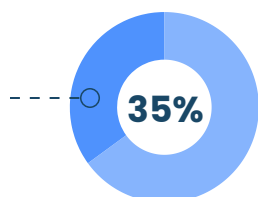


## FITNESS

### INDUSTRY TRENDS

- After people have been stuck in their homes during the pandemic for so long, [they value experiences](#). Your advertisements should play up the **unique experiences your fitness center can offer**, such as classes, an energizing environment, and unique amenities an at-home gym cannot compete with.

Millennials make up **35%** of the fitness industry's customer base.



SOURCE: [Small Biz Genius](#)

- Fitness advertising these days is all about **authenticity**. Use real photos of your club and members in your ads rather than stock photos of pristine, fit people. This helps people [picture themselves in your business and makes your brand approachable](#).
- Search-related ad tactics such as Local SEO, Organic SEO, and SEM are vital for your business as people begin to shop and compare competitors in the new year. Building search authority takes time, so start **now** to be prepared for the new year as people set their resolutions and fitness goals.

#### Popular fitness trends to look out for:



Wearable technology



Virtual classes



Mini workouts



Building a home gym



HIIT workouts



Outdoor exercises with social groups

### SEASONS TO PLAN FOR IN FITNESS

#### Peak Seasons for Fitness Centers

##### New Year's



- Encourage people to start the year off strong & promote tips for how to stick to new year's resolutions
- Offer resources & incentives to support members

##### January - May



- Promote training programs & fitness plans to help members stay accountable to their fitness goals
- Prioritize member retention

#### Slow Seasons: Summer Months

- People likely prefer outdoor activities during the warmer months
- Great opportunity to focus on initiatives to build brand awareness through longer-term tactics such as SEO for upcoming months
- Cultivate opportunities by promoting buddy passes, loyalty programs, and unique classes

### RECOMMENDED AUDIENCES & TARGETING

#### Regular Gym-Goers

- **GEO FENCING:** Target local fitness centers & sports stores
- **CONTENT:** Health & fitness, beauty & fitness, bodybuilding, yoga & pilates, cleansing & detoxification
- **BEHAVIORAL/DEMO:** Fitness enthusiasts, health & wellness buffs, athletic healthy eaters, health-conscious mothers, fitness class seekers

#### People Focused on Weight Loss

- **CONTENT:** Health & fitness, weight loss, health mind & body, obesity, nutrition, health news
- **BEHAVIORAL/DEMO:** Weight loss seekers, diet & weight loss, new year resolutions, weight control & management

#### Busy Professionals

- **CONTENT:** Health & fitness, health mind & body, health news, nutrition
- **BEHAVIORAL/DEMO:** Fitness enthusiasts, healthy eaters, busy young parents, Millennials, young professionals, business travelers, fitness class seekers, lifestyle statement - too busy to take care of myself as I should

## FITNESS

### CASE STUDY



#### DIGITAL MARKETING CAMPAIGN CREATED FIVE NEW MEMBERS DURING THE FIRST 15 DAYS FOR A FITNESS CENTER

##### OBJECTIVE

Increase brand awareness, foot traffic & number of gym memberships

##### SOLUTION

Targeted Display and Device ID were combined to grow top-of-funnel awareness and track foot traffic.

The ad creative featured a free training session offer, as well as ways the fitness center is keeping its clients safe & healthy.

##### RESULTS

We successfully recorded five unique visitors during the first 15 days of the campaign through the Device ID Foot Traffic Attribution report.

The Targeted Display campaign achieved a .21% click-through rate (CTR).

### CUSTOM CAMPAIGN GUIDE

Here are the most effective tactics for accomplishing your advertising goals. Use our field-tested bundles or use our guide to make your own.

PRODUCT	AWARENESS	CONVERSION
Display	★	
Device ID	★	★
Microproximity	✓	
Facebook & Instagram	★	
Video	★	
Local SEO	★	✓
Organic SEO	✓	✓
SEM		✓
Streaming Audio	✓	
Email	✓	

★ = BEST TACTIC

✓ = GOOD TACTIC

### FITNESS BUNDLES



**GOOD:** \$1,250/mo

Est. 95,000 impressions

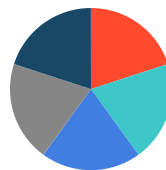
- Targeted Display (Dominant)
- Device ID
- Local SEO



**BETTER:** \$2,500/mo

Est. 184,510 impressions

- Targeted Display (Dominant)
- Pre-Roll Video
- Device ID
- Local SEO



**BEST:** \$7,500/mo

Est. 558,824 impressions

- Targeted Display (Dominant)
- Pre-Roll Video
- Device ID
- Local SEO
- Email

All bundles require a minimum six-month commitment.

Facebook & Instagram can be added to any bundle for \$500 ad spend/mo minimum.