

Top Strategies for Boot Camp Marketing



To get your boot camp off to the right start involves a lot more than just getting the logistics right. It starts with a boot camp marketing strategy. The underlying purpose for such a strategy is to get the word out there, so you actually have participants willing to go through the rigors of boot camp. With this in mind, you should get to know the fundamentals of boot camp marketing, as it also entails your fitness business growth.

Before you get started on your boot camp marketing strategies, the first thing you have to consider is your strengths. By this I mean, what is it that you can do better than others, or can suit your particular marketing strategy. By now it is assumed that you are a pretty awesome fitness instructor and trainer, thus the level of your services is quite high. So, you should take a long hard look at yourself, and determine what kind of person you are. Are you outgoing and have no problems talking to others? Or will your marketing strategy go for less human interaction?

What do I mean by less human interaction?

This basically pertains to all those methods that don't necessarily have face to face contact. If you choose this style of marketing, then you had better be good at computer based strategies like search engine optimization, blogging, and pay per click advertising. Social media awareness has to be at the tips of your fingernails too.

These strategies are rather effective, so to speak. They don't, however, involve a lot of personal interaction with potential clients. To be able to successfully get results off of this kind of boot camp marketing strategy, you will need to spend a lot of time in front of the computer.

The quality of your online content is also something that you have to carefully consider anytime you choose to adopt an online measure. Written content differs greatly from spoken

content, thus it has to be of top notch quality all the way through. Today's fitness industry has been proliferated by multinational companies, so you better be at the top of your game if you are to compete against them.

Personal interaction strategies

This has been viewed as one of the best boot camp marketing strategies of all time. This entails that you do get personal with your potential clients, and use some techniques to turn them into real clients. Talk to your clients, interact with them, and show them that you actually have a heart, regardless of the hard training that you are putting them through. It helps if the clients know that at the end of the day they are dealing with an actual human being.

The power of referrals

Most successful businesses have at one time utilized this to get them what and where they want. Referrals cannot be understated; they can build up your client lists in ways you could not imagine. And don't just sit and wait for your clients to refer their friends, take the initiative and set the ball rolling. Set expectations for your clients; you can say something like, "Since you are counting on me to get you in tip top shape by the end of camp, can I count on you to help me get more clients?". You've now set the expectation that as long as you help the client look good, they will go out there and recruit new clients for you.

Managing your online presence

As much as it helps to get your name and face out there physically, relying on the Internet can generate the type of business your boot camp marketing strategies were designed for. Be sure to have your presence in places where prospective clients are known to hang. Facebook is the one place that comes to mind, though there are others like LinkedIn and Pinterest that will work wonders for you.

If you do manage to create an online presence somewhere, be sure not to neglect it. Devote a bit of time every week to go through the comments and reviews on your online site or business page. This can get real hard if your boot camp marketing strategy picks up the pace, but having an assistant do it for you will ease the stress.

Incorporate video

People will much rather prefer to watch a video than read through a lengthy post or article. And if the video happens to showcase some toned guys and super fits girls, the better. Funny images can also do the trick, but make sure they are well within the context of your video.

You don't have to invest in expensive camera equipment or a crew to get a video. Simply grab a little video camera that can plug into your computer and start shooting. You can video yourself teaching something important, or sharing a killer tip. You can also video the

boot camp workouts, and post them so potential clients know what goes on. Video should be an integral part of your online marketing strategy.

Email lists

Having an email list of targeted clients, existing and former ones is critical and probably the best way to go to grow your boot camp. With their contact information at hand, you can periodically reach out to them with emails and newsletters, client promotions and awesome fitness content.

The email list should contain names of people who know who you are, people that trust you, and are open for you to get in contact with them now and then. Not every email should be a promotion, instead offer valuable information now and again, information that your clients wouldn't find somewhere else. This brings me to my next point ...

Giveaways

The underlying premise for giveaways is this; the more valuable information and knowledge that you give out, the more people will regard you as the expert in that particular matter. Take the time to come up with useful information, fitness tips, and healthy recipes, just to name a few.

So there you have it, the sure fire ways to get your boot camp marketing strategies to bring the kind of business, and profits, that you so rightly deserve.