

Create a Successful Fitness Marketing Strategy



For a fitness business person, the industry is thriving. But let's face it; the fitness industry is not a glamorous job at all. If you didn't put in all the time and hard work to market your business, you'd probably lose it. Many fitness instructors think that being good at what they do is probably going to get them over the top in terms of business and clients.

Unfortunately, it doesn't always work that way. To work in a field that has so much potential, and that is littered with others trying to make a living, you need to be more than just a good fitness instructor; you need to be a marketer too.

With a proper fitness marketing strategy, you will be able to incorporate some tips and plans into getting your business the kind of recognition it deserves. However, for many fitness instructors, this is taking them way outside of their comfort zones. For many of them, marketing is all about handing out fliers, putting up unfocused ads and going for the next referral. They stumble through marketing like they are stuck in mud.

To really have an effective fitness marketing strategy, you will need to get away from that entire stumbling and chaotic marketing angle. With the following aspects, I am going to show you how you can integrate some smart planning for your fitness marketing strategy, so you can start getting the clients and income you deserve.

Do your research

When it comes to marketing, regardless of the type of business, doing your homework is probably the most important thing you can do. For your research topics, think about your intended target market, the various marketing strategies available, and the kind of products you want to offer to your customers.

As for your intended target, you will need to know who you are specifically targeting. By knowing your market, you get to identify their needs, and from there you can come up with products that will meet these needs.

There are many available marketing strategies out there. Of course, you can't incorporate them all into your marketing strategy. Think about your potential customers responses to the various strategies. How will they feel about an email or a newsletter every week? Will they look at the posters you put up around the neighborhood, or will they just take it down and throw it in the trash bag? It helps if you can research on this and know what trends are most effective.

Have your content relevant

If you want clients to visit your website more often, then it is up to you to come up with high quality content. A well designed website may attract people, but it is the content that will make them stay and want to come back for more. Research on your content, and if you really want the best content on your website, hire a professional article writing or blogger to do it for you.

Know your rivals in the business

Knowing those who are around you in the business is crucial if you want to market productively. Remember that your fitness marketing strategy is uniquely tailored to your situation, so it helps if you know who you are up against.

Find out who the leaders in the industry are, and what it is they do differently that separates them from the rest of the pack. The purpose here is to find something that you can emulate for your business, within your capabilities as well.

Within your region, find out what aspect of fitness that the competition is more geared to. Do the personal trainers in your region focus more on bodybuilding? If so, trying to do the same may prove to be an uphill task, one that you may find hard to conquer.

Provide real information

This is where many fitness instructors and businesses fail in their bid to attract more and more customers to join. Provide real information, like how to rehabilitate bad back posture, or how to maintain a slender figure, rather than just set up an advertisement for your business. Always aim to come off as a problem solver; clients will find the answers they are seeking at your joint. Then at the end of the piece or column, include your contact information and a website address where they can find more answers.

Utilize offline marketing strategies

It is important to keep a regular online presence, but having an offline fitness marketing

strategy also works wonders. Do not, for example, discount the power of word of mouth advertising. It may seem outdated, but people are more likely to believe the good things that their friends and family say about your business than a poster.

Put out some ads in the local print. If you really want to stay in your prospective clients' heads, then buy some local TV and radio space to market yourself. Go old-school with customized t-shirts, mugs, pens and other accessories. Volunteer to write a guest column in a local magazine, or better yet, start your own fitness magazine.

Stand out from the crowd

Chances are yours is not the only fitness center in town. Prospective clients need to know why they should come to your center, and not the competition's. Aim to be unique in everything you do, from the equipment that you use, the price plan, to the design of your facility.

You can also bring your personality into the business. People don't like to go to places where they are not treated with good care. Bring your personality to the workplace. Smile more and give a heart to the otherwise cold business that is the fitness industry.

In conclusion, focus on keeping your existing customers happy. This is probably one aspect all those marketing books will not mention. Whichever fitness marketing strategy you come up with, remember to always keep the ones that you have happy.

Marketing is not always fun. To be successful takes time and hard work. If you follow the fitness marketing strategies above, you will attract new business.