

Marketing Campaign Proposal: Gym Launch in Knoxville, TN

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The Challenge

- New gym opening in Knoxville, TN
- No brand awareness in the market
- Goal: Sell 200 memberships in 3 months



Who We're Reaching

Target Audience:

Demographics: Adults 20–45, students, young professionals, and parents in Knoxville, TN.

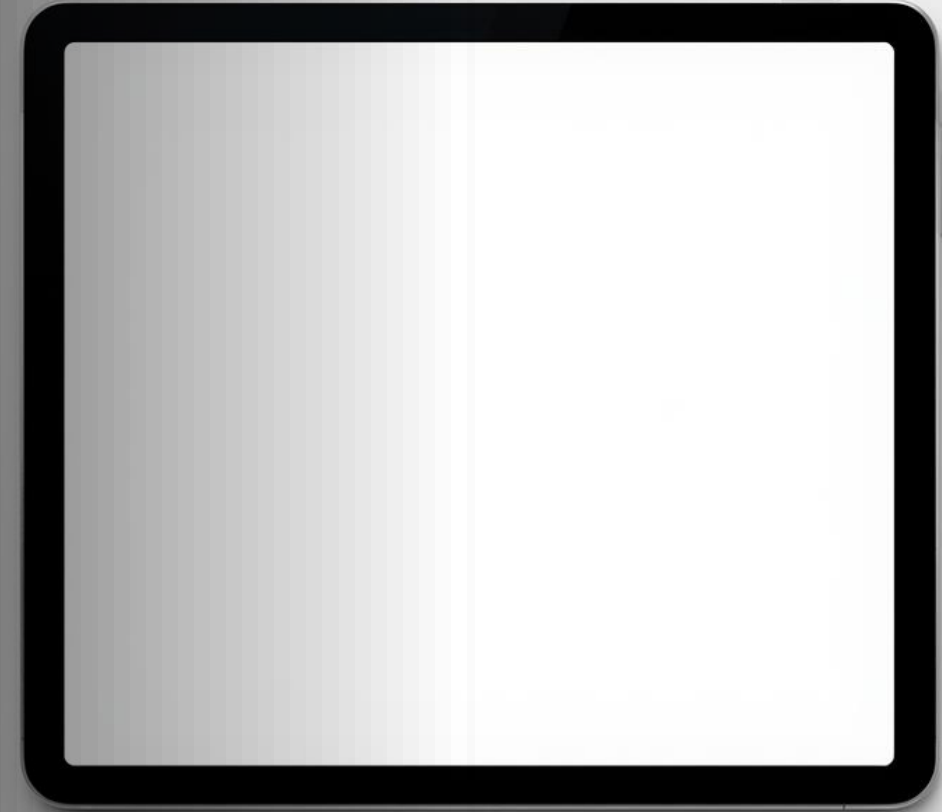
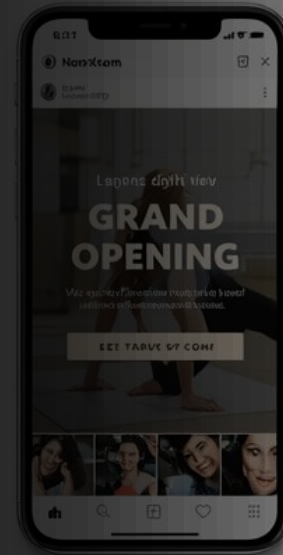
Interests: Fitness, wellness, healthy lifestyle, community, local events.

Platforms: Instagram, Facebook, TikTok.



The Approach

- Build buzz with pre-launch social media campaign
- Run geo-targeted Facebook/Instagram ads
- Offer founding-member discounts
- Partner with local businesses for exposure



TACTICS
Loyalty card and 10% off
Crisis support hotline 5000
10% discount

PITULEDS
10% discount (10% discount
10% discount)

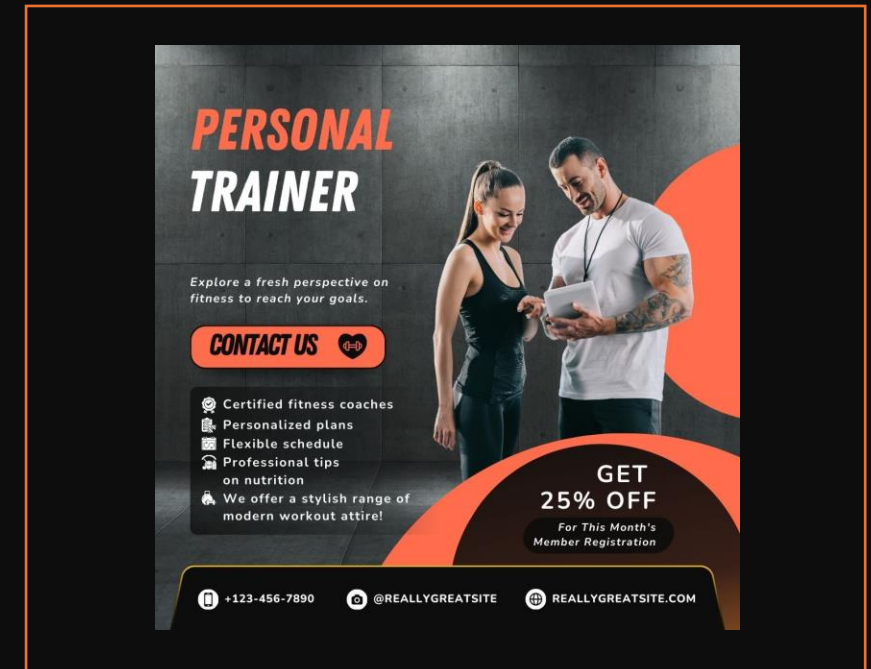
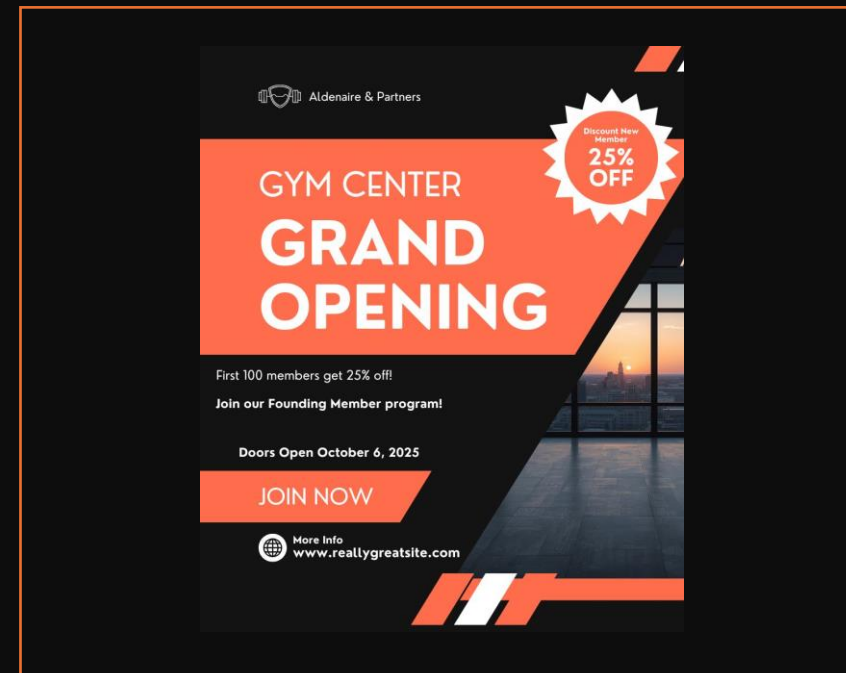
2 Week Launch Content Plan

- This 2-week content calendar is designed to build awareness, engagement, and memberships for a new gym opening in Knoxville, TN.
- Posts are tailored to our target audience (adults 20–45, fitness enthusiasts, busy professionals, and parents) and scheduled across Instagram, Facebook, and TikTok to reach them where they spend their time online.
- Content is balanced between promotional posts (Founding Member Deals, Grand Opening announcements), educational posts (workout tips, nutrition guidance), social proof (trainer spotlights, member testimonials), and community engagement (polls, contests, challenges).
- The posting schedule ensures consistent touchpoints, creating momentum and anticipation leading up to the gym's grand opening.
- Key objectives of the content plan: Generate interest and excitement before launch. Encourage sign-ups and referrals for the Founding Member program. Establish the gym as a community-focused brand that's approachable, trustworthy, and motivating.

| | A | B | C | D | E | F | G | H | I | J | K |
|----|--------|----------|-----------|--------------|-----------------------|---|---|---|---|---|---|
| 1 | Day | Date | Platform | Content Type | Theme/Topic | Option/Message | | | | | |
| 2 | Day 1 | Week 1 - | Instagram | Post | Grand Opening | 📢 We're coming to Knoxville! Grand Opening June 15! | | | | | |
| 3 | Day 2 | Week 1 - | Facebook | Ad | Founding Member | 👉 Founding Member Deal – Save 25% if you sign up early! | | | | | |
| 4 | Day 3 | Week 1 - | Instagram | Story | Behind the Scenes | 📸 Behind the scenes as we set up your new fitness home. | | | | | |
| 5 | Day 4 | Week 1 - | TikTok | Video | Trainer Intro | 👋 Meet Sarah, our Certified PT! She's here to help you crush goals. | | | | | |
| 6 | Day 5 | Week 1 - | Instagram | Carousel | Benefits of Fitness | 💡 Early sign-ups get exclusive perks – don't miss out! | | | | | |
| 7 | Day 6 | Week 1 - | Facebook | Ad | Membership Drive | ⌚ Membership deal ending soon – sign up today! | | | | | |
| 8 | Day 7 | Week 1 - | Instagram | Reel | Community Building | 🌟 Our community makes us stronger together! | | | | | |
| 9 | Day 8 | Week 2 - | TikTok | Video | Fun Fitness Challenge | 🏆 Join our #KnoxvilleFitChallenge and win free merch! | | | | | |
| 10 | Day 9 | Week 2 - | Instagram | Post | Countdown | 🕒 Only 3 days left until our doors open! | | | | | |
| 11 | Day 10 | Week 2 - | Facebook | Ad | Limited Spots | ⚡ Last chance to grab a founding membership spot! | | | | | |
| 12 | Day 11 | Week 2 - | Instagram | Story | Sneak Peek | 👁️ Sneak peek: brand new equipment waiting for YOU! | | | | | |
| 13 | Day 12 | Week 2 - | TikTok | Video | Workout Tips | 💪 Quick fitness tips to get you started! | | | | | |
| 14 | Day 13 | Week 2 - | Instagram | Carousel | Why Choose Us | ✅ Affordable, local, community-driven fitness. | | | | | |
| 15 | Day 14 | Week 2 - | Facebook | Ad | Final Call | 📢 Grand Opening TOMORROW – let's do this Knoxville! | | | | | |

Social Media Posts

- Countdown posts, location sneak peeks, opening date reminders
- “First 100 members get 25% off”, referral program announcements
- Intro videos, bios, fitness tips from trainers
- Workout tips, nutrition tips, beginner guides
- Polls, challenges, user-generated content, contests
- Early members’ reviews, transformation stories



Social Media Report

How We Measure Success

- Followers gained: +10k
- Ad clicks: [X target]
- Memberships sold: 113/200
- Engagement rate: 36.2% raise since social media postings

Followers Growth

+10K Total Increase
20%

Total Followers

12K 

MEMBERSHIPS

164

SOLD AS OF
SEPTEMBER

113

GOAL BY
OPENING DAY

200

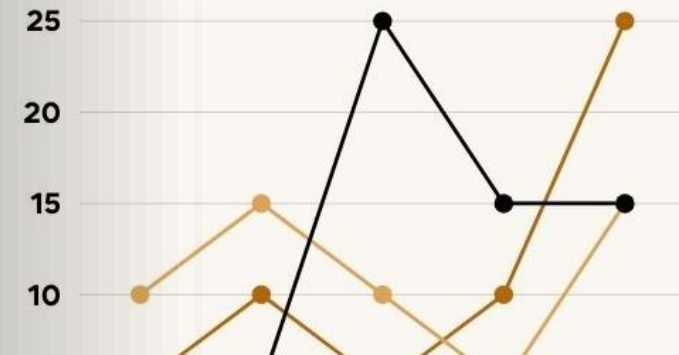
Engagement Rate

ABOVE

Compared to Last Month

36.2%

Page Engagement





Expected Impact:

- This campaign establishes awareness, drives memberships, and creates a community presence for the new gym in Knoxville.

