

A black and white photograph of a man from behind, working out on a lat pulldown machine. He is wearing a dark t-shirt and shorts. The machine has a stack of weight plates visible above him. The background shows other gym equipment and windows.

PowerFitGym

FITNESS

Presented by: Saurabh Thakur

INRODUCTION

PowerFit Gym is a local fitness center that provides modern equipment, certified trainers, personal training Services, and diet guidance. The goal is to help people achieve their fitness goals in a motivating and affordable environment.



Services Offered:

01



Weight Training

02



Cardio Training

03

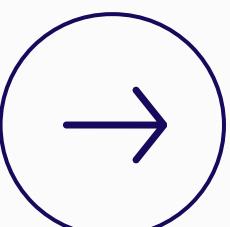


Personal Training

04



Diet Consultation



TARGET AUDIENCE :

01

Primary Target Audience:

- Age: 18–25 years
- College students
- Fitness beginners
- People preparing for armed forces

02

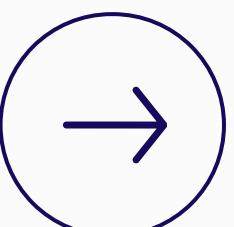
Secondary Target Audience:

- Housewives (25–40 years)
- Weight loss clients
- Weight Gain clients

03

Working Professionals (Age 24–35)

- Office job / IT / Corporate employees
- They aim to reduce stress and maintain overall fitness.
- Evening and early morning gym timing prefer



BUYER PERSONA



Name: Rahul Sharma

Age: 21

Profession: College Student

Goals:

- Build muscle
- Improve body shape
- Stay healthy

Problems:

- Limited time for long workouts
- Confusion regarding proper diet
- Lack of motivation

Solution:

PowerFit Gym provides flexible timing, trainer support, and diet plans.

Rahul Sharma

4PS OF MARKETING

Product

Modern gym equipment
Certified trainers
Group classes

Place

Located near residential & college area
Easy access & parking available

Price

Monthly Plan: Rs1,000
Yearly Plan: RS10,000
Personal Training: Rs2,000

Promotion

Instagram Ads
Local pamphlets
Referral discounts

BRAND MESSAGE

Core Message:

“Transform Your Body, Transform Your Life”

Tagline:

“Stronger Every Day 💪”

Brand Values:

Motivation

Discipline

Health

Community



7CS OF DIGITAL MARKETING (APPLIED TO GYM)

01

Customer

Fitness-focused individuals

02

Content

Workout videos & transformation posts

03

Context

Fitness trends & local audience

04

Community

WhatsApp group & Instagram followers

05

Customization

Making the experience personal

06

Communication

Two-way interaction with users

07

Conversion

Turning followers into paid members



DIGITAL CHANNEL

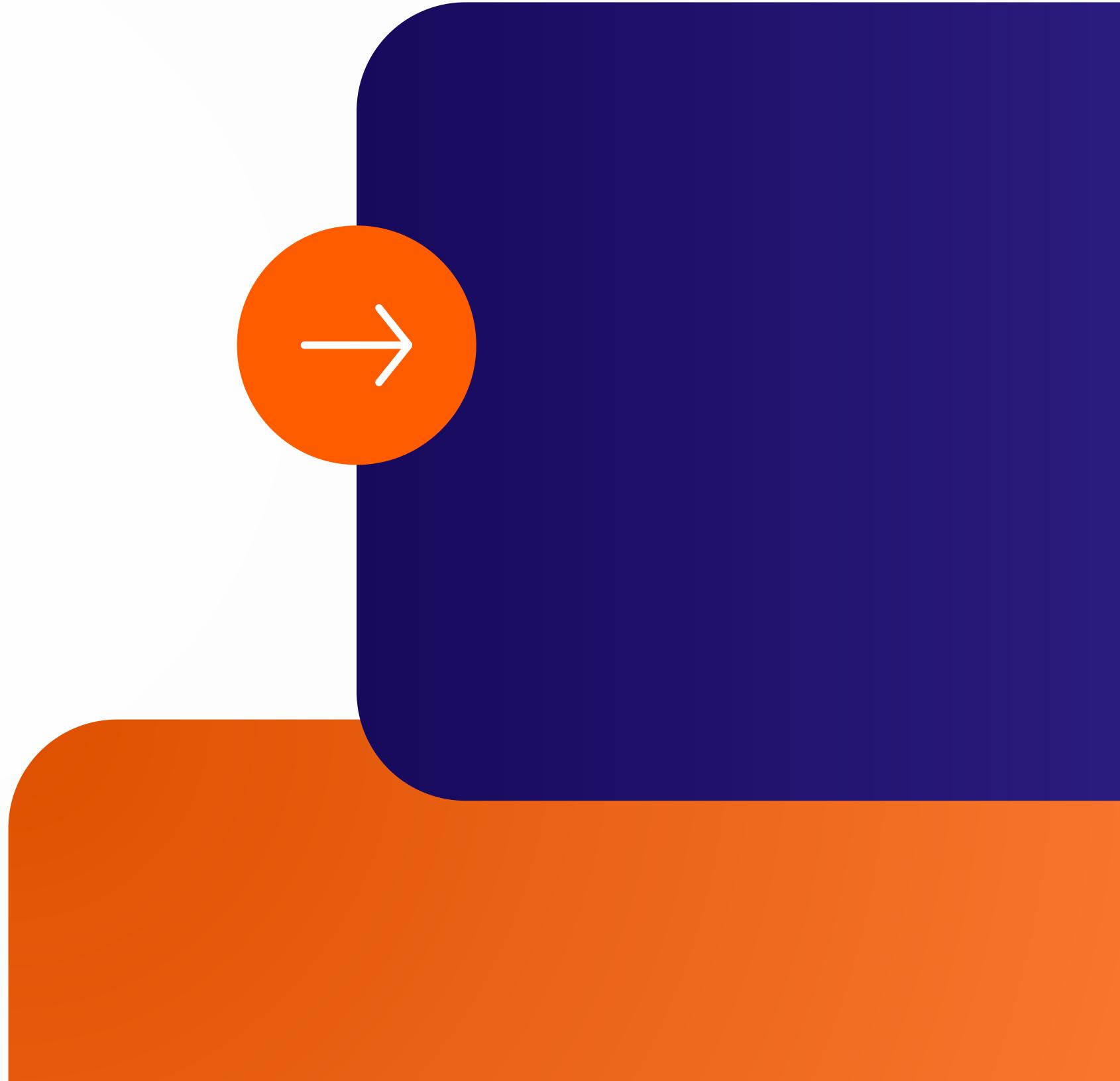
Primary Digital Channel: Instagram

Why Instagram?

- Most young users are active on this platform.
- It is easy to showcase transformation reels.
- Local ad targeting is possible.

Content Strategy:

- *Daily workout reels*
- *Client transformation posts*
- *Trainer tips videos*
- *Offer announcements*



MARKETING FUNNEL

Awareness

- Instagram Ads
- Local banners
- Influencer shoutouts

Consideration

- Free trial session
- Client testimonials
- Before-after photos

Purchase

- Discounted membership
- Limited time offer
- Referral bonus

LEAD MAGNET IDEA

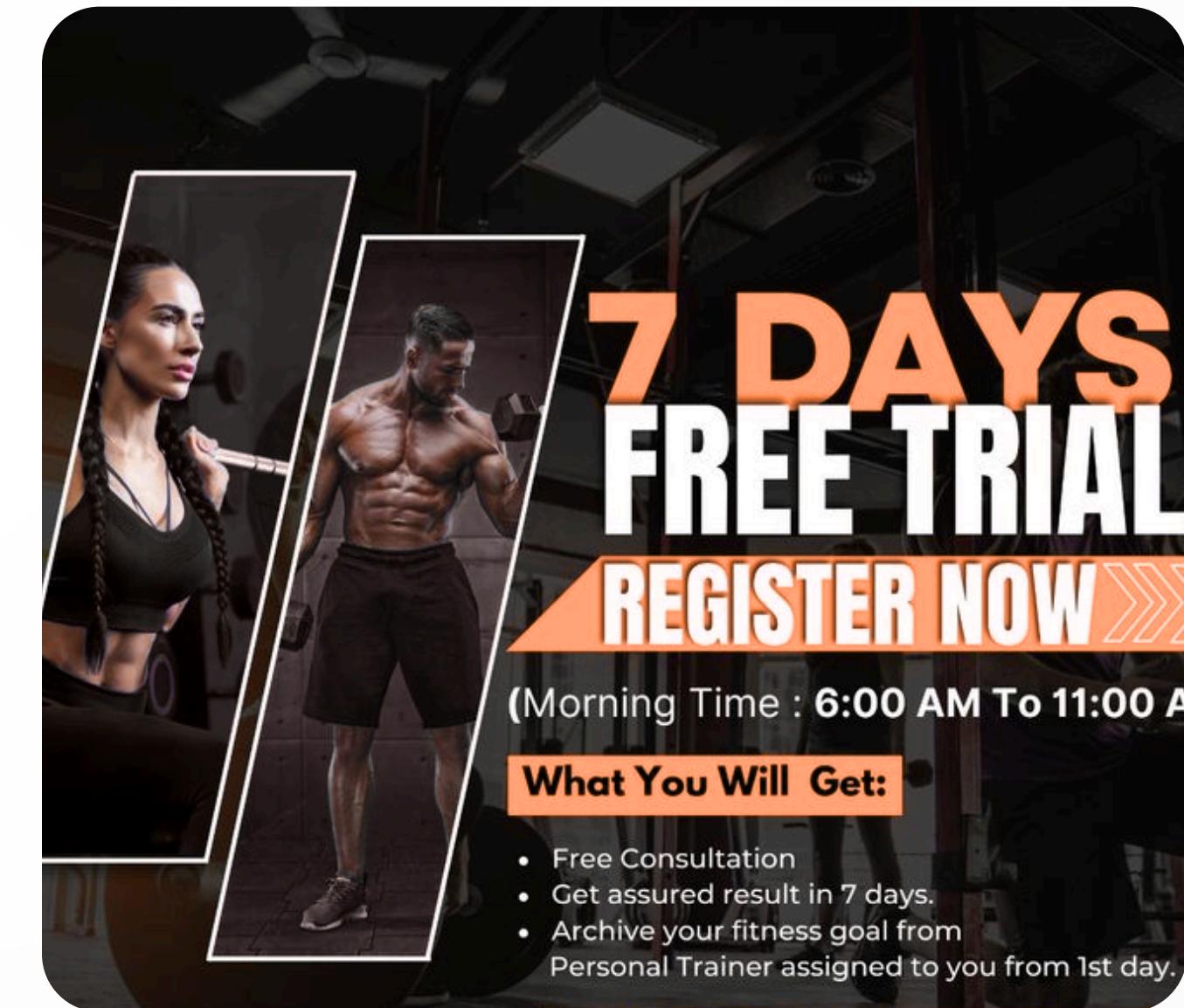
Free 7-Day Trial + Free Diet Plan PDF

How it works:

- User fills online form
- Gets free trial
- Trainer consults
- Converts to paid membership

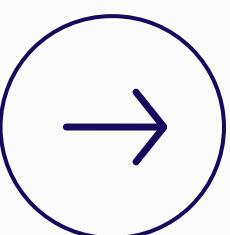
Why is it effective?

- Builds trust
- Reduces risk
- Increases walk-ins



KPIs to Measure Success

- Monthly New Memberships
- Instagram Followers Growth
- Conversion Rate
- Lead to Member Ratio
- Customer Retention Rate
- Monthly Revenue



CONCLUSION

PowerFit Gym effectively applies marketing fundamentals to attract and retain local customers.



THANK YOU

FOR YOUR TIME & ATTENTION.

