

Avoid These Common Fitness Marketing Mistakes



In the recent past, and certainly in the times that we live in, the fitness industry has experienced exponential growth. Fitness is no longer a preserve of exclusive clubs, as more and more people are clamoring to join fitness clubs in an effort to build muscle, lose weight, or get more curvaceous shapes and figures. For the fitness business owner, times have certainly never been better than these. Which is why it is appalling to see that most fitness businesses do not enjoy the kind of success that you would expect given its popularity.

From a marketing standpoint, most of these business owners are committing all too common mistakes, the most glaring of which is their marketing strategies. If you own a fitness business and are looking to be successful at it, then you need to learn how to market effectively. Having a powerful online marketing strategy is one of the best things you can do for your fitness business. However, not all professionals know how to do it, and if they do, they are prone to mistakes that cost them dearly. The following are some of the most common fitness marketing mistakes that I have found to be glaring in the face of all the potential markets the fitness industry players encounter.

1. Not having a target market in mind

This is the most important aspect to any successful fitness marketing venture. If you do not know your target market, or have not identified them yet, then you may as well be trying to force a square box into a round circle; you are wasting your time and energy. Identifying a target market means that you can effectively understand their needs. As such, you will be able to come up with promotions and services that can meet them. There is no way you can claim to meet people's needs if you don't know what they are in the first place!

2. Not meeting the client's needs

You have identified your target market and their needs, and as such you now have come up with marketing materials to boost your business. What exactly is contained in that material? The all too common fitness marketing mistake here is to endlessly talk about your business, not really showing how the clients will benefit from your products and services. With this aspect, you want to come off as a problem solver. Appeal to the potential clients out there that you have an answer to their problems. Do not talk about your business or company for hours on end. Instead, let your problem solving services/products sell your business for you.

3. Not having a database to capture names and contacts

This is a fitness marketing mistake that will cost you dearly, if you do not take the necessary steps and establish an email and contacts database. By having this database, you can easily reach out to existing clients and let them know of new service offerings and promotions. It costs much less to reach out to an existing client than it is to get a new one. To rapidly grow this list, you will have to persuade clients to opt-in to your list. This will make it possible for you to stay in touch with them constantly, and share new information with them. By having a client list, you can come up with periodic newsletters to send, and once in a while you can give away an e-book to anyone who submits their details.

4. Having an unnecessarily long sign-up process for new clients

If you want to ensure that the prospective clients do join your business, then you will have to make sure they don't have to go through a long process to do so. This means that you will have to shorten the number of questions that you ask them. Having a long list of sign-up details to fill in turns off people; just ask for their names and email addresses, nothing else.

5. Turning into a spammer

I cannot tell you the number of businesses that have failed in their online marketing strategies due to this. It is one of the most common fitness marketing mistakes ever, and one that you should avoid at all costs. Once you have your client list, it is important to keep them apprised of any new developments. But this does not mean that you constantly bombard them with useless emails. Once you are labeled as a spammer, shedding that tag will take a lot of effort.

6. Having too much technical content on your fitness website

Do not make the mistake of assuming that all your clients have the latest web software, or can understand every word that you put out there. Have your website in plain HTML format as opposed to integrating additional programs like Macromedia Flash. For the latter problem, don't use too much technical jargon and terminology. You want to keep things as simple as possible. If your clients have to look-up words in the dictionary every time they read through your site content, chances are they won't want to come back again.

7. Having a website that loads slowly

Most of the online community is an impatient bunch; the longer they have to wait for pages to load, the more their interest in the topic wanes. Avoid putting too much heavy graphics on your website as this slows down the rate at which it loads. Invest in a server that can handle enormous amounts of client requests at any one time. It may take some financial investment on your part, but you will be glad you did it in the long run.

8. Sticking to one strategy too long

This is one mistake that most business people do, but are rarely aware of. Having an effective strategy is fine, but even good strategies get overtaken with time. Always have some new online strategies to throw into the mix once in a while. Trust me, your clients will appreciate your efforts and reward you with more business.