

FLEX FITNESS



ABOUT US

We are Flex Fusion, a gym that will give you the experience of a better lifestyle. From having your own personalized workout plan, from one of our professional coaches, to making your own post workout smoothie and using our facilities to get the ultimate post workout recovery. We want our customers to thrive. Physical activity can help you think, learn, problem solve, and enjoy an emotional balance. We want Flex Fusion to be your safe space, somewhere you can fulfill a better quality of life.





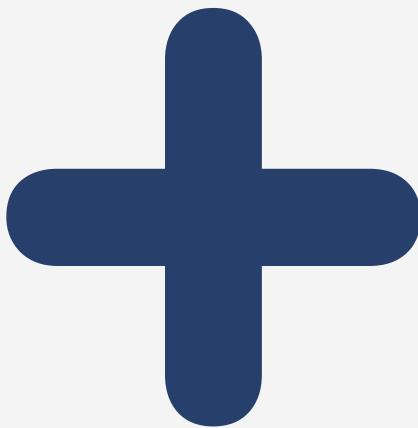
OUR LOGO



F L E X F I T N E S S



OUR GOALS



Reach a wider audience

Get people to know our brand (build brand awareness)



Get people to discover the rewards of being part of our gym

Get people to invest in our gym (get a membership)



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GET TO KNOW OUR AUDIENCE



- People of all ages, mostly young and in shape crowd
- People that are interested in health and fitness
- People with former gym experience
- All age and gender inclusive

OUR AUDIENCE



Gym Bros

Everything even the most hardened of Gym Bros would need to pump iron



Everyday people

Beginner coaching and scheduling for brand new to experienced gym users



New Mothers

Specialized classes and equipment for new mothers



Senior Citizens

People of all ages can benefit from our facilities

GET TO KNOW OUR AUDIENCE

- Knowing our competitors (how they do marketing, what do they offer)
- Creating interviews to people that actively go to a gym (pitching them the new gym services) and watching their reactions and feedback.
- Use focus groups (send invitation through email to know users or to random people in different areas) (have a theme of what to talk about to achieve our goal) (ex. How do people perceive different gyms?)
- Post surveys on instagram, tik tok to gauge interest in the services features. Developing insights into the prospects and customers (building personas).



PLATFORMS

Instagram

- Instagram has 2 billion active monthly users.
- Instagram is the world's third most-used social platform (tied with WhatsApp!) Instagram is the world's second-favorite social media platform.
- Instagram is the 4th most-visited website in the world.
- Nearly 85% of Instagram's audience is younger than 45
- Instagram is the preferred platform of social media users aged 16-34.

Tik Tok

- The TikTok App Has Been Downloaded 4.7 Billion Times.
- It Was the Most Downloaded App of 2021 Based on Hashtags, Entertainment is the Most Popular Content Category
- It's the Sixth Most Popular Social Media Platform Worldwide. Behind Facebook, YouTube, WhatsApp, Instagram, and WeChat.
- The Average User Opens TikTok 19 Times Per Day.
- Data in the UK : percentage of internet users who use TikTok. As of 2021, 27.86% of 13-17 year olds and 40.32% of 18-24-year-olds are using the platform to create and consume video.
- According to the latest Statista report (2023), 38% of survey participants are willing to tolerate advertising in exchange for free access to certain services, which is 4% more than the total number of adults surveyed.

Snapchat

- Snapchat has over 280 million daily active users.
- Its unique features, such as disappearing messages, filters, and stories, have made it a favorite among Gen Z and Millennials. Snapchat's continuous updates and improvements have kept users engaged and excited about what's next.

CREATE DIGITAL CONTENT

Video Clips

Create short videos or
TikTok's

Social Media Ads

Create engaging or
funny Instagram posts
to advertise gym.

Blog Posts

Write informative and
engaging blog posts
with high ranking
keywords.