Fitness Brand

CDJ Digital Marketing Strategy

PURPOSE

To deliver a customer decision journey driven (CDJ) digital marketing strategy based on results of an online survey on how customer's interact with fitness brands throughout their decision journey. Recommendations are made for the most effective digital marketing tactics at each phase of the CDJ with the goals of raising brand awareness, acquiring new customers, and retaining customers.

MCKINSEY MODEL

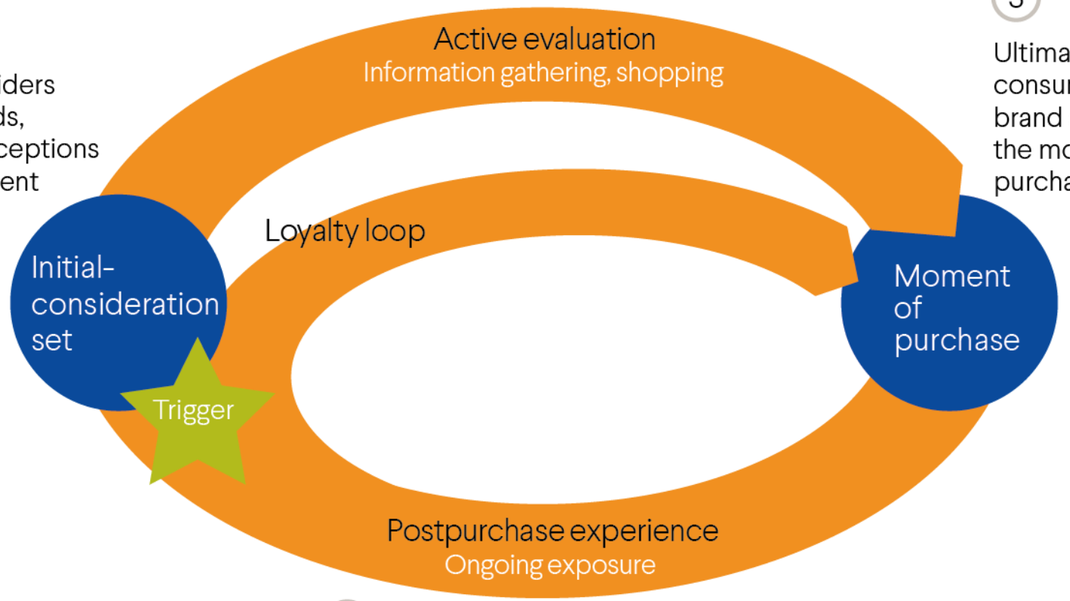
Consumer Decision Journey

1

The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

2

Consumers add or subtract brands as they evaluate what they want.



3

Ultimately, the consumer selects a brand at the moment of purchase.

4

After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.

Target Audience

Fitness Fran

Demographic

Gender: Male or Female
Age: 25-45
Household Income: $60K+

Motivations

New Hobby, Price, Wellbeing, Physical Fitness

Fitness Fran is physically active and always searching for new ways to improve their health and physical performance. Unlike the average consumer they are more willing to try out and invest in a new fitness trend. Fitness for this audience is not just a hobby but a sense of identity. They can be brand loyal to a gym or facility they have experience with. They will need a compelling reason, whether quality, cost or referral to bypass their brand loyalty. Skewing toward a younger age demographic this audience is also very active on social media and will wear their fitness as a badge of honor, therefore they are more likely to be early adopters.

Interests

Body building, Nutrition, Fine Dining, Finance, Travel, Healthy Living, Film & Television, Music, Sports, Outdoor Activities, Running, Cycling, Fashion, Beer, Wine & Spirits, Night Life, Technology, Crossfit

Behaviors

Search, Facebook, Instagram, Email, YouTube, Fitness Apps, Online Video Streaming, Online Shopping, Read Blogs, Sales & Coupons, Online Reviews, Loyalty Programs, Email, Audio Streaming

Initial-consideration Set

The consumer considers an initial set of brands, based on perceptions and exposure to recent touch points.

Social Media

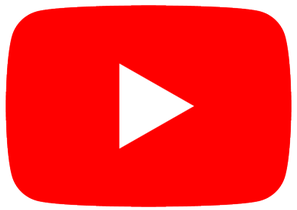
Paid Social

Promoting social posts as ads across social network platforms hat target social users based on demographic, interest and historical behavior targeting parameters.

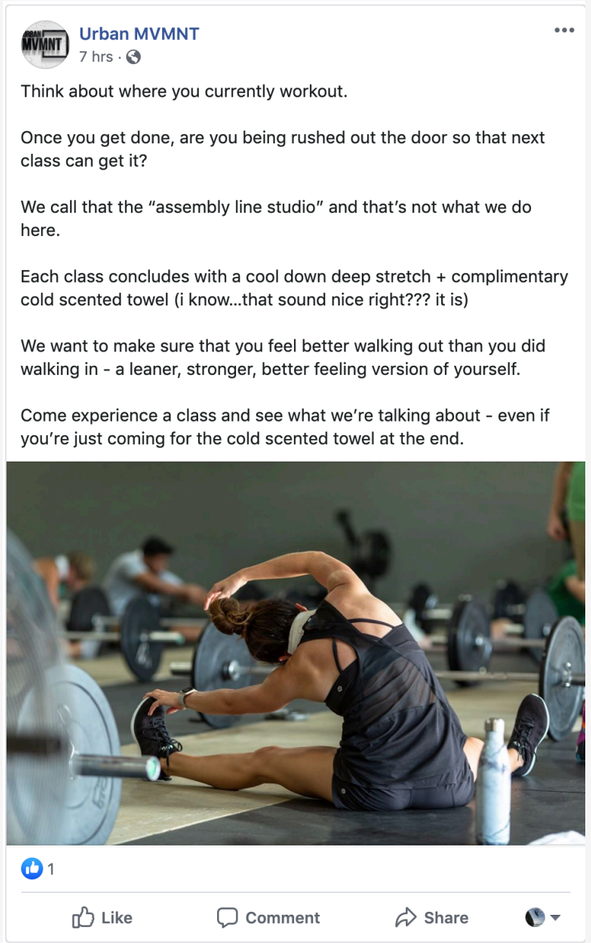
Organic Social

Content on social media channels to engage with your audience, raise brand awareness, and build a community around your brand.

Recommended Platforms



Social Media



Tactical Strategy

Audience Based Posts
Leverage audience behavior by channel based on demographics and interests. Utilize Facebook, Instagram, YouTube, and Twitter to reach target audience that meets targeting parameters and has shown interest in fitness and gyms to prospect new customers through organic and paid posts.

Goal: Reach people more likely to pay attention to fitness related ads and increase awareness for the brand so they will consider the brand in the active evaluation phase.

Creative: Posts should use imagery or video of the facility and real members working out at the gym and post copy should be testimonial focused so potential customers can envision themselves in the ad.

Ad Formats: Single Image, Carousel, Video

KPIs: Reach, Impressions, Cost Per Impression (CPM)

Social Media

Tactical Strategy

Social Influencer Ads
Work with local micro-influencers on social media to promote the brand and reach a larger and broader audience while creating social proof about the brand.

Goal: Create eWOM through trusted sources that audiences have already built a relationship with.

Creative: Posts should be user generated content (UCG) created by the selected influencer that highlight the services of the brand.

Ad Formats: Single Image, Video Ads

KPIs: Impressions, Cost Per Impression (CPM), Website Sessions

Active Evaluation

Consumers add or subtract brands as they evaluate what they want.

Search Engine Marketing (SEM)

Paid Search

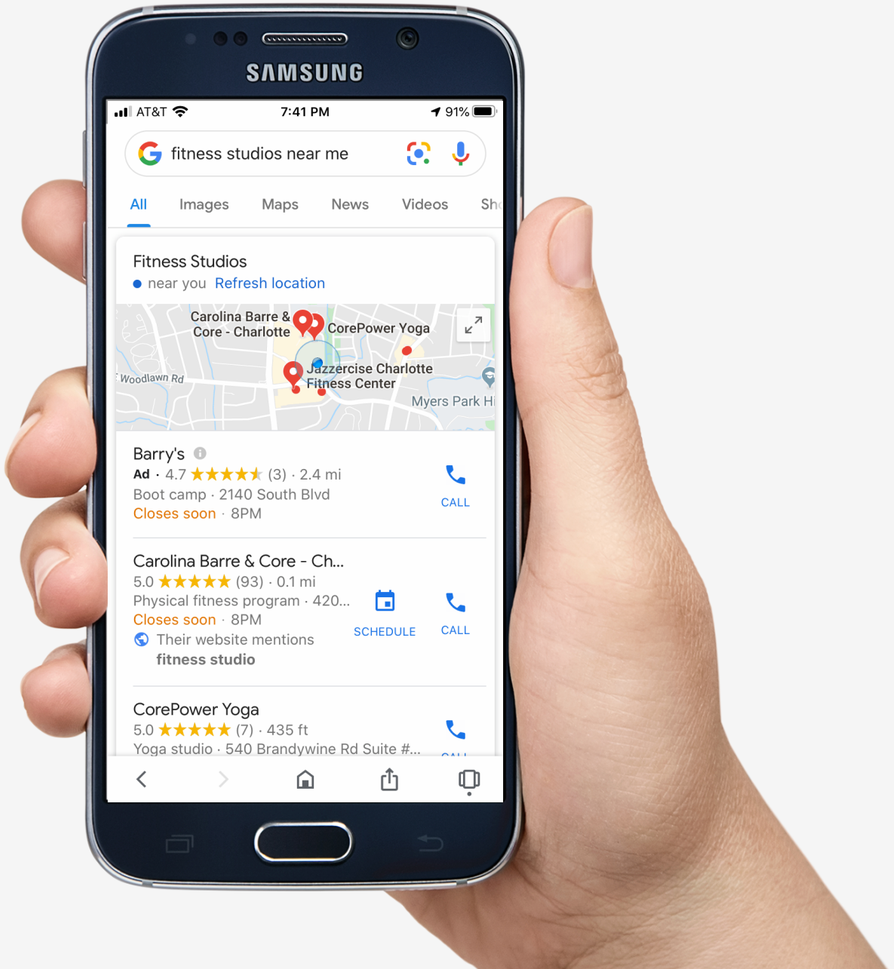
Paid Search or Search Engine Marketing (SEM) is the process of gaining website traffic by purchasing ads on search engines such as Google, Bing, and Yahoo Gemini. Connecting a user who has a query with a relevant search result.

Organic Search (SEO)

Search Engine Optimization is a marketing discipline focused on growing visibility in search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.

Recommended Platforms

Paid Search



Tactics & Strategy

Non-Brand Keyword Targeting
Bid on non-brand keywords for search queriers relevant to the fitness brand as well as similar competitor names to associate brand name with the service the user is searching for.

Geo-Targeted & Local Campaigns
Campaignss are set up to target a specific radius around the metro of the brand's physical locations

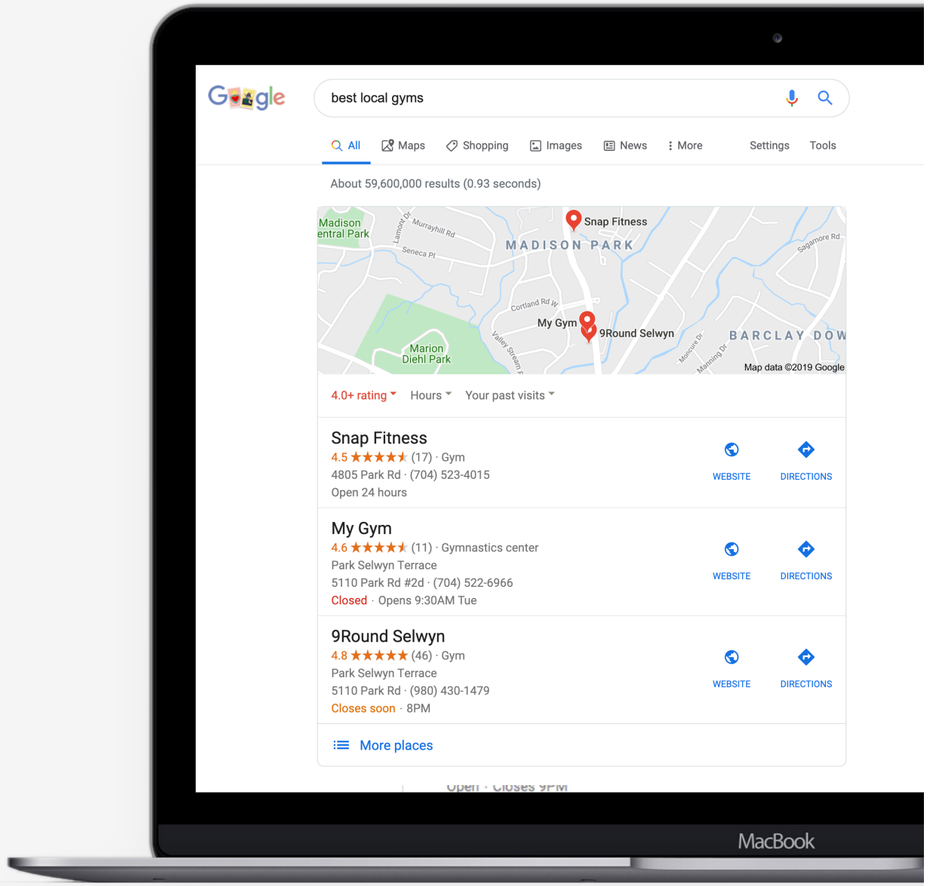
Goal: Serve branded ads in front of hand raisers who are actively researching for a similar service/ product.

Example Keywords: Fitness studios near me, best local gym, gyms near me, Madabolic Charlotte, Crossfit gym, Yoga studio

Creative: Messaging in ad copy will be relevant to the target audience and relevant search query.

KPIs: Click-thru-rate (CTR), Cost-per-click (CPC)

Organic Search



Tactics & Strategy

Business Citation & Reputation Management
Manage and capture customer reviews across platforms as well as manage business citations across business directories, website and apps, and on social platforms to optimize search engine page result listings.

On-page SEO Management
Focus on SEO tactics that could include landing page development/refresh, blog content development, addressing outstanding technical & on-page issues to optimize brand's website for relevant search queries.

Goal: Build a positive brand reputation and trust with potential customers searching for relevant products/ services to the brand.

Creative: Content that is educational and provides value to the consumer beyond promoting the brand.

KPIs: Keyword Rankings, Customer Reviews, Website Sessions

Moment of Purchase

Ultimately, the consumer selects a brand at the moment of purchase.

Retargeting

Display Ads

Serving static or animated banner ads in various sizes across the web based on different targeting methods which can be used to reengage with customers and drive traffic to the website.

Paid Search

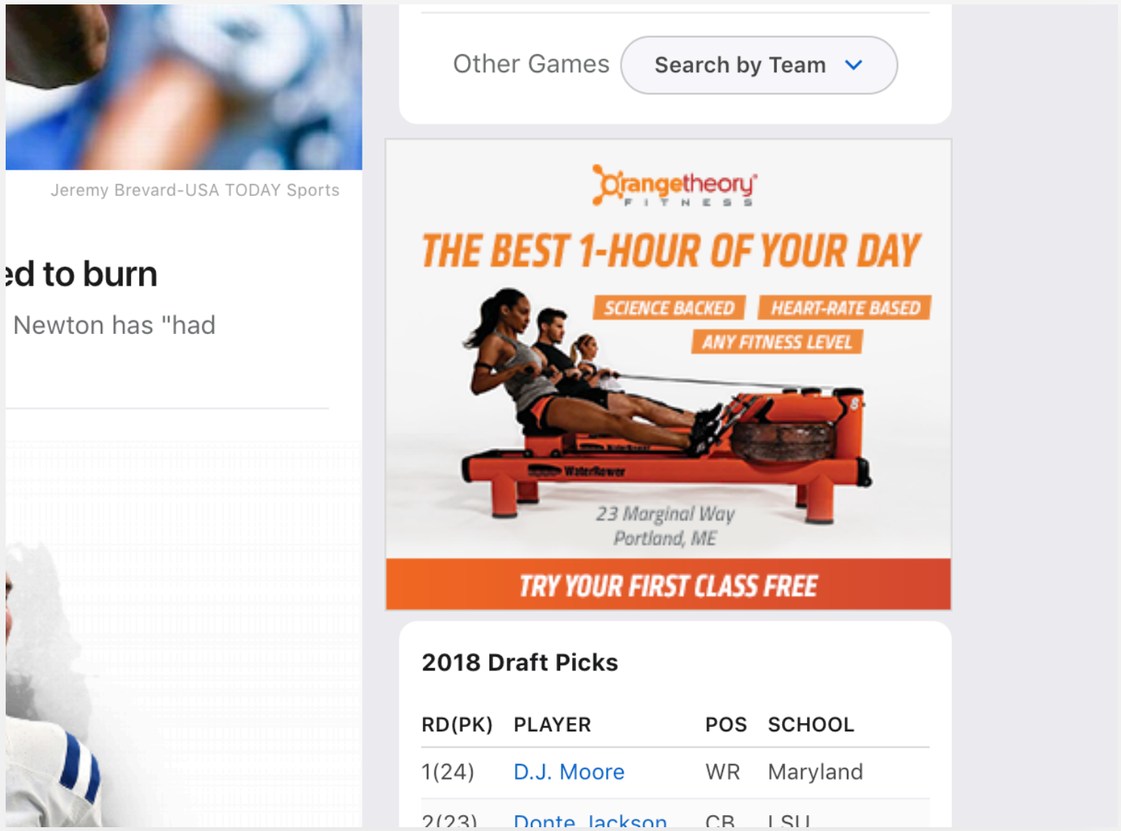
Paid Search or Search Engine Marketing (SEM) is the process of gaining website traffic by purchasing ads on search engines such as Google, Bing, and Yahoo Gemini. Connecting a user who has a query with a relevant search result.

Recommended Platforms

Google Ads

Google Marketing Platform

Display Ads



Tactical Strategy

Retargeted Promo Focused Ads
Layer in contextual and keyword targeting with strong CTA messaging to re-engage recent visitors to the site who have not converted and drive them to decision by making a purchase or filling out a form for an online offer such as a email subscription or free trial class.

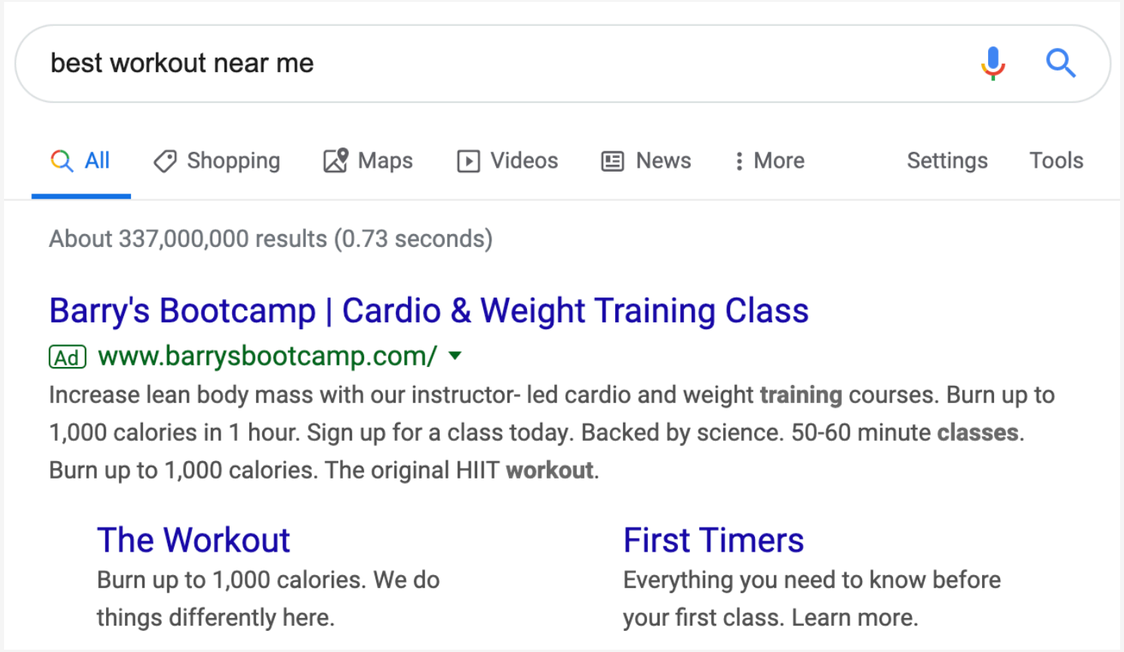
Goal: Reach consumers who have been considering the brand's product/service and show an engaging static or animated ad with a promo offer to drive them to purchase.

Creative: Ads should have clean design with easy to read copy displaying a promo offer with a strong call-to-action (CTA).

Ad Formats: Static or Animated Ads

KPIs: Conversions, Cost Conversion Rate (CVR), Cost Per Acquisition (CPA)

Paid Search



Tactical Strategy

Remarketing Lists for Search Ads (RLSA)
Serve tailored search ads to hyper qualified users who have visited the brand's website or app and are currently searching for relevant keywords that indicate high intent to purchase.

Goal: Drive consumers near the end of their decision journey who are actively looking to make a purchase.

Creative: Messaging should offer a value proposition specific to the brand along with a promotion as a CTA or site link that prompts the user to click and make a decision.

Example Keywords: free fitness classes, gym membership deals, gym membership discounts

KPIs: Conversions, Conversion Rate (CVR), Cost Per Acquisition (CPA)

Postpurchase Experience

After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.

Social Media

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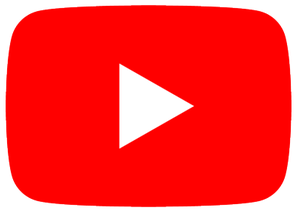
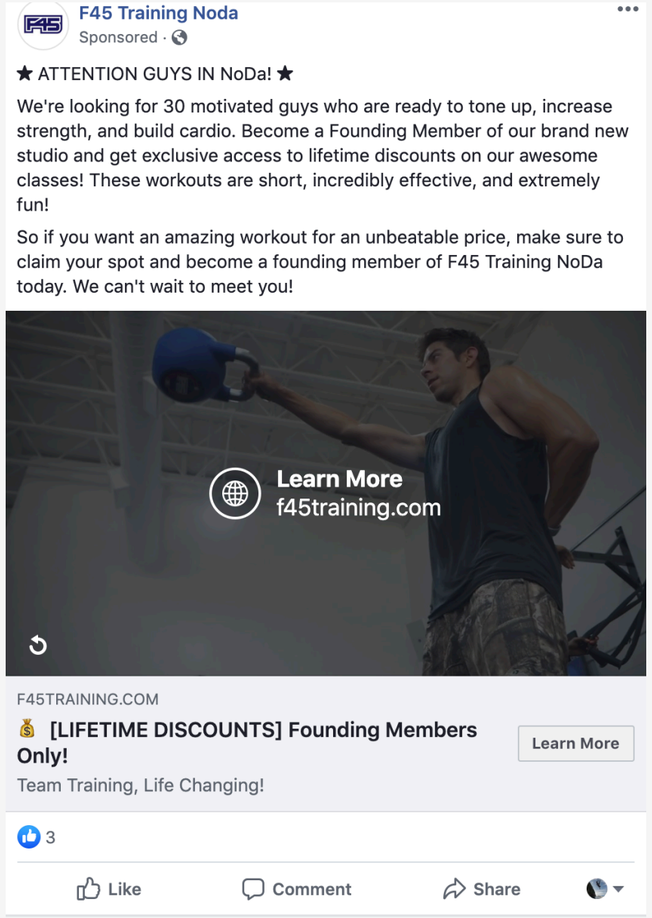


Social Media



Tactical Strategy

Create Brand Advocates
Utilize social media networks such as Facebook, Instagram, and Twitter to create brand advocacy with followers. Encourage and incentivize users to leave reviews on social networks or directly on website. Create special offers for members who display brand loyalty and have them share offers on their own social media.

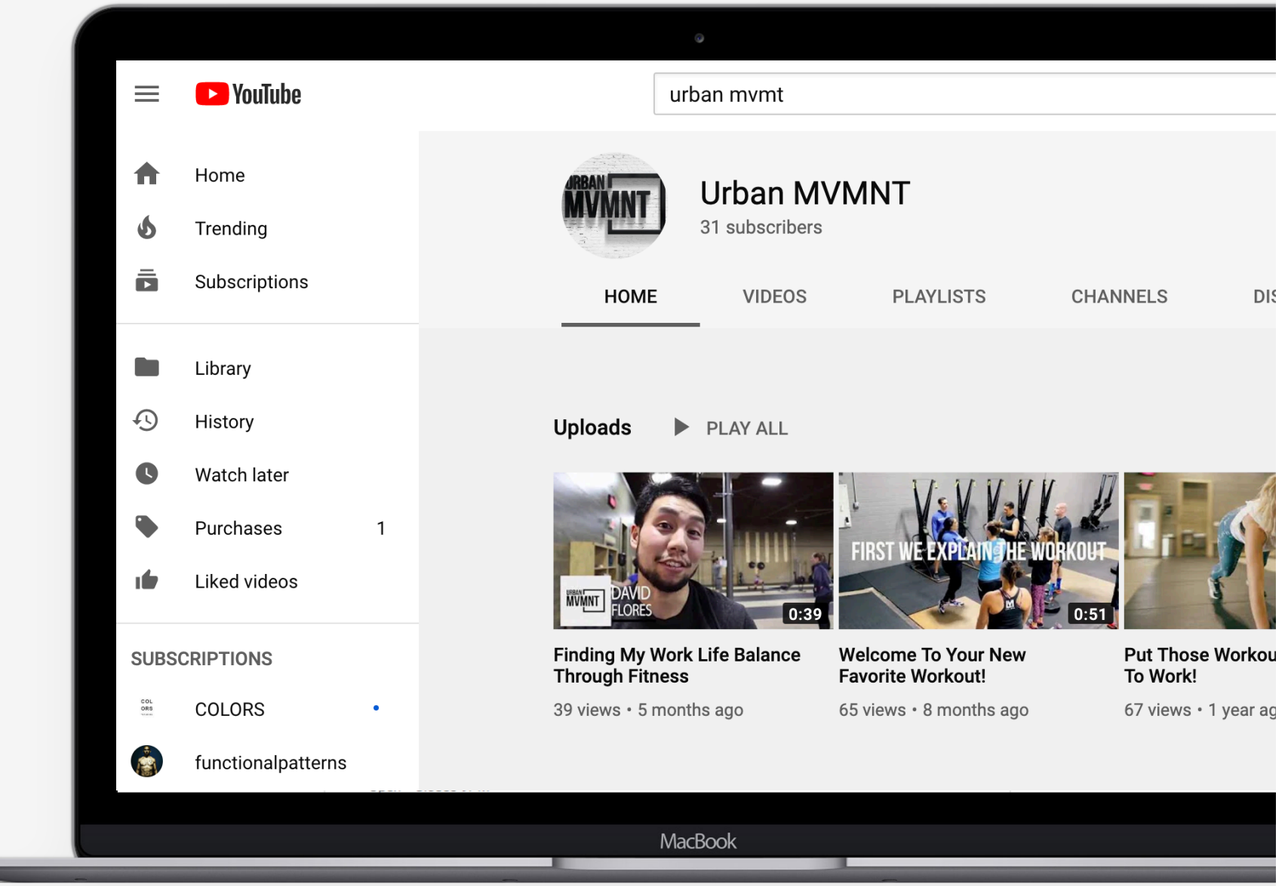
Goal: Build social proof by generating online reviews and utilizing real customers to create content for the brand.

Creative: Majority of messaging and imagery should be user generated content that can be re-shared with the user's permission.

Ad Formats: Single Image, Videos

KPIs: Website Sessions, Engagements, Engagement Rate, Total Reviews

Social Media



Tactical Strategy

Build an Online Community
Utilize social network platforms such as Youtube, Twitter, and Facebook to interact with members. Create ongoing content targeted at current customers to keep them engaged and give a place for members to interact online.

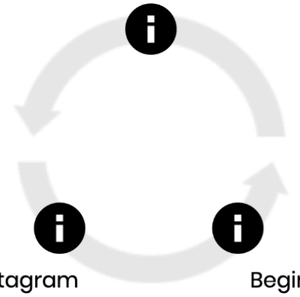
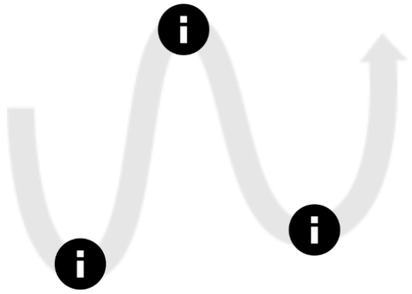
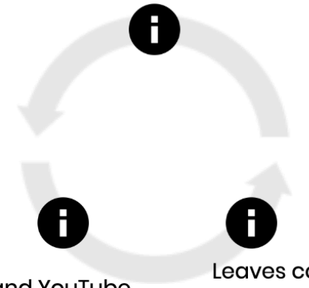
Goal: Create a dialogue online that current customers can engage in and prospective customers just entering their consumer journey can be exposed to through eWOM.

Likes: Like positive statements about the brand on social networks, show brand customers support.

Comments: Comment on positive engagements where there is opportunity to interact with current or prospective customers to further drive brand loyalty.

KPIs: Engagements, Engagement Rate, Response Rate

Customer Journey Map

PHASE	INITIAL-CONSIDERATION SET	ACTIVE EVALUATION	MOMENT OF PURCHASE	POSTPURCHASE EXPERIENCE
Actions	*TRIGGER:* New Years resolution goal to lose weight  Sees a Instagram post about the brand from a local fitness influencers Begins to research different fitness options in the area	Served a branded ad describing brand's value proposition  Searches for fitness studios on Google Visits website to learn more about the brand	Served display ad with special offer Reads favorite local news blog Visits website to sign-up for first class	Interested in improving the movements learned in a workout class  Visits brand YouTube page to view a video demonstrating workouts Leaves comment about how helpful the video was and how much they love their new fitness studio
Customer Goal	Find a fitness solution that works for my lifestyle.	Evaluate nearby fitness options for quality and convenience.	Select a fitness option that seems most likely to help meet their fitness goals.	Feel supported in their fitness journey and part of a community.
Key Question	What is the best fitness studio near me?	What fitness options make the most sense for my needs?	Is there a trial period I can sign-up for to experience this fitness studio?	How do I become more involved in the fitness community?
Key Messages	(Insert brand name) is a new fitness option in Charlotte that offers a unique and personalized experience.	(Insert brand name) has flexible class schedules to fit your busy life and classes that offer a challenging but fun workout experience for fitness of all levels.	(Insert brand name) offers a free week of classes to all prospective members to experience our unique approach to fitness.	At (Insert brand name) we don't just have members. Become a brand ambassador to earn free classes and gear.
Tactics	Paid Social Media Posts, Organic Social Media Posts, Video Ads, Social Influencer Marketing	Paid Search, Organic Search, Business Citation & Reputation Management, On-Site SEO	Display Ads, Retargeting, Paid Search, Remarketing List Search Ads (RLSA)	Paid Social Media Posts, Organic Social Media Posts, Content Marketing, Community Building & Engagement
KPIs	Reach, Impressions, Cost Per Impression (CPM)	Click Thru Rate (CTR), Cost Per Click (CPC), Customer Reviews, Keyword Rankings, Website Sessions	Conversions, Conversion Rate (CVR), Cost Per Acquisition (CPA)	Engagements, Engagement Rate, Response Rate, Total Reviews, Website Sessions