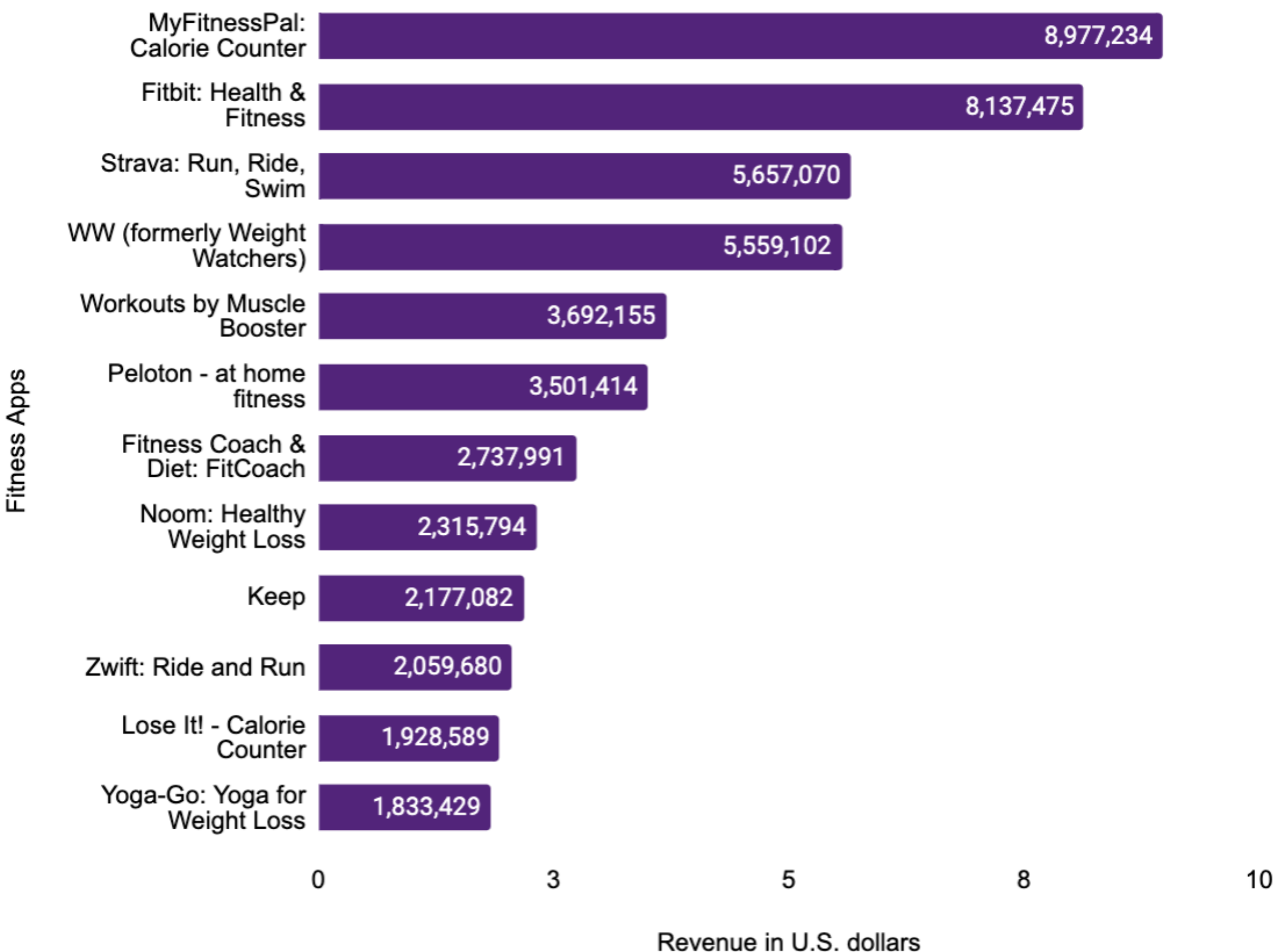


Report on Marketing Campaign Performance of Competitive Fitness Apps

Looking at the marketing campaign performance in the fitness industry, we researched on the competitive products by revenue and the Marketing campaign strategies applied by the three top companies in the fitness industry

Leading Fitness Apps Worldwide In March 2022, By Revenue



Fitbit

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

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

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.

Marketing campaign strategy

My Fitness pal

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

Fitbit

- The use of a differentiation strategy that involved using premium design and features for their wearable devices, to increase customers' willingness to pay.
- Competitive pricing, by making their products cheaper and accessible on various mobile platforms.
- The use of social media to build social currency through which users post their achievements.

Strava

- Strava is an American internet service for tracking physical exercise and makes fitness tracking social.
- They use Social Media Campaign marketing through their community and blogs to increase exposure and interest in Strava
- Their competition-based pricing focuses on matching the prices of the competitors by reducing the cost of operations to increase profitability.

Conclusion

The effective marketing tactics shows that after 50% of surveyed marketers indicated that search engine optimization is effective with a difficulty rate of 40%. 47% of surveyed marketers mentioned that email marketing is an effective tactic with a difficulty rate of 14%. 34% said that search and social ads are effective with a difficulty rate of 18%.

These Marketing techniques has proven efficient in the fitness industry and should be adopted.

Comparing Tactical Marketing Effectiveness and Difficulty.

