

#FITFAM

5 TIPS FOR GREAT FITNESS MARKETING

#1

HAVE A GOAL IN MIND



Everybody wants more customers, but how many, and by when?

#2

KNOW YOUR AUDIENCE



2018: MOST POPULAR WORKOUT TRENDS



1 HIIT TRAINING



2 GROUP TRAINING



3 WEARABLE TECH.



4 YOGA



5 STRENGTH TRAINING



6 FITNESS PROFESSIONALS



7 BODY WEIGHT TRAINING



8 PERSONAL TRAINING

#3

CHOOSE YOUR TOOLS WISELY

You want to use the right tools to maximise your exposure and audience reach.



by 2020

Online videos will make up more than 80% of all consumer internet traffic.

135%

More organic reach on average of a Facebook video over a Facebook photo



POPULAR FITNESS HASHTAGS 2018:

#FITSP0

#WORKOUT

#GAINS

#FITFAM

#FITNESS

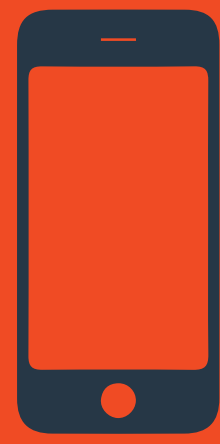
#GYM

#5

BE CONSISTENT



Share a **testimonial video** using quotes from current customers



Create a **tutorial video** with a client using video clips shot on a mobile device.



80%

Fail to fulfil their new years resolutions; which often includes a gym membership.



30%

will drop out of their gym by the end of February.



15%

with gym memberships choose it based on location.

Find out more at: gdrgroup.com.au/gym