

# ASSIGNMENT B2: Fitness Function

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## 1. Advertising

This assignment is near and dear to my heart in that I spend the majority of my time planning fitness workshops and our annual fitness conference through the National Academy of Sports Medicine! Also, having worked in a gym for a number of years, I have a very strong understanding of what would make a Grand Opening successful. Advertising is among the most important of the initial strategizing. Without a proper marketing plan that is well executed, we could be left with an empty gym for this Grand Opening. Not to worry!! The plan is to use 25% of the operating budget toward marketing. The three spends we will initiate up to three months in advance will be social media paid advertising, radio, and good old fashioned guerrilla marketing. Of the 25%, the spend will be 40%, 30%, and 30% respectively. Facebook paid advertising will be the primary strategy of the social media spend with a small amount allocated to MyFitnessPal and other social apps that fitness consumers use. Next, radio will focus on the 23-40 year old population with a slightly higher female to male ratio (60/40) radio listeners. Fitness enthusiasts fall into this demographic. Lastly, printing of 4x5 promo flyers/ rack cards will be printed and passed out in a 5 mile radius (typical gym members will not travel further than this distance). A team of high energy, fit men and women will collaborate with other businesses in the shopping plaza and close by—especially stores that promote good health e.g. nutrition shop, organic grocer, sporting goods store—to hand out flyers and welcome to the grand opening. A piece of the budget will be dedicated to prize give-a-ways at the event as well (discussed further below).

## 2. Special Guests/Media to Invite

The three main reason people join a gym—top 1 being the biggest reason by far—are to lose weight, build confidence, and for athletes, in increase athletic performance or aesthetics (body builders). Therefore, we need to attract those potential members. With the help of 3 local icons in each of these categories we will be able to do successfully, without breaking the budget. 15% of the budget will be dedicated to secure these individuals. The Weight Loss Icon would be Ali Vincent. She was a finalist on the Biggest Loser and has a recognizable presence here in Arizona. Chris Powell from Extreme Makeover would be our special guest to help those who need motivation and a life change. Lastly, Larry Fitzgerald of the Arizona Cardinals would be our special guest athlete to attract those who are looking to further their sports performance goals. AZTV, Channel 3, and Channel 10 are all connections I have who will be live to capture the event as well.

## 3. Decorations

Tall boy tables in the open foyer area with dumbbell and succulent center pieces. The stand-up tables allow for free movement in the open area and elicit conversation and networking. The vendors and sponsors tables would be against the walls but still visible to patrons. Free samples of protein bars, shakes, and meal prep food via Muscle Maker Grill would be an attraction. The Grand Opening Sign would be of good quality and would hang outside of the open double doors. DJ playing top 40 music and other pump up jams would attract walk-ins as well.

#### **4. Promotional Giveaways**

Aside from the free samples at vendor booths, a major attraction along with the music and special guests are the promotional give-aways. We will have 8 different items to raffle away. You qualify for one raffle ticket when you go to the gyms Facebook and IG pages and like and follow, and then provide your mailing and email address. If you sign up with the charity organization “Be the Match” you get 3 additional raffle tickets, if you sign up with the special offer, you get 5 additional raffle tickets. Prizes include: 5 free meals from Muscle Maker Grill, \$100 store credit from GNC Rural and Ray, 3 boxes of dotFIT protein bars, a set of mobility sticks from StickMobility, a free Nutrition course from NASM (\$449 value), free coffee for a week from Bold Roost (one per day max), bring a friend for free for THE YEAR to the gym (with purchase of standard membership), and 1 month free Personal Training and membership as the GRAND PRIZE!

#### **5. Activities**

Aside from networking, moving and grooving with the DJ, visiting vendors, touring the new gym, and sampling food and supplements, the activities will be taking your kids to the bouncy house outside (roped off parking lot with outside vendors as well). The gym has a day care which is included with a family package—a major selling point of the gym. Therefore, outside kid activities will attract families who will be thrilled at this luxury. There will be a pull up contest, a push up contest, and a grip contest as well. The winner of each will receive a \$50 gift card to dotFIT.

#### **6. Food and Drink**

The plan for vendor food and drink (protein drinks) has already been laid out. Additionally, there will be healthy food trucks outside in the roped off parking lot as well.

#### **7. Tours**

The General Manager and myself (event manager) will assist in touring interested individuals around the gym. The purpose of this event is to bring people from the community together, put out sales goal is 50 standard memberships \$19.99 per month, 20 buddy memberships \$24.99 (standard membership + ability to bring a friend anytime), and 10 family memberships \$59.99 (2 adults, and up to 3 kids at day care at once). \$40 sign up fees are waived all day during the GRAND OPENING!!