



DLMM21 Marketing in a Digitally Connected World

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Summative Assessment Part 2

Business Report: 'WHOOP watches'

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Executive Summary

This report analyses the marketing strategies that can be used by WHOOP to target and expand a particular market segment. The report examines the recent trends affecting wearable fitness technology and uses segmentation, targeting, and positioning (STP) in order to offer recommendations that can be used by WHOOP to enhance its marketing mix and customer journey as a growth strategy.

1. Introduction

WHOOP is a leading company in wearable fitness technology, and its goal is to expand its customer base in an industry where the landscape is changing very fast. The Global Wearable Fitness Technology Market is expected to reach a value of USD 74.5 billion in 2023, and it is further anticipated to reach a market value of USD 264.9 billion by 2032 at a CAGR of 15.1% (Dimension Market Research, 2023). This report will discuss the market trends, and AirID recommends the strategies used to attract a certain group of health-conscious people with the help of the unique offering of WHOOP. The suggestions will be in line with major marketing theories and concepts.

2. Analysis of the Market: Various

The wearable fitness technology is a market that is growing rapidly due to technological advances, changes in health awareness and the desire for wholesome wellness. WHOOP, which focuses on recovery and performance data, is also well-positioned to capitalise on such trends.

a. Market Growth and Consumer Demand

The international wearable technology industry hugely has an estimation of about 84.2 billion U.S. dollars as of 2024 and is expected to expand to 186.14 billion U.S. dollars by the year 2030 at a compounded growth rate of 14.6 per cent. This is determined by the growth in obesity and chronic illnesses, which makes consumers switch to wearable devices such as activity trackers and health monitors (Memsworld, 2023).

B. Shift towards Holistic Health Monitoring

Consumers are also becoming interested in having more than basic fitness tracking on the devices they own. The focus of WHOOP on recovery, strain, and sleep measures is aligned with this need

to have holistic health tracking. Indeed, one of the main distinguishing features of wearables is the integration of mental health features, including stress tracking and mood tracking.

c. Technological Advancements

Sensors and data analytics are improving wearable devices. Advances such as AI-powered analytics and increased battery life are making wearables more human and capable of handling health data. It is because of the ongoing enhancement in these areas that WHOOP can maintain competition in the changing market.

d. Market Segmentation

Wearable markets are becoming democratised, as the items are serving different categories of consumers. The fact that WHOOP targets both high-performance sportspeople and health-conscious users makes it belong to the high-end sector. Revenue in the Fitness-Tracker market is projected to reach US\$225.78m in 2025 (Statista, 2023). Additionally, optimisation of the products to attract a wider range of customers, even those who are not serious about working out, would also contribute to its growth.

e. Competitive Landscape

The market for wearable fitness technology is getting extremely competitive, and other mature brands such as Fitbit and Apple are increasing their services. It is the distinctive aspect of WHOOP as a specialised product with its attention to recovery and performance data as opposed to general-purpose fitness trackers.

f. Regional Insights

The biggest market share in wearable technology was in the North America region, sitting at above 34 per cent of the total world revenue in 2024. By entering into the new market, i.e., the Asia-Pacific market, WHOOP has an opportunity to access new customers (Khodr et al., 2024).

To summarise, the wearable fitness technology market is expected to continue expanding with consumers demanding devices capable of providing them with a wide range of insights on their

health. WHOOP has taken root in measuring recovery and performance, meaning it is in a good place to tap into such market trends.

3 Segmentation, Targeting, and Positioning (STP)

Segmentation:

In order to develop an effective marketing strategy, WHOOP needs to subdivide the market according to the identification of key variables that are in accordance with current tendencies in the sphere of health and fitness. STP Model (Segmentation, Targeting, Positioning) developed by Kotler proposes demographic, psychographic and behavioural variables to be taken into consideration when it comes to segmentation.

- **Demographic Segmentation:** Regarding wearable tech, age and income are paramount. WHOOP needs to focus on young professionals (25-40 y/o) since they represent their best consumer group due to a high level of interest in high-tech solutions in the health sector
- **Psychographic Segmentation:** The best customers of the WHOOP are people who are thinking about wellness, fitness, and recovery rather than about simple health monitoring. Fitness bands focus on monitoring activities like steps taken, calories burned, & sleep quality (Dimension Market Research, 2023). It is consistent with the Self-Determination Theory (Deci & Ryan, 1985), which focuses on autonomy and orientations.
- **Behavioural Segmentation:** WHOOP ought to be segmented based on consumer behaviour, which may include: fitness goals and frequency of use. This is the market segment that covers the athletes and intense fitness dwellers who monitor growth and recovery, and also the health-nut concerned individuals willing to monitor stress levels and sleep

Targeting:


Target Market WHOOP can target the performance-based, wellness-oriented age group between 25-45. These people are financially solvent enough to be able to afford high-end wearable technology and are committed to perfecting their health and mental health at the same

time. They want to know specific data-driven information to enhance their overall health and performance (Khodr et al., 2024). Addressing this niche, WHOOP will be able to identify with current trends in the wearable industry, which have focused on holistic health and enhanced tracking data.

Positioning:

The WHOOP Company should also present itself as a science-supported premium wearable brand that can provide more than a typical fitness tracking device. The distribution of wearable technology usage varies globally, with North America leading at 39.90%, followed by Asia at 28.27%, and Western Europe at 17.45%(Statista, 2023) . According to Porter, it is stated that WHOOP needs to rely on the differentiation strategy and concentrate more on the aspect of recovery and mental health. This strategy focuses on those consumers who are more focused on the side of long-term healthiness than those who are focused on short-term fitness effects. The features that WHOOP offers will make it more attractive to individuals who want personal tracker access to information and high-performance tracking data in the context of a fitness subscription.

4. Customer Persona

<div> Change Avatar</div> <div>Name Jack Cooper</div> <div>Job Title Marketing Executive</div> <div>Age 25 to 30 years</div>	<div>Income and location Income: £60,000/year Location: London, UK</div> <div>Goals or Objectives Jack aims to optimize his fitness performance, recover quickly after intense workouts, and track his sleep and recovery metrics to avoid burnout. He is also interested in improving his mental health and stress management.</div> <div>Occupation Marketing Executive</div>	<div>Lifestyle Jack is a fitness enthusiast and works out regularly at the gym, focusing on strength training and HIIT. He runs marathons on the weekends and follows a strict workout regimen to improve his athletic performance. He also practices yoga to maintain balance and reduce stress.</div> <div>Values Jack values data-driven decisions and wants a wearable that offers scientifically-backed metrics to improve his health and fitness. He also values personalized wellness solutions that cater to his specific needs, such as improving recovery time and managing stress.</div> <div>Buying Motivations Jack is willing to invest in premium products that provide advanced, actionable insights to improve his athletic performance and overall well-being. The ability to track both physical and mental health metrics is a key motivator for him.</div>
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5. Recommendations: Critical Application of the Marketing Mix

Below is a detailed breakdown of how WHOOP can use the marketing mix elements to attract and grow its target market segment. These recommendations are underpinned by relevant marketing theory and a critical evaluation of how each element of the marketing mix will meet the customer needs of WHOOP's identified target segment.

Marketing Mix	Recommendations (Marketing Mix)	Justification - How Does This Meet the Customer Needs of Your Identified Target Customers?	Academic Marketing Theory Supporting the Recommendation
Product	<p>1. Enhance Personalisation: Leverage AI to offer personalised fitness and recovery plans based on user data, including real-time feedback (Støve and Hansen, 2022).</p> <p>2. Expand Health Metrics: Introduce new features like mental health tracking (e.g., mood, stress levels).</p> <p>3. Design & Comfort: Improve product design with more customizable straps, colours, and longer battery life.</p>	<p>These suggestions will accommodate the increased customer desire for personalised health solutions. Customers who purchase WHOOP want to know not only more about their physical health but also their mental well-being; this tendency is in line with the trend toward the acquisition of a “holistic” picture of human health. The in-depth sleep, recovery, and mental health metrics designed by WHOOP will offer a customised experience that is attractive to wellness-oriented consumers.</p>	<p>Self-Determination Theory (Vasconcellos et al., 2020): This theory suggests that autonomy in decision-making enhances intrinsic motivation. WHOOP’s personalised approach allows users to feel empowered in managing their health and performance, thus fostering greater engagement.</p> <p>Technology Acceptance Model (TAM) (Natasia, Wiranti and Parastika, 2022) also supports this, as personalisation enhances perceived usefulness and ease of use, key drivers of adoption.</p>

Price	<p>1. Tiered Pricing: Introduce different subscription options, such as basic, premium, and elite, catering to various user needs.</p> <p>2. Flexible Payment Options: Offer quarterly or semi-annual payment plans, in addition to the annual subscription (Huhn et al., 2022).</p> <p>3. Trial Offers & Bundles: Introduce limited-time trial periods and bundle WHOOP with related fitness products.</p>	<p>These will enhance its accessibility as there will be different kinds of pricing based on users, where casual users can purchase as well as high-performance athletes. The flexibility of payments reduces the barrier to entry and is attractive to cost-conscious consumers, whereas trial offers help to initiate their usage with a trial so as to familiarise customers with the value of the product prior to subscribing to a full subscription.</p>	<p>Value-Based Pricing (Raja et al., 2020). This pricing strategy emphasises offering different value propositions to different segments, with higher-value features justifying a higher price. WHOOP can use Penetration Pricing by offering trials to create initial adoption and Skimming Pricing for the premium versions that target performance-driven individuals willing to pay for advanced features.</p>
Promotion	<p>1. Influencer & Athlete Partnerships: Collaborate with fitness influencers and athletes to demonstrate the effectiveness of WHOOP's health and recovery metrics.</p>	<p>The target audience of WHOOP relies on suggestions offered by fitness experts and influencers, which means the partnership with athletes will establish social evidence and trustworthiness. The</p>	<p>AIDA Model (Attention, Interest, Desire, Action) (Pramita and Manafe, 2022): Influencer marketing and content help generate attention and interest, while referral programs and social media ads foster desire and action. Social Exchange explains how word-of-mouth referrals help build</p>

	<p>2. Content Marketing: Expand WHOOP's content marketing through webinars, blogs, and social media posts that focus on health optimisation and recovery.</p> <p>3. Referral Program: Introduce a referral program where existing customers earn rewards for recommending WHOOP to others(Lundstrom et al., 2024).</p> <p>4. Social Media Ads: Run targeted ads on platforms like Instagram and TikTok, emphasising WHOOP's unique focus on recovery and performance.</p>	<p>content marketing, by teaching consumers, can support the role of WHOOP, providing all-inclusive data, and the referral program motivates consumers to sell their friends on the product. The advertisements on social media will reach the target group at the places where they can be most active, which will allow WHOOP to enhance brand awareness.</p>	<p>trust in the brand, increasing customer loyalty and acquisition.</p>
Place	<p>1. Online Sales Focus: Strengthen WHOOP's e-commerce platform with a seamless,</p>	<p>The online channel of sales meets the requirements of WHOOP with its tech-</p>	<p>Channel Strategy (Palmatier et al., 2019): WHOOP should focus on an omnichannel strategy, using both digital and physical touchpoints to</p>

	<p>mobile-friendly user experience.</p> <p>2. Retail Partnerships: Expand into premium fitness stores and high-end gyms to provide customers the opportunity to experience the product first-hand(Huhn et al., 2022).</p> <p>3. Global Expansion: Explore opportunities in emerging markets such as Asia-Pacific and Europe, tailoring marketing efforts to regional preferences.</p>	<p>minded customers, whereas retail partnership enables the consumer to touch and feel the product before sale and therefore satisfy the customer who does not want to have to use technology and may be less tech-savvy. International expansion will make it certain that WHOOP will not miss the demand in the world when using wearable technologies to monitor health, especially in those areas where fitness culture is picking up so fast.</p>	<p>maximise customer access. In International Marketing Theory, adapting marketing efforts to local cultural and economic preferences is key for successful international expansion.</p>
Process	<p>1. Seamless Onboarding: Implement a user-friendly onboarding process, including interactive tutorials and personalised setup guides.</p>	<p>WHOOP users expect a seamless experience, so an onboarding process free of any friction will enhance early engagement. Full customer service will help deal with any grievances, making the</p>	<p>Service Marketing Mix (Darmawan and Grenier, 2021): By improving the process element of WHOOP's service, the company will streamline the customer experience, reducing friction in the product adoption process and improving overall satisfaction. The Technology</p>

	<p>2. Customer Support: Enhance support channels, including live chat, AI-driven FAQs, and 24/7 service(Lundstrom et al., 2024).</p> <p>3. Integration with Other Apps: Enable seamless integration with popular fitness apps like Strava and MyFitnessPal to allow users to track a holistic picture of their health.</p>	<p>customer more satisfied. The WHOOP integration will make the usability of the app and the value it offers to people much stronger since then one can monitor their data more comprehensively.</p>	<p>Acceptance Model (TAM) highlights that ease of use and system integration improve user acceptance of technology.</p>
People	<p>1. Customer Education: Hire expert health coaches or trainers to offer personalised consultations, creating a deeper connection with customers.</p> <p>2. Brand Ambassadors: Develop a network of loyal users who serve as brand</p>	<p>The targeted audience by WHOOP is people who want to know how to exercise to become the best- they want to know how fitness and well-being can be optimised, and this means that having experts in these fields will make the brand more credible. This will create a community of</p>	<p>Relationship Marketing Theory (Boateng, 2019): The strategy of customer education and brand ambassador development aligns with relationship marketing, fostering deeper, long-term connections with customers. This will increase customer loyalty and lifetime value.</p> <p>Internal Marketing Theory supports the need for employee training to ensure a consistent and high-quality service</p>

	<p>ambassadors to spread the word about WHOOP (Stove and Hansen, 2022).</p> <p>3. Employee Training: Invest in customer service training to ensure WHOOP staff can expertly advise customers and handle inquiries.</p>	<p>ambassadors that will build the customer loyalty and advocacy of WHOOP. Highly qualified employees will support the exclusive brand image of WHOOP and the experience of the customers.</p>	<p>experience. Global e-commerce sales of products and services have reached US\$2.3 trillion, accounting for 10.1% of overall retail sales (eMarketer 2017).</p>
Physical Evidence	<p>1. Premium Packaging: Use high-quality, eco-friendly packaging that reflects WHOOP's premium brand.</p> <p>2. Branded Experiences: Create unique, immersive fitness challenges or events to engage customers in both digital and physical spaces.</p> <p>3. Website & App Design: Ensure the WHOOP website and</p>	<p>The premium packaging supports the elite positioning of the WHOOP brand by making its unboxing memorable. Hosting branded events is a unique way of connecting with the customer and providing them with a concrete part of their experience with WHOOP. A user-friendly web presence and app will make sure that the online touchpoints of</p>	<p>Physical Evidence in Service Marketing (Zhou, Ho and He, 2024): WHOOP's packaging, brand experiences, and website design serve as physical cues that influence customer perceptions of the brand. The Service-Scape Theory emphasises that these tangible elements help shape the customer's overall experience, reinforcing WHOOP's premium brand image.</p>

	app are sleek, intuitive, and aligned with the brand's premium image.	WHOOP are as professional and polished as the actual product, which will leave an impression of customer confidence.	
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6. Customer Journey Mapping: Theory, Benefits, and Map

Customer Journey Mapping (CJM) refers to a strategic method to see and comprehend how a customer engages with a brand throughout the lifetime of interaction in terms of awareness, pre-purchase, and after-purchase. It is grounded on the theory of the management of customer experience (Shaw & Ivens, 2002), which states that all the points of contact a brand and a consumer have affect the entire experience. CJM assists in determining some pain points, gaps, and prospects of enhancing customer engagement and satisfaction.

The benefits of CJM:

1. **Improved Customer Understanding:** A journey map helps businesses to understand the customer further in terms of motivation, emotion, and pain points in different phases of the journey.
2. **Enhanced Personalisation:** CJM helps a brand to customise its offers to align with the customer's needs at every stage of the journey, thus enhancing overall satisfaction of customer satisfaction.
3. **Optimised Marketing Strategies:** With these points of contact, companies will be able to target their resources toward the most effective points of contact and guarantee a smooth experience.
4. **Increased Loyalty:** A recognition of the customer journey will allow the businesses to improve the general experience, which, in turn, will result in the rise of customer loyalty and advocacy.

When applied to WHOOP, the customer journey map will define the most significant steps that customers follow: awareness, consideration, purchase, post-purchase, and loyalty. This map will reveal time-sensitive touchpoints and emotion levels. Its goal is to provide a customer with a positive experience in every step, ultimately contributing to customer value and brand loyalty in using WHOOP.

7 Customer Journey Map

This table outlines the customer journey for WHOOP from initial awareness through to loyalty, highlighting the key actions, thoughts, emotions, touchpoints, and opportunities for WHOOP to engage with its customers at each stage.

Enhancing WHOOP Customer Journey



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