



1088223

**Coursework:** Marketing Plan

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# Digital Marketing Planning for U7 Gym

## Situational Analysis Part



### STRENGTHS

- Gym has high quality equipments.
- Well-equipped and talented trainers.
- A more fun and friendly gym experience.
- Group lessons are included in the membership.
- It provides exercises for different purposes such as boxing, crossfit, bodybuilding.
- It has application for mobile devices.
- Gym is open 24/7.
- No waiting in long queues to exercise.
- £5 discount per new member brought in

### WEAKNESSES

- Lack of digital marketing knowledge.
- More expensive than some popular gyms.
- The sound of the music is at a level that disturbs people (It is written according to Google reviews).
- Lack of brand awareness.

### OPPORTUNITIES

- Number of people hitting the gym has been increasing (IHRSA 2022).
- Number of users utilising applications related to fitness has been increasing (Statista, 2020).

### S / O

- In order to increase the brand awareness, create social media contents that show the variety of equipment in the hall and what exercises can be done with these equipment.
- Keep developing the mobile application in order for people to use it for different purposes such as being informed the time of classes or gym availability or seeing how to do a presific movement.

### W / O

- If the gym's application develops well, it may be used to increase the awareness.
- The willingness of people to work out may provide people to find U7 Gym, even though it has low brand awareness.

### THREATS

- The number of gyms has been increasing in the UK (IBISWorld, 2022).
- People started doing sports outside instead gym (Statista, 2022).
- Number of personal trainers has been increasing. So, the market will be more competitive for U7 Gym (IBISWorld, 2022)

### S / T

- Create social media campaigns which emphasise U7 Gym is open 24/7 and it is less crowded than its competitors in order to show the difference of U7 Gym.
- Create contents which show the opportunities of doing sport in the gym instead outside.
- In good weathers, U7 Gym may provide an area outside of the gym where people do different sports such as boxing and CrossFit.

### W / T

- Inability to achieve the desired customer target and increase the brand awareness in the growing market.
- Expensive monthly costs may discourage customers to get a membership and it might encourage people to find more affordable gym in growing market.

## Objective Part

1- Increase the Instagram and Facebook engagement by %1 within 3 months – In order to achieve this SMART objective, U7 Gym needs to create valuable contents which are related to sports and which people can benefit. These contents might be “how to do a specific movement like deadlift” or “Workout of The Day” concepts. Moreover, they should use relevant hashtags and engage their followers more by communicating with them on their posts.

2- Increase the number of memberships by 20 in the end of this event - To achieve it, U7 Gym may use their social media to reach wider audience. For example, they might create unique offers to encourage their followers to try U7 Gym by promoting the gym online.

3- Increase the website traffic by %3 within 3 months – Improving SEO performance and paid media marketing will increase the traffic of the website. To improve SEO performance, U7 gym can find long tail keywords to meet user’s exact queries. Moreover, they may create a well-designed and high-quality contents to find strong backlinks from high ranked websites. Moreover, they may change their meta description as “U7 gym is the independent gym which has high quality equipment and trainers...” to show what they have to users.

## **Strategy Part**

### **Outline of The Idea**


The big idea, “Gods of War”, for U7 Gym is making an event where people can compete with each other. This competition will be inside of the U7 gym, and it will take 3 weeks. People will apply for this competition by a link shared on Instagram, Facebook or going to U7 Gym’s website directly. Maximum 90 people can join the event and the participant fee will be 12 pounds.

In this organisation, there are 3 different competition categories where people can take part. The names are categories are beginner, scale, and elite. Depending on the number of participants, races will be held within groups of 5 people and these 5 people will be determined by drawing lots forming 18 groups in total. One person from each group will be entitled to advance to the next round and regrouping will be done in the next round. This system will go all the way to the final. Moreover, every participant can take part in any categories if they meet the requirements. As the level of category increases, the difficulty of movement expected from people expands. For example, if a participant wants to compete in elite category, it is expected that he or she can do a movement which is called muscle up. One week prior to the competition, which is week one, some example workouts that participant can practice will be shared on social media accounts. The weekend of the first week, participants will be matched with each other, and the matches will be shared on Instagram, Facebook, and Website.

After preparation week, competition will begin, and it is expected that individuals will do the WoD’s which are made by U7 Gym trainers with different conditions. For example, if the WoD is an AMRAP training, participants should do that training as much as possible in a determined time. If the time allowed for an AMRAP training is 10 minutes, the competitor who repeats this training the most within 10 minutes will win and qualify for the next step. The last day of the event, there will be a party which is made in U7 Gym for every participant to socialise each other and relax because the client informed that they are not only gym but

they also want to create a huge community which includes lots of athletes. Furthermore, winners will get free membership, 2nd place people will get 50% discount and 3rd place people will get 25% discount for one month. Moreover, On the day of the celebration, the people who made a degree will take the podium and receive their gold, silver, and bronze medals. Participants will also receive a certificate of participation.

### Three Customer Personas for Different Categories



## Customer Persona Of Beginner Category

U7

**General Informations**

Name: Anthony Smith  
 Gender: Male  
 Age: 26  
 Level: Beginner  
 Address: St German's Rd, Exeter EX4 6TJ

**About Anthony**

Anthony is working for a retail company. Even though he has been doing sports since he was 15 years old, Anthony is quite new at Crossfit. He did body building, powerlifting in his sport life. However, he thinks CrossFit is the best sport for him. Because he thinks that he can do every exercises that he wants by doing Crossfit. Besides above, Anthony is very friendly and funny guy. He is open to work out with everyone who is willing to do Crossfit. He is very helpful.

**Favourite Exercises For Anthony**

- Weighted Pull Up
- Deadlift
- Bar Facing Burpees

**Favourite Supplements For Anthony**

- Coffee
- Protein Powder

**ABILITIES**

- Strength
- Speed
- Durability

**MOTIVATIONS**

- He wants his team to be the champion of the beginner category.
- He thinks that sport is feeding his soul. That is why he never skip his workout.
- He wants to participate in this competition because he thinks he can make new friends and he can compete with himself and test his skills.
- He likes sociaising in the gym.

**FRUSTRATIONS**

- He does not like working out in crowded gyms.
- He hates people who bother him during set breaks.

## Customer Persona of Scale Category

U7

**General Informations**

Name: Lisa Evans  
 Gender: Female  
 Age: 34  
 Level: Scale  
 Address: St German's Rd, Exeter EX4 6TJ

**About Lisa**

Lisa is a digital marketer who has been working CrossFit for 3 years. She works out 2 times a day. She is very friendly, helpful and competitive. She thinks that pre-work out is wasting money. That is why she makes her own pre-workout.

**Favourite Exercises For Lisa**

- Hang Snatch
- Clean and Jerk
- Rowing
- Skipping Rope

**Favourite Supplements For Lisa**

- Creatin
- Citrulline
- Arginin
- Beta-alanin

**ABILITIES**


- Strength
- Speed
- Durability

**MOTIVATIONS**

- She wants to be a professional CrossFitter in the future. For this reason, she works for it everyday.
- She wants to compete as much as possible to see her abilities when it compares with other people's abilities.
- She feels relaxed when she works out.

**FRUSTRATIONS**

- Because she generally does hiit (high intense interval training) training, she hates talking with someone throughout her workout.





## Customer Persona of Elit Category

U7



### General Informations

Name: Tom Thomas  
 Gender: Male  
 Age: 28  
 Level: Elit  
 Adress: St German's Rd, Exeter EX4 6TJ

### About Tom

He studied sports science and he has been working CrossFit for 10 years. He likes explosive and aggressive movements. The reason why he likes Crossfit is it contains different abilities that someone need to own. For this reason, he tries to improve himself in different branches of sports such as weightlifting, calisthenics which help Thomas to be a real warrior.

### Favourite Exercises For Tom

- Muscle up
- Hang Snatch
- Heavy Weight Clean and Jerk
- Cluster
- Handstand Push up

### Favourite Supplements For Tom

- Pre Workout
- Protein Powder
- Creatin

### ABILITIES

- Strength 
- Speed 
- Durability 

### MOTIVATIONS

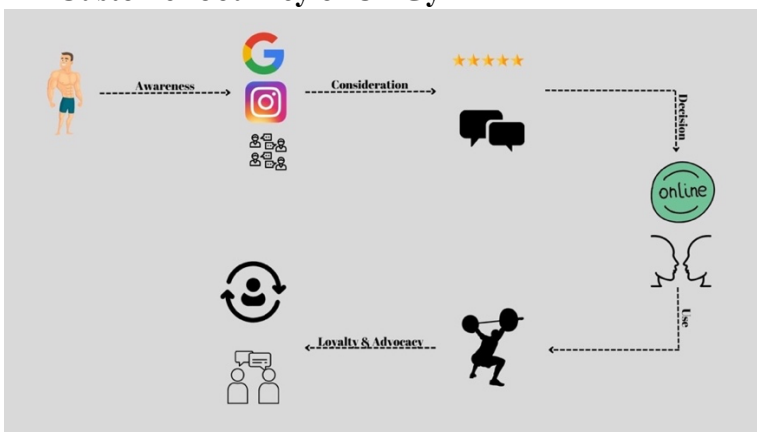
- He wants to improve himself as much as he can by competing every Crossfit competition to go to the biggest Crossfit championship called "Games" and he wants to be a champion in that competition.
- He think working out is the most important part of his life and he says that working out makes him happy and strengthens his mentality.

### FRUSTRATIONS

- He does not like working out in crowded and amateur gyms.
- He gets angry when someone interrupt his workout or steal his equipments while he works out.

For this event, target audience is determined as people who are into CrossFit and are willing to participate in a CrossFit competition to try their abilities. As it is discussed, there are 3 categories in this event called beginner, scale and elite. Indeed, it is aimed to reach different people for each category. For example, while a participant who wants to compete in beginner category might have different purposes than other participants in other categories. For example, a beginner may want to join this event just to see whether he will enjoy or not whereas a participant who joins to elite category might want to compete to see his capacity and improve his competition abilities for further competitions. So, while determining target audience for this campaign, only psychographic segmentation is applied.

## Customer Journey of U7 Gym



Customer journey starts with awareness part where people are aware of the brand through different ways such as social medias or word of mouth. A person may hear U7 gym from his friends or he might see its page on social media such as Instagram or Facebook or this

person may encounter it while searching gyms in Exeter. To consider whether U7 Gym is worth to be tried or not, he may read the comments and recommendations on social media and Google. In addition, the customer might look at their website to see what facilities they have and their membership alternatives. After considering, if this customer thinks that it is worth, he looks at the membership prices to get it or he may also go to gym to sign up. Moreover, U7 gym offer a gym tour for that customer to improve their customer's experience before signing up. After that, the customer starts using U7 Gym's facilities and if he like it, that customer may renew his membership, or he recommend their friends U7 gym. Furthermore, he may start praising this gym by commenting on Google and U7 Gym's social media accounts.

### **Value Proposition of U7 Gym**

“U7 gym is the best option for people to get shaped. Thanks to high quality and professional equipment, expert trainers and lots of different sport branches that is offered in U7 Gym, you will achieve your fitness goals with sure steps. Whether you are beginner or advanced at working out, the friendly and supportive environment of the gym will welcome you and put every effort for your improvement. With various membership options and the gym being open 24/7, you can choose the appropriate membership for yourself, and at the same time, you can set your sports hours as you wish. Do not worry, you will not have to wait in long queues like in other gym to exercise at any time of the day. Moreover, the therapy and massage packages that U7 gym offers for your muscles to relax, and rest will help you to feel better and do your workout much effective. Furthermore, U7 Gym have adopted not only to enhance our valuable members in the field of sports, but also to socialize them. You will make lots of friends and perhaps you will find your best friend by working out here. U7 gym, more than a gym.”

This value proposition emphasizes the gyms strengths such as its equipment quality, various membership options, being 24/7 open, massage and therapy services, friendly environment and so on. So, all facilities and features of U7 Gym which are mentioned above are useful for U7 gym to convince their potential customers who wants to supportive and effective gym experience that helps them to achieve their fitness goals.

### **Why Will the Idea Work?**

It is expected that this idea will work because through this event, potential customers will have a chance to experience all facilities of the gym when they participate in this event. So, they will experience the quality of the gym, they will see the friendly and supportive expert trainer team and its friendly ambiance. Moreover, a real event is organised because it

is believed that face to face communication is more convincing than digital area because if someone has a question, they will find someone to give their answer immediately. So, communication way will be faster and easier. The client says that they want to target the audience who are willing to work out and who can keep pace with them. As it is seen that 3 customer personas are appropriate for U7 gym because they are ambitious and decisive at working out. Also, they are well-motivated to achieve a goal even if their goals are different. Moreover, it is expected that this event will make a good contribution to U7 gym's brand awareness. People who take part in this event may do a good comment which may take potential customer's attention on Google and various social media platforms. In addition, if people enjoy this event and like the U7 gym's ambition and facilities, because they experience the gym, they may recommend their friends. Thus, Word-of-Mouth might increase. Furthermore, U7 gym may gain the more followers on their social media accounts, and it may increase the website traffic because they will share some contents on their social medias and people will register to the event on their website.

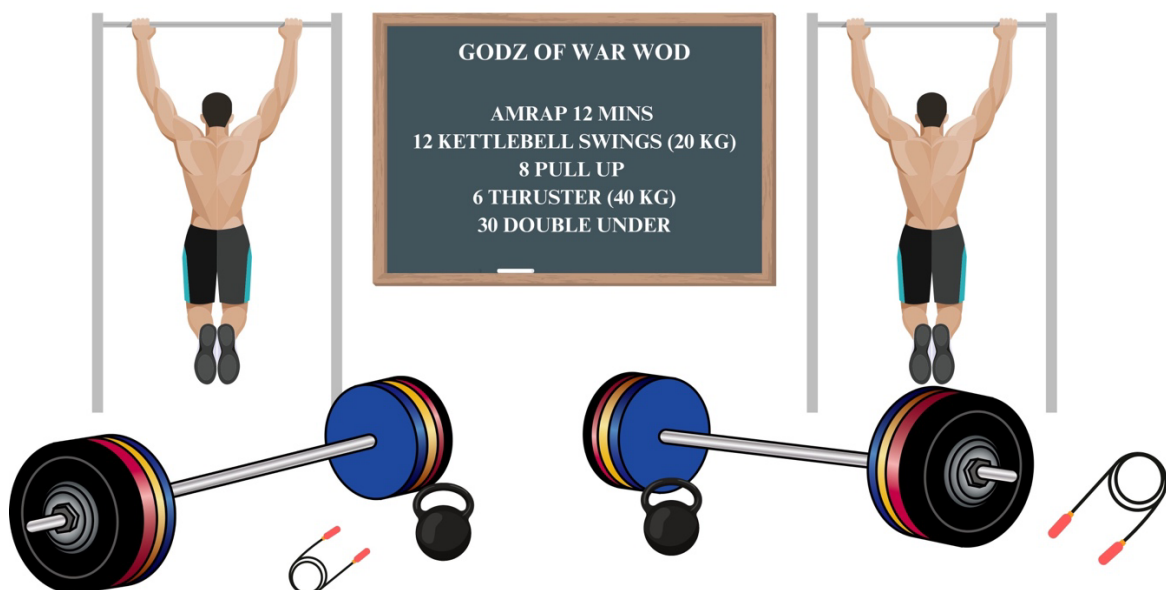
## **Tactics Part**

### **Hero-Hub-Help Strategy**

#### **Hero Part**

Hero part of the campaign will be the real event organised in the gym and it will be in the second week. The teams matched will be competing each other and they will try to go through the next step. They are expected to try to complete the workout given in the best possible way. Additionally, referees will watch and count their reps to avoid injustice.

#### **EXAMPLE OF FIRST RAUND OF THE. COMPETITION**

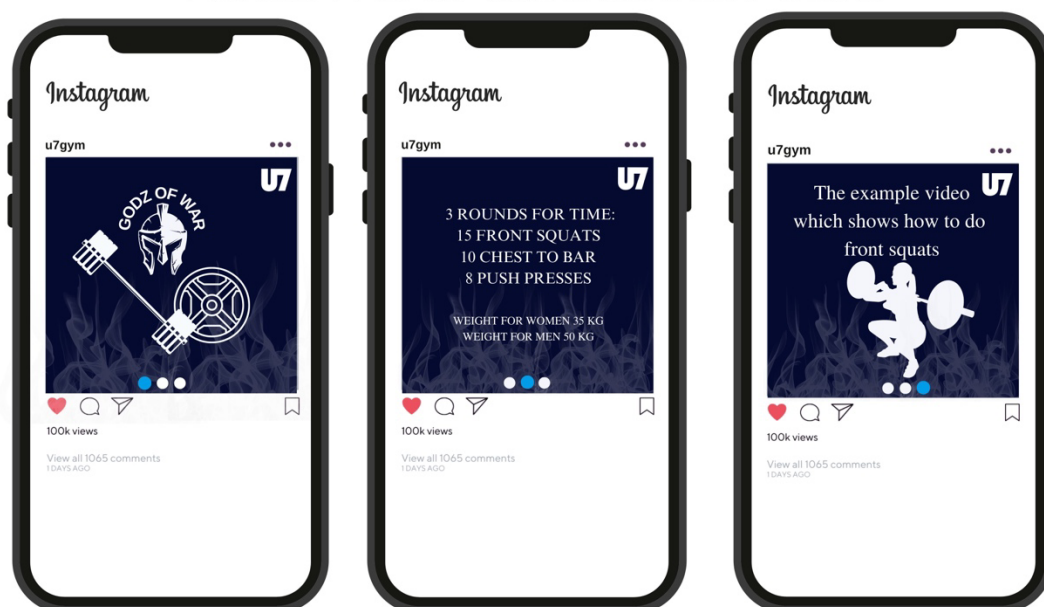




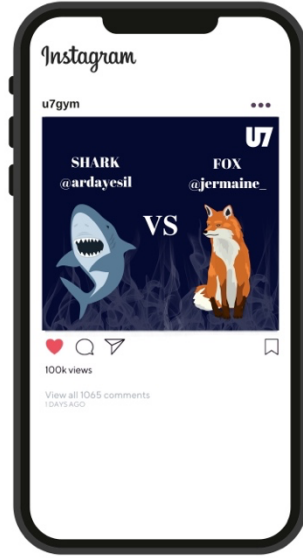
## Hub Part

Every day of the first week of the event, an example of workout of the day (WoD) will be created and shared on U7 Gym's Instagram and Facebook for participants to prepare. Also, these contents will engage the participants to the real event because if they want to prepare the competition well, they will look at the posts every day of the first week. Moreover, the videos showing how to do the movements determined for WoD will be shared in the same posts to guide them.

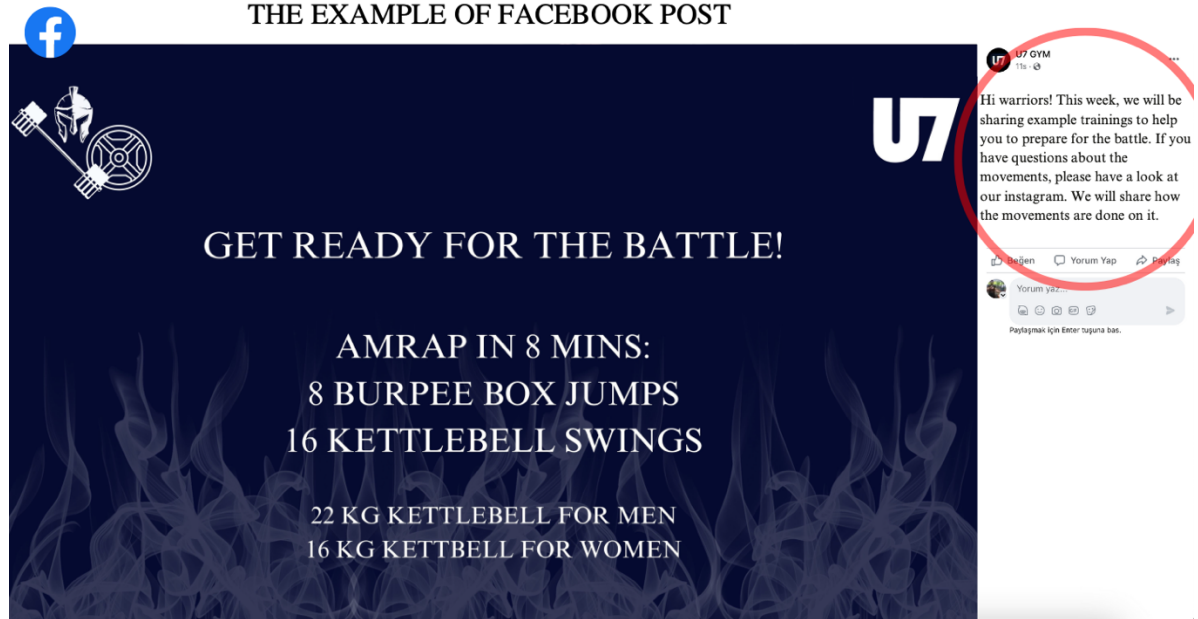
### EXAMPLES OF INSTAGRAM POSTS



Moreover, during the event, matches will be announced on social media and people who shares their own matches on their stories will be shared back by tagging those people. each participant will have a nickname and the matches of these people will be shared with their nicknames. The participant's own Instagram account will be tagged under their nickname.

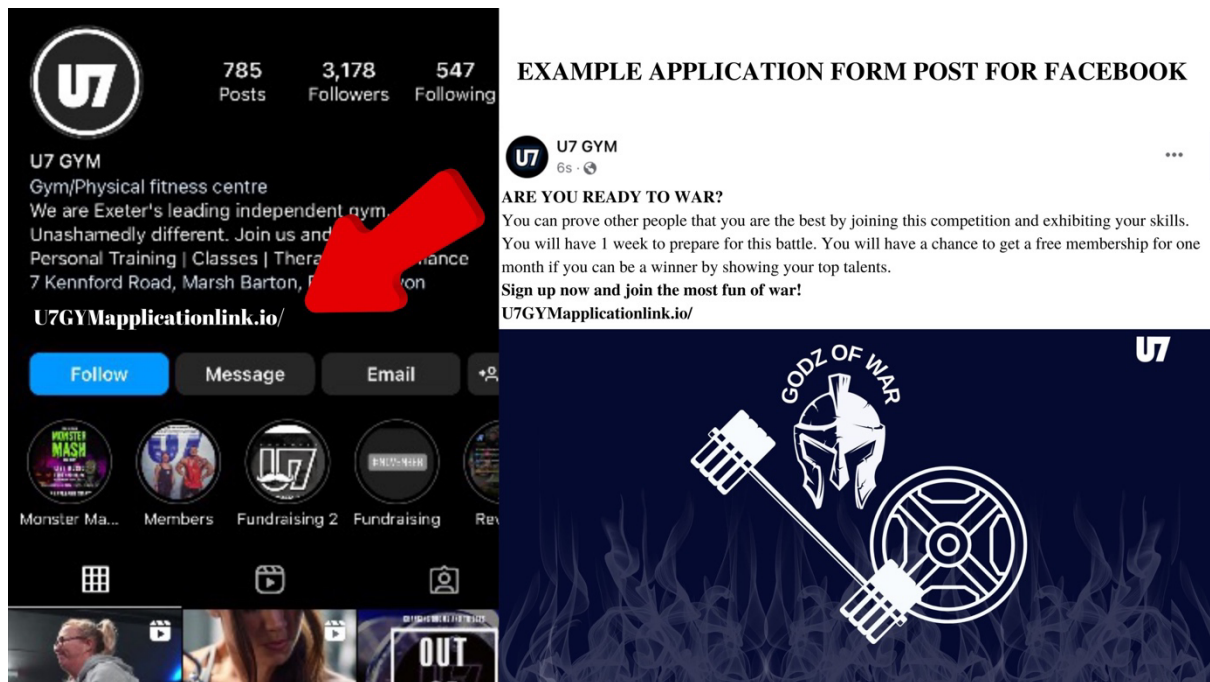


For Facebook, the same WoD's will be shared for Facebook followers. However, U7 gym will recommend people, who want to see how to do the movements given, to visit the Instagram page. The videos of movements will only be shared on Instagram to increase the engagement of it.



Moreover, the links of application form will be shared both Instagram and Facebook accounts to increase the website traffic. People can also visit the website directly to apply for

the competition.



Furthermore, to maintain the engagement during the real event, some contents such as “best moments” or “clips from the competition” will be shared as stories on social medias for potential customers to see what is happening in the event. In addition, final competitions will be broadcast live on Instagram and Facebook.

### Help Part

For help part, U7 gym might create some contents which give good tips for particular movements. For example, deadlift is one of the most dangerous movements if it is done incorrectly. U7 gym can make a video about how to do a deadlift with better form. Or, they can show some effective movements for a muscle group to be improved better. For example, when it comes to back training, pull up is the essential movement and it has lots of variations. U7 Gym share a video about pull up variations which people can get different efficiencies.

### Recommendations to Improve the SEO

Backlinks which are obtained from other high-ranking websites are useful to improve the SEO. To get these high-quality backlinks, U7 Gym needs to create useful, relevant contents which help users to find their answers of their queries. When it comes to sports, nutrition is the most important part of improvement and most of the sportspersons wonder about nutrition for sports. For instance, every people doing sports want to know how many calories they need to take, and they are willing to see the amount of their macros they need to get. So, U7 Gym may create a macro and calories calculator for users. Moreover, they might add some information about what protein, carbohydrate and fat is and what they are used for

or why they need to be taken. It could be a useful content and it may meet many questions of people about nutrition. Moreover, they may create a content related to how people can read their BMI results. They may explain what BMI is and which BMI score is good or bad and if someone has a bad BMI score, what they should do to decrease it and so on. A place should be given for this kind of information on their website because lots of people are curious about that information and if they create a detailed content, people may visit their website more.

## Action Part

Platforms	Week and day	Time	Contents
Instagram and Facebook	Week 1: Monday to Sunday (The same contents will be shared on both of them)	Contents will be shared at 18.00	Contents: Sample WoD's for people to prepare to competition  Educative videos of movements in WoDs given  Application link
Instagram and facebook	Week 1: Sunday	Between 17.00 - 18.00	Who will compete with whom will be determined and shared.
U7 GYM	Week 2: Monday - First competitions of Beginner category Tuesday - First competitions of Scale category Wednesday - First competitions of Elite category	Everyday, competitions will start at 19.00	6 groups of 5 people in each category will compete within themselves and 6 people from the first round will qualify for the semi-finals for each category.
Instagram and Facebook	WEEK 2 Thursday - The people who qualify for the semi-finals will be matched and these matches will be shared.	The matches will be released at 18.00	Posts which shows the matches will be shared on social medias
U7 GYM	WEEK 2 Friday - Semifinals of Beginner category Saturday - Semifinals of Scale category Sunday - Semifinals of Elite category	Everyday, competitions will start at 19.00	2 groups of 3 people in each category will compete within themselves and 2 people from the first round will qualify for the finals for each category
Instagram and Facebook	Week 2: Monday, Tuesday, Wednesday, Friday, Saturday, Sunday	they will be shared during the competition time	Clips from them will be shared a story
Instagram and Facebook	WEEK 3: Monday - The match of the finalists will be announced via social media.	The matches will be released at 18.00	It will be shared as posts
U7 GYM	WEEK 3: Saturday - Final matches of each category will be played.  -Medals will be presented to the winners and the party will start, to which all participants are invited.	Competition will start at 16.00  Party will start at 18.30	Final WoDs will be done by finalists  in the gym where a cocktail party will be held to celebrate

Instagram and Facebook	Week 3: Saturday	During competition time	Live-stream
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## Control Part

The KPI's, which are thought to be useful to reach the objectives, are shown and return on investment is calculated.

<b>KPI TABLE OF U7 GYM</b>				
<b>Instagram Engagement</b>	<b>Now</b>	<b>1. Month</b>	<b>2. Month</b>	<b>3. Month</b>
Average Number of Likes	90	110	130	150
Average Number of Followers	3197	3300	3485	3520
Average Number of Shares	70	90	110	120
<b>Facebook Engagement</b>				
Impressions	2000	2360	2510	2600
Number of Followers	6400	6600	6800	7000
Click Through Rate	2%	2.80%	3.40%	3.80%
<b>Website Performance</b>				
Bounce Rate	56.60%	54%	50%	48%
Page Views	1959	2060	2257	2410
Number of Visits	1510	1600	1660	1810
<b>Memberships</b>				
Number of the Memberships	200	220	235	242
Conversion Rate	2%	2.20%	2.35%	2.42%

<b>Campaign Operation Expenses</b>	<b>400</b>
<b>Cost of Instagram Ads</b>	<b>400</b>
<b>Cost of Facebook Ads</b>	<b>400</b>
Winner Prize (1 month membership)	35
Number of Winner	3
<b>Total Winner Prize</b>	<b>105</b>
<b>TOTAL COST OF INVESTMENT</b>	<b>1305</b>
Participant Fee	12
Number of Participants	90
<b>Total Participant Fee</b>	<b>1080</b>
Number of new members expected to be acquired	20
1 month Membership Fee	35
<b>Total Membership Fee</b>	<b>700</b>
<b>Total REVENUE</b>	<b>1780</b>
<b>RETURN ON INVESTMENT</b>	<b>36.39%</b>
<b>Profit</b>	<b>475</b>

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