

MARKETING PLAN - DATAFIT

Group: Lukas Juranek, Roberto Daniel Totolici, Alexandra Jakovleva, Noa Dori

1. SWOT ANALYSIS

S (strengths)	W (weaknesses)	O (opportunities)	T (threats)
Competitive Advantages: innovative platform with advanced real-time AI personalization, strong biometric and wearable integration, hybrid application which combines AI and trainers guidance	Current Limitations: low brand recognition outside of Madrid and Barcelona, high reliance on wearables even though wearable penetration is relatively low, low premium conversion rate, high churn rate, and many strong and well-known competitors in this field.	Favorable Market Trends: spanish digital fitness market, AI-market gaining it is demand, post-Covid interest in digital and stay-home solutions, growing focus on long-term well being.	Competition: major global competitors like Nike Training Club, Freeletics, and MyFitnessPal with strong brand recognition, many other simpler and low-cost alternatives, wide gym and personal coach choice anywhere you are.
Unique Resources: advanced data visualization, 24/7 AI assistance, adaptive and user-targeted algorithm and the team of professional engineers ect.	Scarce Resources: small marketing budget (50000 euro per year) compared to competitors, small team of 8 people, small geographic presence, financial constraints.	Underserved Segments: busy professionals needing efficient and flexible workout solutions, health-conscious millennials who want community-based motivation and digital seniors look for simple and easy-to-learn health-focused tools.	Entry Barriers: building trust and credibility in the health/fitness space within the client base community, gain visibility in a saturated fitness app market and stay competitive and differentiative from similar products.
What DataFit Does Well: provides engaging user experience through gamification. Use of most advanced technology, has good classification of users and so far good interest on the gym market.	Areas for Improvement: improve converting experience for users to go from free to premium, strengthen user retention strategies, expand the awareness of the start-up to gain investment and new users faster.	Market Changes: growing social acceptance of virtual trainers and remote fitness solutions, strong integration of AI in daily life and increasing adoption of wearables in Spain (31% and growing)	Market Risks: low willingness to pay such a high price, rapid technological changes may require continuous updates, high churn rates in the fitness app industry.

2. SEGMENTATION AND POSITIONING

2.1 Selected Target Segment

Primary Target Segment: Segment A – “Tech Enthusiast Fitness”

Justification

1. Segment Attractiveness

- Large enough market size (**800,000 people**) with high concentration in major cities such as Madrid and Barcelona where DataFit is already active.
- Segment is **growing fast**, aligned with the adoption of wearables (31% penetration and rising).
- Users have **medium-high income (€30–50k)** and are more willing to pay for digital services.

2. Fit with DataFit’s Capabilities

- DataFit’s main differentiators—**AI personalization, data analytics, biometric integration**—perfectly match this segment’s expectations: they value **technology, metrics, tracking, optimization**, and progress dashboards.
- This group consists of **early adopters**, ideal for a new startup with limited marketing budget that needs advocates and organic diffusion.
- More likely to appreciate features such as **virtual assistant, progress analytics, gamification**, and wearable integration.

3. Competitive Advantage

- Competitors like Nike Training Club or MyFitnessPal are strong brands, but they are **less specialized in hyper-personalization through AI**.
- This creates a **clear differentiation space**: a tech-oriented fitness platform that offers deeper data-driven customization than mainstream apps.
- High potential for **premium conversion**, because they value efficiency, optimization, and measurable progress → ideal for a subscription model.

Secondary Segment (Optional): Segment B – “Busy Professionals”

Chosen because:

- They look for **efficiency, time optimization, and convenience**—strengths of DataFit’s AI-driven personalized plans.
- High income → **high willingness to pay** for premium.
- However, they are less tech-enthusiast, so the match with product capabilities is slightly weaker.

2.2 Justification

Currently the mid size market, bigger compared to other segments, growing because of the latest trends on TikTok, Instagram, this are people that are mindful of their health and at the same time want to leverage the power of technology because of the latest movements on mindfulness, healthy eating and environmental concerns etc. A young market mostly 25-30, open to new features and ideas, premium price is affordable for their income just 9.99\$/Month if the solution is good enough the price isn’t a hard barrier for this segment. The gamification is also good to create a viral network that will expand to new users in that segment, this people are usually very active on social media, so sharing their “status” in the app could be a good incentive to get more users with low cost of acquisition.

Another option:

Segment A (“Tech Enthusiast Fitness”) is the most attractive primary target because it represents a **mid-sized yet highly valuable** market (800,000 people), larger and more dynamic than the other specialized segments. Its growth is reinforced by **lifestyle trends on TikTok and Instagram**, where topics such as quantified-self, biohacking, healthy eating, and mindfulness have become increasingly popular. These users are highly aware of their health and motivated to improve their performance, while also being eager to **leverage new technologies**, including wearables, AI tools, and performance analytics.

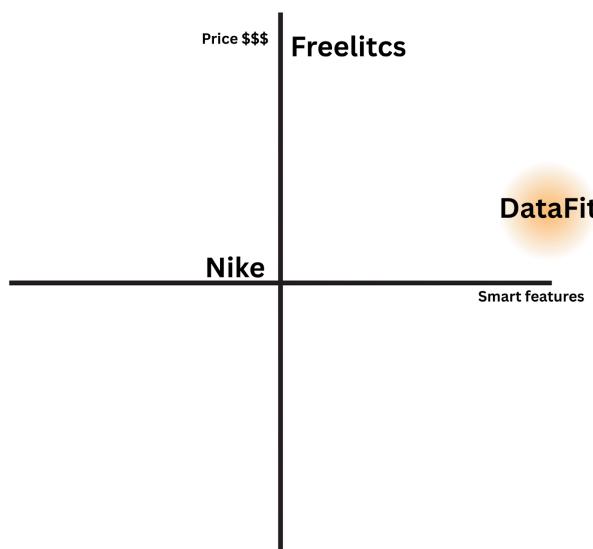
The segment is primarily aged **25–30**, which makes it open to experimentation and new digital solutions. The **premium price (€9.99/month)** is fully compatible with their income level, and for this group price is not a major barrier as long as the product delivers measurable value.

Additionally, this segment tends to be **very active on social media**, making gamification and shareable achievements powerful viral mechanisms. Features such as challenges, badges, and progress dashboards can boost engagement and encourage users to share their “status” publicly, generating **organic growth at a low customer acquisition cost**.

This combination of high digital affinity, willingness to pay, and viral potential makes Segment A the best strategic fit for DataFit.

2.3 Positioning Map

Our position compared to the competitors is based on smart features that other apps don't have specially recommendations and automatic planning based on your profile. Nike Train app is free ,but the features are far from being fully customized and Freelitcs more expensive (train coach + nutrition plan = 11.68\$ month) compared to the 9.99\$ Datalits plan which includes everything plus an AI assistant and data driven analytics which helps you stay on track with your progress with actionable metrics. Nike and Freelitcs have a broad market, it targets everyone, but Datafit is targeted to people that wants to empower their workouts and nutrition with advanced tools



2.4 Value Proposition

"The app that understands your lifestyle."

3. MARKETING OBJECTIVES (12 months)

3.1 Quantitative Objectives:

- **Users:** Growth from 5000 to 1.2M users
- **Revenue:** €400.000

- **Market share:** 1%
- **Conversion:** 20%

3.2 Qualitative Objectives:

- Make DataFit the number one health app in Spain
- Build a highly engaged community
- Strengthen DataFit's brand positioning as the leading AI-driven fitness solution through consistent communication and innovation.
- Increase customer satisfaction and loyalty by delivering a seamless, personalized user experience with continuous feature improvements.

4. MARKETING MIX STRATEGY

4.1 PRODUCT

- **Priority functionalities:** Enhanced Community and Gamification, Direct Social Sharing(1-click sharing of workout completions), Meditation and mindfulness features
- **Differentiation:** The premium version is differentiated by being the only way to access the 100% adaptive AI training, the AI virtual assistant, personalized nutrition plans and community challenges with rewards. The free version will be limited to manual tracking and a 14-day trial of the AI.
- **Roadmap:**
 - Months 1-3: Launch social sharing integration and the referral program.
 - Months 4-6: Roll out the enhanced "squad challenges" feature.
 - Months 7-12: Beta test and launch the v1 "Mindfulness Module."

4.2 PRICE

- **Structure:**
 - Monthly premium: 9.99eur/month
 - Annual premium: 79.99eur/year (6.67eur/month)
- **Strategy:** The goal is to rapidly acquire a big part of the market share in this large segment. The €79.99 annual price positions DataFit as a high-value and premium-but-affordable solution that will undercut competitors like Freeletics while offering more integrated features.
- **Promotional tactics:** 30day free trial, student discounts, referral program. Tiktok videos, reels on IG, flyers in the gym, pinpoint the smart features like custom meal plans and dynamic workouts based on your performance

4.3 DISTRIBUTION

- **Channels:** App Store, Google Play Store
- **Partnerships:** Universities, gyms, health coaches, influencers

- **Strategy:** Tiktok videos, reels on IG, flyers in the gym, paid influencers

4.4 COMMUNICATION

- **Budget per tactic:** A/B testing with two kind of ads, one showing the features, one showing how it helps someone with their workouts, an estimate per tactic and per channel and per day could be 45\$ and 45\$ per A/B test so 90\$ and each per channel tiktok, 90\$ for IG, so 180\$ a day on paid ads running alternatively on 5 days a week 3 weekday 2 weekend, and 50\$ per video promotion of influencer a week, so a total per month of 3800 on marketing expenses for social media expenses and a one time payment for 1000 flyers on gyms around 100\$, total 3900, so a total of 45700\$ a year
- **Key message:** "Stay on track with your lifestyle with DataFit"
- **Action calendar:**
 - **Jan-Mar:** Launch and Acquire. Heavy "New Year's Resolution" push. Launch influencer campaigns and paid social ads.
 - **Apr-Jun:** Engage. Focus on community-building. Use user-generated content in ads.
 - **Jul-Sep:** Optimize. Analyze data from Q1/Q2. Refine ad targeting and messaging.
 - **Oct-Dec:** Retain. Push annual plan subscriptions as the "best value" ahead of the new year.
- **KPIs per channel:** Conversion (installs from clicked ad), Activity (started a workout plan inside the app)

5. BUDGET SUMMARY

Marketing Activity	Budget Allocation	Percentage of Total
Influencer Marketing	€20,000	40%
Paid Social Media (Meta/Tik Tok)	€15,000	30%
Google Ads	€8,000	16%
Sales Promotion and PR	€7,000	14%

TOTAL	€50,000	100%
--------------	----------------	-------------

6. CONCLUSIONS

[Strategy synthesis]

ORAL PRESENTATION (5 minutes)

TIPS FOR STUDENTS

DO's

- Read the entire case carefully before starting to work
- Use the provided data to justify decisions (segment sizes, budget, etc.)
- Be specific: Avoid generalities like "improve the product". Say WHAT to improve and WHY
- Think about the end user: Put yourself in the target segment's shoes
- Prioritize: You can't do everything with €50,000. Choose the MOST effective tactics
- Be creative but realistic: Innovative ideas, yes, but feasible
- Assign roles: One person coordinates, another takes notes, another makes the positioning map, etc.
- Manage time well: Use alarms for each phase

DON'Ts

- DON'T copy competitor strategies without adapting them to DataFit
- DON'T ignore the limited budget: Be conscious of resources
- DON'T choose a segment just because it's the largest: Consider competitive advantage and resources
- DON'T propose tactics you don't explain: Every decision must be justified
- DON'T scatter your focus: Focus on 1-2 segments maximum
- DON'T leave the presentation for the last minute: Prepare it with time
- DON'T read the slides: Present naturally and dynamically

GUIDING QUESTIONS FOR ANALYSIS

For SWOT:

Strengths:

- What technology does DataFit have that competitors don't have or don't do as well?
- What expertise does the team have?
- What advantages does being a small startup provide?

Weaknesses:

- What resources are they lacking vs Nike or Freeletics?
- What experience do they NOT have?
- What barriers do they have to grow quickly?

Opportunities:

- What market trends favor DataFit?
- What needs are NOT covered by competitors?
- What social/technological changes can they leverage?

Threats:

- What can the competition do to counter them?
- What risks exist in the market?
- What could make users abandon the app?

For Segmentation:

- Which segment values MOST what DataFit offers (AI, data, personalization)?
- Which segment is LEAST served by current competition?
- Which segment can afford €9.99/month?
- Which segment is easiest to reach with a €50,000 budget?
- In which segment can DataFit be #1 or #2?

For Positioning:

- On which 2 attributes can DataFit be clearly superior?
- What is the ONE THING DataFit offers?
- How does it differentiate from Nike Training Club? From Freeletics?
- What message would resonate with the target segment?

For Marketing Mix:

Product:

- What functionality would be the "killer feature" for the target segment?
- How to ensure users DON'T abandon in the first 3 months?

Price:

- Is the target segment price-sensitive or do they value quality more?
- What prices does the competition have?
- How much do they need to charge to be profitable?

Distribution:

- Where "is" the target segment? (What apps do they use, where do they shop, etc.)
- What partnerships make the most sense?

Communication:

- What channels does the target segment use?
- What message will make them download the app?
- What tactics give the best ROI with limited budget?
- How to generate word-of-mouth?