

A Report on The Marketing Campaign Strategies of Competitive Fitness Apps

General Overview

We decided to look into the marketing campaigns of three competitive fitness brands, which are;

- Fitbit
- My fitness pal
- Strava

Fitbit is an American firm, in the business of wearable tracking fitness, founded in Delaware in 2007. It works on both android and ios.

My Fitness pal is a smartphone app and website that tracks diets and exercise, it was first released in 2005 in America. It works on both android and ios.

Strava is an American internet service for tracking physical exercise and makes fitness tracking social. It was released in 2009 and it also works on both android and ios.

Fitbit Marketing Campaign Strategy

1. They used a differentiation strategy that involved using premium design and features for their wearable devices, to increase customers' willingness to pay.
2. They collaborated with health, medicare, and insurance organization to deepen their penetration into the healthcare system.
3. Competitive pricing, by making their products cheaper and accessible on various mobile platforms.

4. They created a fit-for-food campaign in partnership with Feeding America, to increase brand awareness and customer loyalty.
5. They used a gamification strategy that enabled users to refer friends without incentives.
6. They used social media to build social currency through which users post their achievements. This social motivation helped Fitbit build a social community.

My Fitness Pal Marketing Campaign Strategy

1. They worked with advertising technology companies like Google Ad Partner Services etc
2. They partnered up with top brands including; Netpulse, Johnson Health Tech, Fitbit, BodyMedia, Runtastic, and Endomondo,

Strava Marketing Campaign Strategy

1. They use Social Media Campaign marketing through their community and blogs to increase exposure and interest in Strava
2. They use Email Marketing to reach out to high-probability prospects based on the data collected by the company using its kiosks, trade marketing, and customer survey.
3. They use partnerships rather than simply bombarding the users with advertisements from sponsors, Strava instead decided to form brand partnerships. In the case of Strava, these brand partnerships are “branded challenges” that involve contests where participants can win various prizes from health and fitness gear.
4. Their competition-based pricing focuses on matching the prices of the competitors and focused on reducing the cost of operations to increase profitability.
5. They use Search Engine Marketing to advertise to highly prospective customers, who have shown interest in the products based on their search and browsing history.

