners and athletes exploring smart wearables for the first time. By setting an accessible price point of under \$100, WHOOP

positions Stride as a more affordable and hassle-free alternative to high-end smart wearables like the Sensoria Socks (\$250) and Garmin Chest Strap (\$130), while also offering deeper data insights and superior comfort.

**- External Factors:**

- + Market Growth in Fitness Wearables: The expanding demand for wellness tech makes price accessibility key to capturing the rising number of health-conscious consumers.
- + Economic Conditions: In uncertain economic periods, affordability is key; WHOOP Stride meets the need for performance at a reasonable price.
- + Taxation: WHOOP's streamlined hardware and in-house shipping model help to minimize import duties and complex VAT structures, especially related to cross-border pricing.
- + Competitive pricing pressure: Substitute products such as WHOOP Bands and Garmin devices offer fewer features at a higher cost, allowing WHOOP Stride to undercut the market and establish a dominant position.

**- Internal Factors:**

- + Lower Cost of Goods Sold: Unlike conventional smart devices, WHOOP Stride eliminates charging hardware, reducing manufacturing costs and allowing for flexible margins.
- + Transportation: Lightweight packaging and durable materials minimize shipping and returns, supporting lower prices without impacting margins.
- + Marketing & Customer Acquisition: The launch campaigns were primarily digital, keeping the Customer Acquisition Cost. low through influencer and athlete-led promotions, making the price penetration model financially sustainable.
- + Membership: The real value lies in the recurring \$30/month membership fee for the app, allowing WHOOP to subsidize hardware costs and lock in high customer lifetime value.

### **Why This Price Makes Sense:**

WHOOP is trying to maximize sales and reach out to new customers with bundled pricing: (Bundled pricing is a business sales strategy that involves offering two or more related products and services as a package at a discounted price.)

- A \$15 trial pair removes the friction for hesitant buyers.
- The standard \$30 retail price rewards loyalty with the product and encourages full adoption.
- Monthly app memberships unlock deeper data tracking, effective price segmentation based on user engagement and commitment.

### **Why WHOOP Stride?**

By offering advanced features in a more comfortable and discreet form factor, WHOOP Stride delivers premium insights without the bulk, discomfort, or price of conventional wearables. By combining affordability, cutting-edge innovation, and the option to upgrade through app

membership, WHOOP Stride redefines the value and versatility of wearables, outperforming the competition in both performance and price.

### **c)Place:**

**Distribution Strategy:** Primarily direct-to-consumer through WHOOP's website and app, and also in a selective retail placement strategy in physical and online outlets.

### **Where the Product is available:**

- Direct Channels:
  - + WHOOP.com
  - + The WHOOP app
  - + Online shops like Amazon and Apple's fitness section
- Selective retail channels:
  - + Sports stores like Dick's Sporting Goods and Fleet Feet
  - + Naperville Running Company
  - + Pop-ups: race expos, wellness events.

### **Initial Outlet Plan:**

- The product is present in approximately 50 retail stores across fitness-heavy cities such as Boston, New York, Portland, Chicago, and Austin.
- Expansion through demo zones at major fitness expos and marathons.

### **In-store Plan:**

- Branded displays with interactive QR codes that link to product demos and app setup.
- Athlete testimonials and videos are embedded in displays to validate product performance and build trust.
- Try-on areas in select stores where customers can test the comfort and functionality of socks.

### **Why This Works:**

- Market:
  - + WHOOP already has loyal customers.
  - + Athletes like to buy gear from trusted stores
  - + Partnerships with professional athletes to show that our product is trusted by the best athletes in the world
- Product: As a new product category (smart socks), WHOOP Stride benefits from product education, best delivered through live storytelling via WHOOP's platforms and in-store demos.
- Manufacturer: WHOOP maintains its premium brand and reputation for performance. By limiting retail partners, brand integrity and price control are preserved.
- External factors: Post-pandemic consumer preferences are shifting toward online shopping and a trusted, experience-based retail environment.





#### **d) Promotion Strategy:**

##### **WHOOP's objectives:**

- Let people know about the new smart socks.
- Get serious athletes and runners to try them.
- Show how the socks fit into a healthy lifestyle.

##### **Main Message:**

"Smarter from the ground up. Train clean. Run smart. Power every step."

#### **1. Advertising**

- Instagram, TikTok, YouTube, Twitter, and Strava ads targeting fitness communities.
- Pro athletes and influencers' videos that show real-time results and testimonials.

- "From Sole to Soul" ad campaign highlighting the emotional connection runners have with their gear and progress.
- Sponsored content on running blogs and fitness podcasts.

#### **2. Public Relations**

- Launch events in major marathon cities (e.g., Boston, Chicago, NYC) featuring product demos.
- Partnerships with fitness influencers and local running clubs.
- Coverage in fitness tech magazines and lifestyle blogs.
- Behind-the-scenes stories of product development and athlete testing.

#### **3. Personal Selling**

- Trained brand reps in sporting goods stores to walk customers through features.
- WHOOP booths at national races like the Rock 'n' Roll Marathon Series.
- College campus fitness fairs and track meets.

#### **4. Sales Promotions**

- Bundle deals with WHOOP Bands and a free month of WHOOP membership.
- Early bird offers during launch week (e.g., 20% off first purchase).
- Loyalty program rewards for repeat purchases and referrals.
- In-store limited-time promotions.

#### **5. Direct Marketing**

- Email campaigns tailored by user activity (e.g., runners, cyclists, casual athletes).
- SMS/ email alerts for restock or new color drops.
- Personalized notifications through the WHOOP app based on training intensity and goals,

#### **6. Event Sponsorship & Community Engagement**

- Pop-Up Events: WHOOP will set up mobile activations at large races and fitness expos, branded shipping containers that open into experience zones. Inside, runners can test the socks on a treadmill, have their foot strike analyzed by WHOOP tech, and receive a customized performance report.
- Interactive Booths: At events like the Boston Marathon Expo, booths will include gait analysis stations, giveaways, and QR codes offering discounts. Athletes who participate will be featured on WHOOP's social media.
- Virtual WHOOP Pulse Challenge: A six-week online competition using the socks, tracked on the WHOOP app. Leaderboards will display data like steps, activity minutes, and consistency. Top performers win prizes and get featured in our social media.
- Community Runs: WHOOP will sponsor monthly community runs in key cities, led by brand ambassadors. These events double as soft product launches and user testing.
- Fitness Studio Partnerships: Offer socks as a free trial for people taking classes at Spenga, Orangetheory, or any other local fitness studio.
- Holiday Campaigns: Bundle Stride Socks with WHOOP Bands for Christmas/New Year fitness goals.
- Limited Editions: Launch a Boston/NYC Marathon edition sock design with local artwork and exclusive packaging.

### **Who we are promoting to:**

- Serious Runners and Endurance Athletes: Focus on performance data and recovery optimization.
- Fitness Enthusiasts: Appeal to lifestyle, convenience, and cleanliness.
- Technology Early Adopters: Focus on the innovation of sports wearables.
- College Athletes: Target with campus ambassador programs and social proof through teammates.
- Healthcare & Rehab Users: Talk about gait analysis and injury prevention for physical therapy.

WHOOP will encourage users to post their running data and sock performance stories using the hashtag #PoweredByWHOOPStride. Weekly contests will reward the best posts with merchandise, reposts on WHOOP's main account, or entries into raffles for free membership months. This will help build a sense of community and increase social proof for skeptical buyers.

### **Why This Works Now:**

The product is brand new, so it's important to educate people and make the socks stand out. WHOOP already has a strong community, which will help spread the word. By using both digital and in-person promotions, the strategy balances broad awareness with personal engagement, helping new users trust and adopt the product quickly.

A multi-channel promotion plan helps WHOOP reach different audiences, from elite athletes to everyday runners. The tech innovation of the product matches the lifestyle and goals

of our market. Consistent messaging, authentic partnerships, and real-time user feedback will keep the socks top-of-mind and ensure long-term adoption.

### **Post Launch Support and Customer Retention:**

To better our relationship with our customers, we want feedback. Our socks can't get better without the honest opinions of our valued customers. WHOOP will create a platform on our app to gather customer feedback. This platform will be open at all times for anyone with our product to speak their mind. Additionally, we will implement surveys to gather feedback from people who would prefer to share anonymously. Using this feedback and suggestions, we will be able to improve our product and further satisfy our customers.

### **Performance Tracking Goals:**

To ensure WHOOP Stride's success and track progress over time, we will look into subscription growth, brand awareness, user engagement, and sales volume. Subscription revenues are targeted to increase by 10% annually. In terms of brand awareness, we plan on increasing our social media engagement and gaining interactions through followers, likes, comments, and shares. We hope to increase our social media interactions and followers by 30% annually. Regarding user engagement through the WHOOP App, our goal is to raise the daily active usage from 80% to 87% on a quarterly basis. Lastly, it is critical that we increase our sales volume to keep our product available. Our goal is to annually increase sales by 25%.

## **Part VII: Implementation**

### **a)Action Program & Timeline**

Below is a timeline outlining key actions in the marketing plan and when they will take place. It shows who is responsible and ensures every department is aligned for the product launch.

<b>Month</b>	<b>Action</b>	<b>Responsible Team</b>
1	Finalize product design and packaging	Product Development
1	Secure partnerships	Marketing & PR
2	Develop advertising materials and social media content	Marketing & PR
3	Ship first inventory to warehouses and stores	Logistics & Fulfillment
4	Product launch via WHOOP.com, pop-ups, and select retail stores	Marketing & Sales
Ongoing	Monitor campaign results and adjust based on KPIs	Analytics & Strategy

**b)Controls:**

Metrics & KPIs To track the effectiveness of the plan, WHOOP will monitor the following key performance indicators:

- Website traffic and conversion rate from advertising
- Sales (WHOOP.com, Amazon, in-store)
- WHOOP Stride app engagement
- Influencer campaign reach and engagement (likes, shares, comments)
- Customer reviews and product return rates

**c)Budget & Financial Overview:**

Category	Estimated Cost
Product Development & Packaging	\$250,000
Partnerships	\$150,000
Event Pop-Ups and Expo Presence	\$100,000
In-store Display Materials	\$50,000
Initial Inventory	\$200,000
Total Estimated Budget	\$750,000

**Risk Assessment & Backup Plans**

Risk: Low initial adoption

Plan: Launch limited bundles and free trial events to increase early adoption.

Risk: Confusion about product features

Plan: Use app tutorials, in-store demos, and social media education content.

Risk: Negative feedback or returns

Plan: Monitor reviews closely and offer a full refund policy within 30 days.

**Part VIII: Appendix**

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