

Fitness/Recreation

Making Sense
of Online Marketing

The



DOWN LOAD



THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

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Introduction

The fitness market in the US continues to grow.

IN 2018:



2.8% increase

in the number of US health club facilities



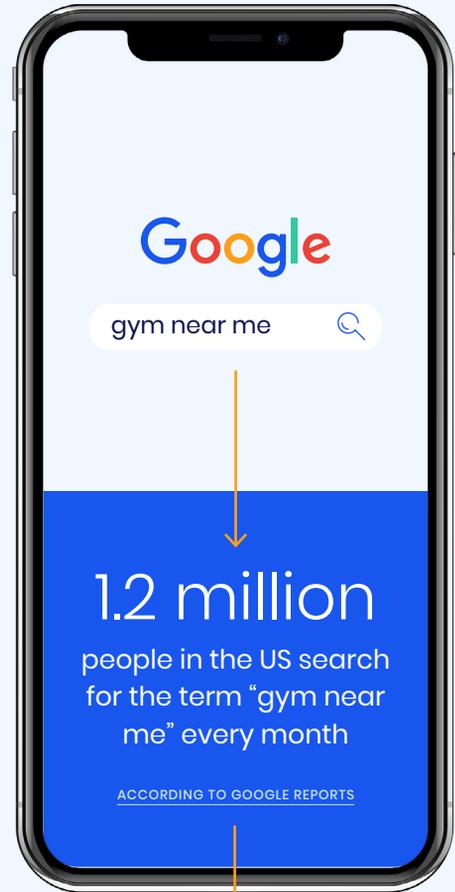
6 billion+

gym visits



71.5 million

customers visited health club facilities



It's safe to say that some percentage of these visits started with a search online.

That means that your prospective members are searching online.



If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.

You're not alone.

If you're like many Constant Contact customers, you're busy trying to manage and grow your boutique studio, gym, health club, spin studio, yoga studio, or personal training business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a fitness business owner by trade and a marketer by necessity.

This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



There's something else that's important to note.

As a smaller fitness business, you have a huge advantage over big national fitness chains because you actually know your customers. You have frequent interactions with your customers at your helpdesk, class intervals, and during after-class chats. Those conversations help you gain intimate knowledge that can keep your fitness business top of mind, and give you an edge over bigger brands. Your ability to have a conversation with each of your customers is your strength.

Ultimately, we're talking about engaging with people. The location has expanded to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



TIP

Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.

Keep this in mind about online marketing.

If you were asked where most of your business comes from today, what would you say? Many small businesses tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business.

As you know, business is built on relationships. Online marketing also allows you to strengthen existing relationships with current customers and build new ones.



Here's what we're going to cover:

Chapter 1: How prospects find you online

Chapter 2: How to turn those prospects into clients

Chapter 3: How it all comes together

Chapter 4: How online marketing can work for you

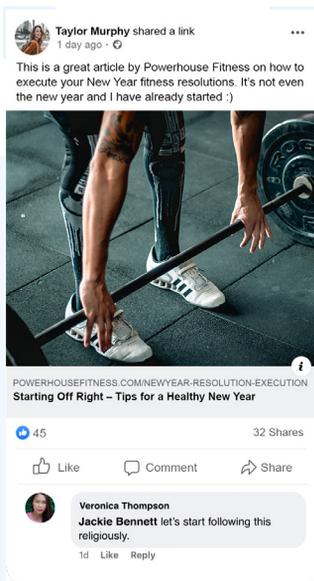
Now let's get to it!



How people find you online

We've mentioned that word of mouth now happens online.

People are talking up their favorite fitness studios and health clubs directly; they're consuming and sharing content they find useful or entertaining from those health clubs, and they're asking connections for recommendations. Your fitness business has an opportunity to be part of more of these conversations.

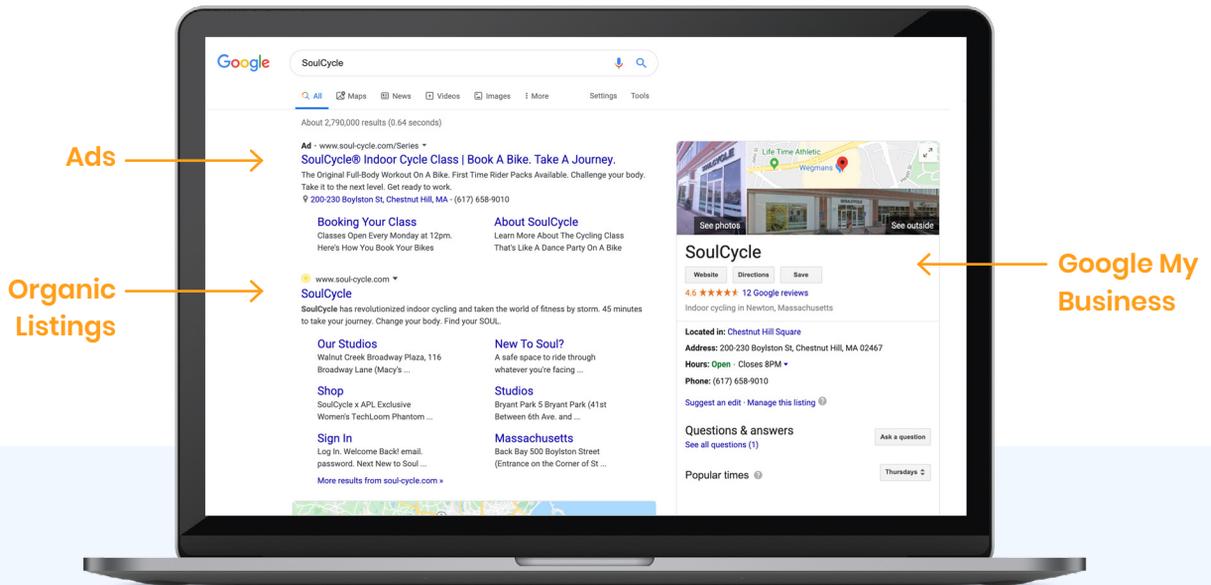


The more you can do to keep your fitness business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your fitness studio or gym specifically by name, or by something your business offers.

And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your studio even exist?"

What do people find when they go looking online for your business?



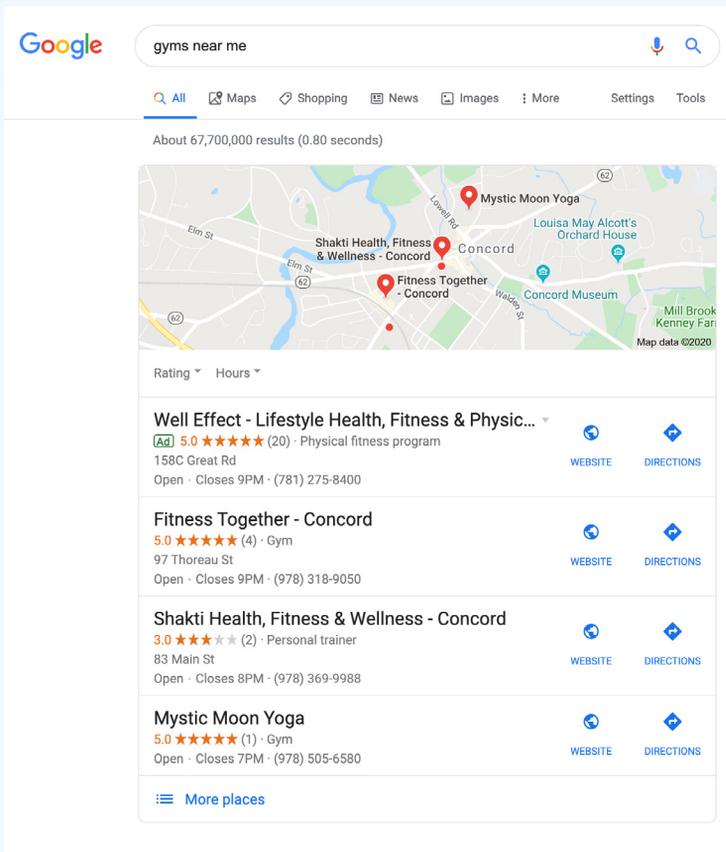
Example using "SoulCycle" as the search term

It's no secret that people turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social Media accounts
- Reviews
- Info from other sites

What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business — SoulCycle — by name. But, people don't always search by name. Sometimes they know they want to join a health club, but they don't know which one. Then they type in a more generic search term, like "fitness studio near me" or "yoga classes."



Let's take a look at an example.

Imagine you have decided to get in shape and want to join a gym near your home so that you can regularly attend classes every week. So you jump on your computer or mobile device and search for "gyms near me."

Here's an example of what may come up — of course, your actual results will differ.

Notice that "gyms" brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of the gyms near your location in the search results.

If we apply these results to what may show up for your fitness business, your customers may find:

- Your website
- Social media accounts
- Review sites
- Business listings
- Competitor listings

Reviews

[THE BEST 10 Gyms near Concord, MA 01742 - Last Updated ...](#)

<https://www.yelp.com> › ... › [Active Life](#) › [Fitness & Instruction](#) › [Gyms](#) ▼
Fitness Together. 0.5 mi. [Gyms](#), [Trainers](#). Anytime Fitness. 3.4 mi. 13 reviews. Gold's Gym. 2.0 mi. 36 reviews. Teamworks Sports Performance. 2.4 mi. [Trainers](#), [Gyms](#). Orangetheory Fitness Concord. 1.5 mi. 17 reviews. Hanscom AFB Gym and Fitness Center. 4.5 mi. [Gyms](#). Summit Health and Fitness. 5.4 mi. 8 reviews. Anytime ...

[Top 10 Best Gyms near Concord, MA - Last Updated ...](#)

<https://www.yelp.com> › [search](#) › [find_desc=Gyms](#) ▼
Reviews on Gyms in Concord, MA - Fitness Together, Anytime Fitness, Gold's Gym, ... 2 reviews. Gyms. 180 Marrett St, Bedford. "Great gym on Hanscom AFB.

[Gold's Gym Concord in Concord MA](#)

<https://www.goldsgym.com> › [concordma](#) ▼
[Find a Location](#) · [Find Gyms Near You by State](#) · [Join Gold's Gym](#) · [Membership Options](#) · [Free Pass](#) · [Our Promises](#) · [Member Experience](#) · [Fitness Experience](#) ...

[The Thoreau Club | Concord, MA | Health & Fitness Club ...](#)

<https://www.thoreau.com> ▼
Since 1951 The Thoreau Club located in Concord, MA, has been helping families and individuals live healthy & active lives, call or visit us today!
[Join Now](#) · [Tennis](#) · [Hours](#) · [Aquatics](#)

[Orangetheory Fitness: Concord Gym Near You](#)

<https://concord-ma.orangetheoryfitness.com> ▼
Yes, send me transaction and reminder emails/texts. conveniently located on 80 Beharrell Street Suite C. Unlike traditional gyms, you'll have the opportunity ...

[The Ultimate Guide to Gyms around Boston - Boston Magazine](#)

<https://www.bostonmagazine.com> › [health](#) › [best-gyms-near-me](#) ▼
There's a lot that goes into finding the perfect place to sweat. Here's your ultimate guide to gyms in Boston, to make it just a little bit easier.

[Home Page - Concord - Fitness Together](#)

<https://fitnesstogether.com> › [concord](#) ▼
Learn more about personal training at Fitness Together in Concord, and see why we can help you meet your fitness goals with private personal training.

[Gyms Near Me | Fitness Centers Near Me | Planet Fitness](#)

<https://www.planetfitness.com> › [gyms](#) ▼
Find a Planet Fitness gym near you! 1800+ locations with free fitness training with every membership, \$10 membership options, and most clubs open 24/7.

Competitor Listings



ACTION STEPS



Search for your business.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



Search for generic terms for your business.

Is your business there in either an organic or paid perspective?



Make a list of results that show up on the first page in both scenarios.

Here's the reality: If you're not online, prospects can't find you.

Whether people search for your gym by name or something related to your business, your customers and prospects should be able to find you. The goal is to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers may have.

As people visit your website and click through from various search results, they're starting to form opinions about your fitness business. Ultimately, they're asking themselves: Is this the right health club or fitness studio for me? Do they offer the classes that I would want to attend? Are the members of this health club or fitness studio like me? People want to hang out and work out with people they like. It makes them feel comfortable.

Visitors are also looking at your social media channels and the content you're sharing. They also want to look at the customer feedback to your business. All of these factors influence their decision making when choosing a health club, gym, fitness studio, yoga studio, or personal trainer.

If your fitness business is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your fitness business and choosing you.

The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.



How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content



1



A mobile-responsive website: Your online hub.

Yes, your fitness business should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business by selling classes/sessions, fitness services, and merchandise. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a new health club or yoga studio. Typically, you'll go looking for a website to learn more. Your potential customers are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



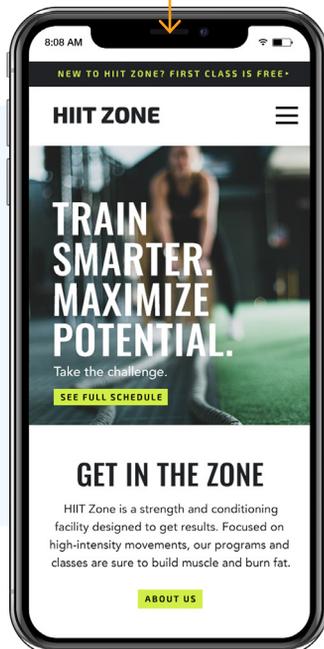
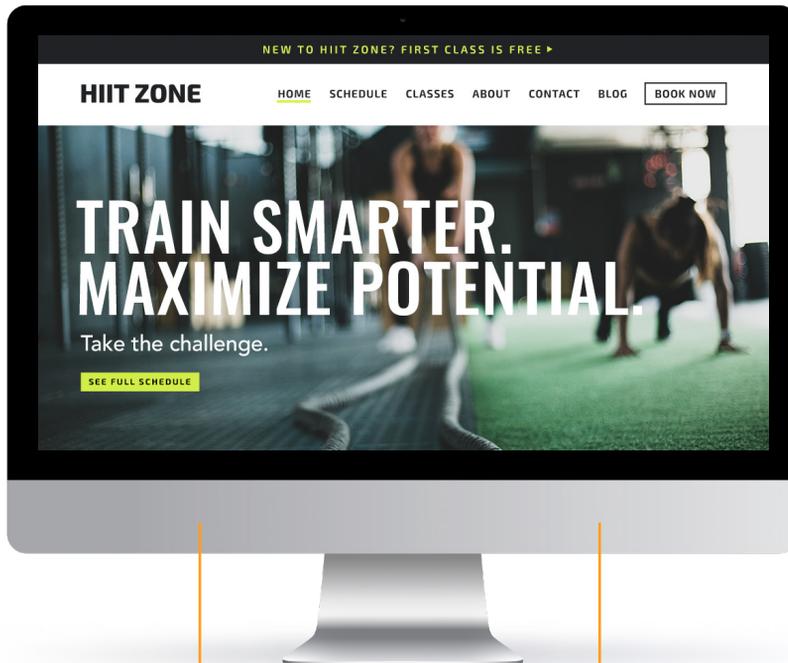
TIP

Buy a domain name for your website to match your business name.

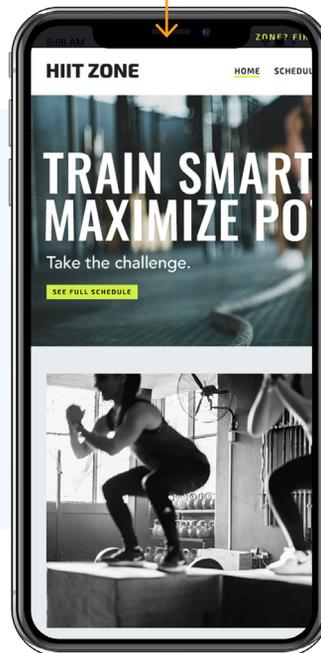
In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.



With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile



DID YOU KNOW?

Want a custom-designed site?

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

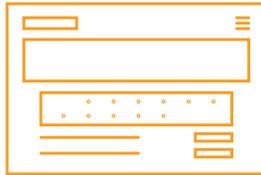
A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

Your website should have at least five pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



← **HOMEPAGE**
Your front door



← **SCHEDULE PAGE**
Your class schedule



← **CLASSES PAGE**
Your class offerings



← **ABOUT PAGE**
Your story



← **CONTACT PAGE**
Your chance to connect

**What should you put on these core pages?
Let's take a look.**



HOMEPAGE

What questions should you answer on your Homepage?

What type of fitness business are you?

Clearly state if you are spin studio, a gym, a yoga studio, or a private training facility.

What classes do you offer?

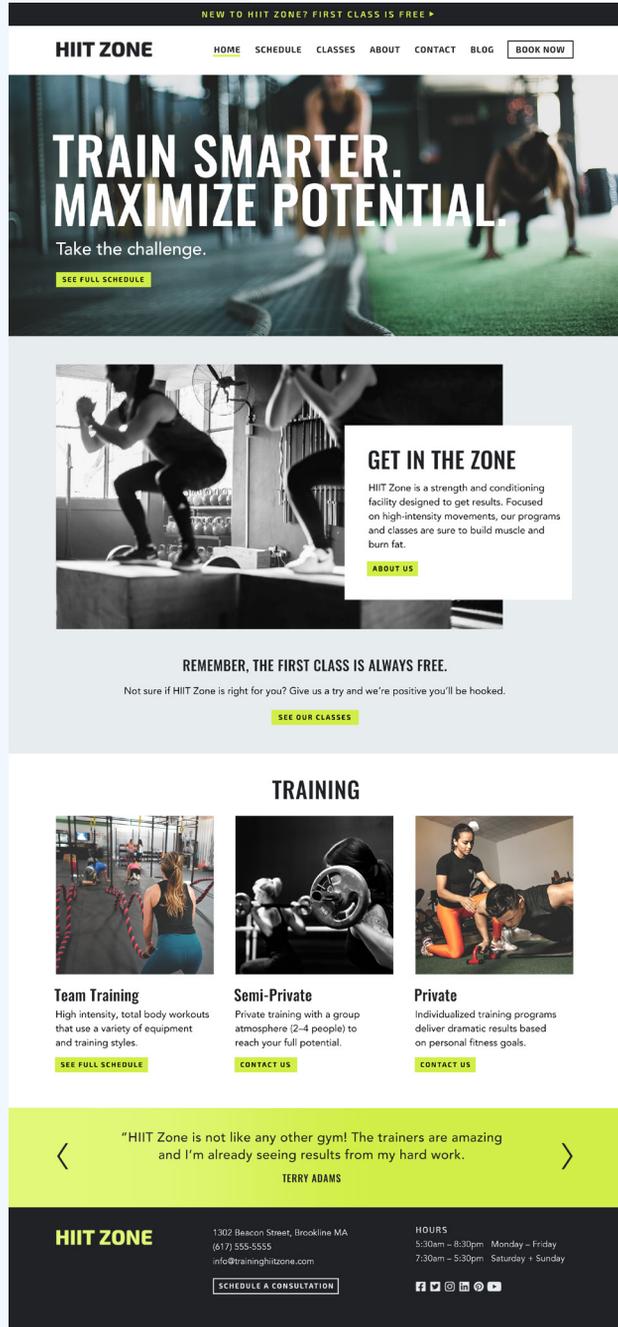
Your website visitors want to know which classes you offer at your fitness studio. Are you a personal trainer? Do you offer private sessions, semi-private, or group training?

Do you offer a trial class?

If you offer a trial class or have a first class free offer, list it on the homepage so that you can convert new visitors on your website.

What should visitors do next?

Make sure that you have a call to action in each section. If you think that schedule is important for your website visitors, add a button for schedule on the homepage. The free class offer on homepage should have "sign up now" call to action to direct visitors to the free class sign-up page.



Homepage example



SCHEDULE PAGE

What questions should you answer on your Schedule page?

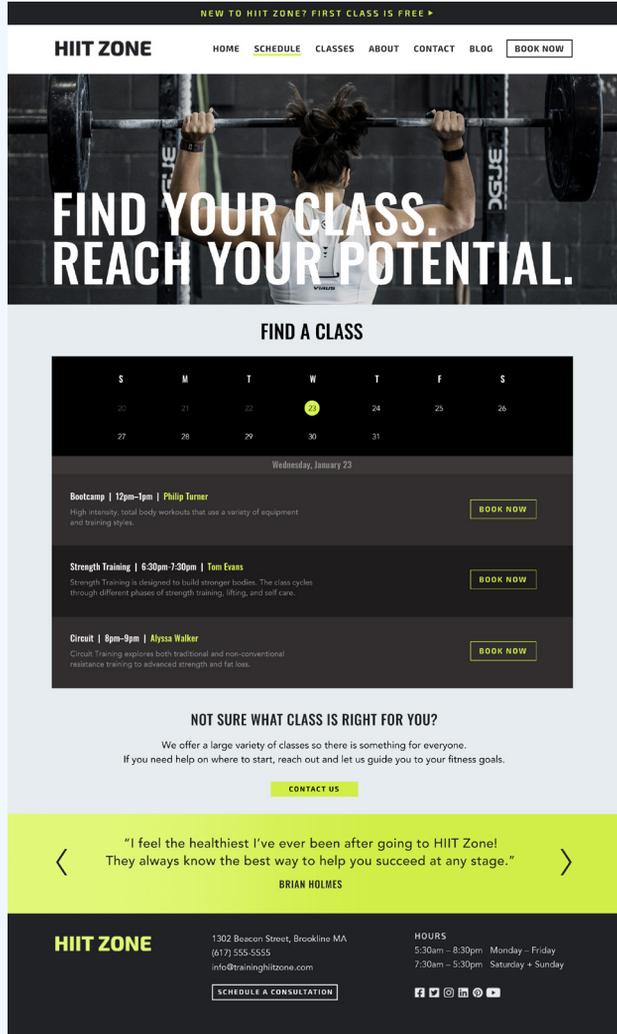
What time and day do you offer your classes?

Your Schedule page should clearly state the daily and weekly calendar of your health club. There should be a detailed section showing the class, time of the class, and instructor.

Make sure that the Schedule page is regularly updated and any class cancellations or changes are updated in real time.

Does every fitness business need a Schedule page?

Not necessarily. If you have a personal training business, you can just list the days you are available, but it is always a good idea to provide the time slots so that prospects can book directly on your website. However, for a large fitness studio or health club offering different classes, having an up-to-date schedule on the website is a must.



Schedule page example



CLASSES PAGE

What questions should you answer on your Classes page?

What classes and sessions do you offer?

The Classes page should have the detailed descriptions of all the classes you offer at your health club or fitness business. If you are a pilates studio, your Classes page should have all the information on the type of pilates classes you offer (for example, reformer pilates vs. mat pilates).

Is this class for me?

Visitors want to know the intensity of the classes or training. Each person has a different fitness goal, so make sure that the class description includes all the activities and details of the class. You can add information on what muscles are engaged, the benefits of taking the class, or joining the session.

Say, for example, that you offer a hybrid of spinning/TRX class at your spin studio. In the class details section, you can describe how the 30 or 60 minutes hybrid class helps participants get their hearts pumping and develop lean muscles.

Classes page example



ABOUT PAGE

What questions should you answer on your About page?

What is your story? Why did you open your fitness studio?

People want to know your story and journey. Be passionate and also share your values and mission on the About page.

How has your fitness business helped customers?

You can share some numbers here about how your health club has helped people reach their fitness goals. You can also mention the local community you serve with your fitness business. This a great opportunity to build a relationship with your audience.

What type of physical location do you have?

Talk about your store or space. How big is it? What is the atmosphere? You might share that it is the biggest health club in the area. Share what makes your health club or fitness studio space exclusive.

What makes you or your fitness business different?

Why are you better than the competition? How will you use your skills to help your members? What's your plan for them? Share your unique approach.

The screenshot shows a website for 'HIIT ZONE'. At the top, there's a navigation bar with links for HOME, SCHEDULE, CLASSES, ABOUT, CONTACT, BLOG, and a BOOK NOW button. Below the navigation is a large hero image with the text 'ABOUT US' and a sub-headline: 'We are a top-rated strength and conditioning facility designed to get results you'll be proud of.' Below this is a section titled 'WHY HIIT ZONE?' with a background image of a gym. The text describes the studio's location in Brookline, MA, its dedication to helping members reach their goals, and the quality of its equipment. A 'CONTACT US' button is present. Below this are three statistics: '1,286 MEMBERS', '32 CERTIFIED TRAINERS', and '56 MACHINES'. The next section is 'MEET OUR TRAINERS', featuring a list of trainers (Philip Turner, Tom Evans, Alyssa Walker, Alex Lee, Stephanie Roberts) and a detailed profile for Tom Evans, an L1 Fitness Instructor, with a 'BOOK A CLASS WITH TOM' button. A testimonial from Samantha Williams is featured in a green box: 'HIIT Zone helped me see results faster than any other gym I've tried. I love that the trainers are always so encouraging!'. The footer contains the studio's address (1302 Beacon Street, Brookline MA), phone number (617) 555-5555, email (info@traininghiitzone.com), a 'SCHEDULE A CONSULTATION' button, hours of operation (5:30am - 8:30pm Monday - Friday, 7:30am - 5:30pm Saturday - Sunday), and social media icons for Facebook, Twitter, Instagram, and YouTube.

About page example



CONTACT PAGE

What questions should you answer on your Contact page?

Where can I find you?

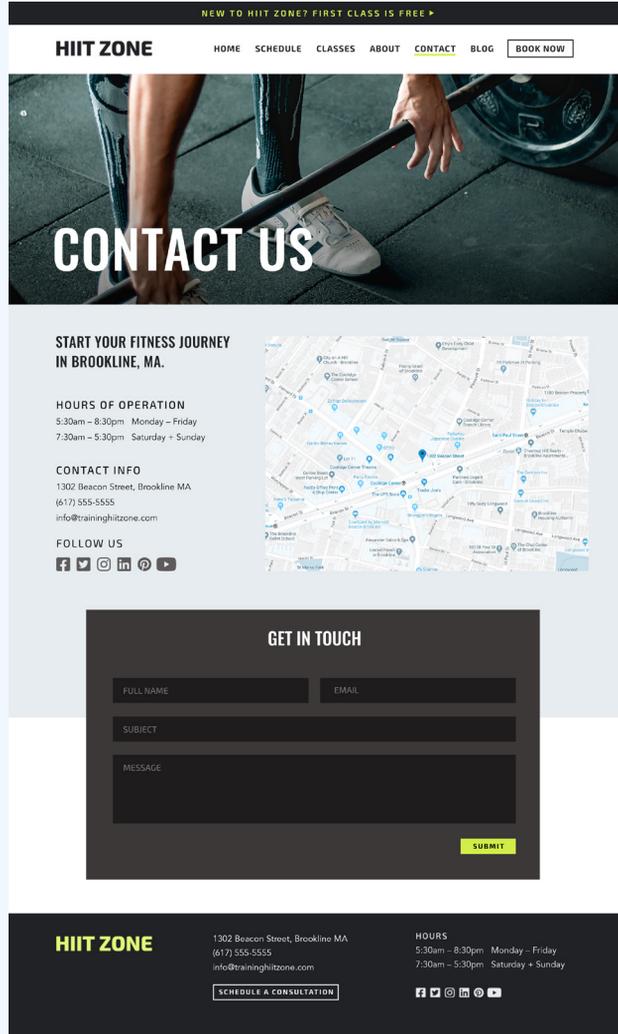
Do you have a physical location(s)? Some fitness professionals rent locations for their boot camps or classes. Where is your fitness business based? It would be great to embed a map with a pin on your health club location. Which social media channels do you use? List all your social media profiles on the Contact page

When can I reach you?

What are your hours of operation? List your hours of operation if you're a general health club or gym where members come and do their own workouts. Are all locations the same? If you have two or more locations, you need to state that clearly on the Contact page with contact details for each location.

How can I contact you?

Is there more than one way? Start with your preferred method but do specifically mention if you can be reached in other ways such as Facebook Messenger or text message.



Contact page example

TIP

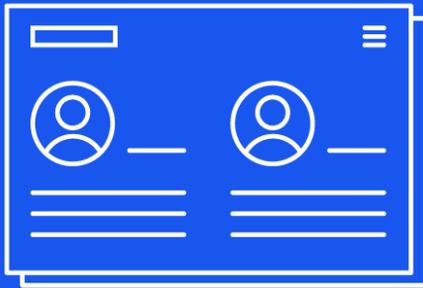


If you're a personal trainer who doesn't have a physical location, list your phone number, email, and social media pages. You can also list the address of the place where you conduct your training classes or sessions.



Other Pages to Consider

Think about your specific fitness business to add additional pages.



For example, your website visitors might want to see the trainers that teach the classes. If you have a couple of instructors at your fitness business, you can list them on your About page. However, if you have a large team of instructors, you should consider adding an **Instructors** page to your website with individual photos and bios.



Some health clubs have a **Special Offers** landing page for new members. If you're selling your classes or bulk offers, you should have a **Buy Now** page with your payment system integrated. Personal trainers should have a **Success Stories** page featuring clients. You might also have a **Blog** section on your website to share fitness tips and content (more on that later).



Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.



HOMEPAGE

Use snapshots from your classes or sessions on the Homepage. It communicates authenticity, and people can get a feel of your fitness business from your Homepage.



SCHEDULE PAGE

The Schedule page doesn't need an image but it should have a clean and well designed calendar for the visitors. If you use a software such as Zen Planner or MINDBODY to fetch your schedule, you should style it according to your website theme.



CLASSES PAGE

The Classes page and the individual class page should have images of real classes or images depicting the exercises in that class or session. The images should give an idea to the visitors about the class. It is also a good idea to show a professional image of the instructor that teaches that particular class.



ABOUT PAGE

Use professional images of your team that show their personalities, and show action shots. You want people to imagine what it would be like to work out with you. The About page can also share the images of your studio or location.



CONTACT PAGE

Show your physical location on a map, especially if it's not in an obvious place. Show people having a great time taking classes. People want to get a sense of the atmosphere you create at your fitness studio or health club.



ACTION STEPS



Create a simple website.

Don't have a website? Create one with [Constant Contact](#) in minutes!



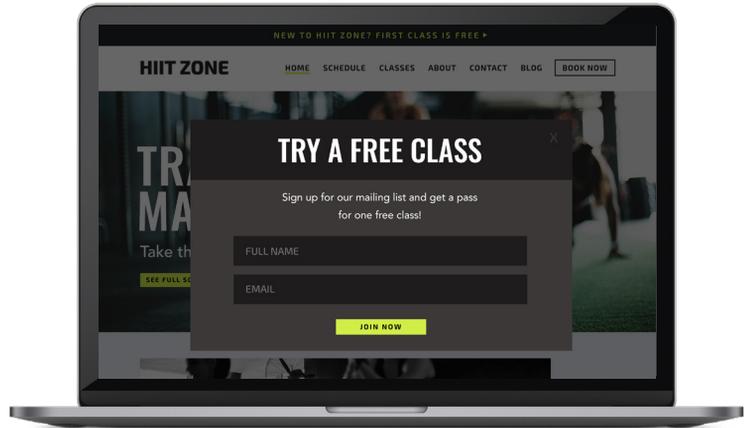
Review your website for the appropriate pages.



Make sure you're answering the questions suggested above.



Add sign-up forms to your website.



What happens if someone visits your website and doesn't make a purchase?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses — like a free class, giveaway drawings, open houses, or a workout plan cheat sheet — to get more people joining your list.

You can also use Google ads, YouTube, Facebook, and Instagram visitor retargeting feature. You can show ads to the people who visited your website.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.

2



Email marketing: It's how you drive business.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.

You can also use email to re-engage your customers. You can use the data in your customer relationship management (CRM) software or customer list and create feedback campaigns to identify specific segments. For example, you might reach out to people who haven't visited your health club in the last six months. Email is also a great tool for customer reactivation and engagement.



TIP

Create a simple series of emails to welcome people to your email list.

More on the next pages.



Here are two emails to include in your automated welcome series.



WELCOME SERIES
EMAIL ONE

Welcome/
Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised – a free class, giveaway drawings, open houses, or a workout plan cheat sheet. Welcome your new subscribers, and reiterate what they should expect in the future.

HIIT ZONE

VISIT OUR SITE | BOOK A CLASS | FOLLOW ON INSTAGRAM



WELCOME TO THE HIIT ZONE COMMUNITY!

Every week you'll receive a newsletter with information on upcoming fitness classes, special deals, and exclusive health tips.

VISIT OUR WEBSITE



1302 Beacon Street, Brookline MA
info@traininghiitzone.com

Welcome email example



WELCOME SERIES EMAIL TWO

Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you – this will most likely be on your social channels – so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your fitness studio.



TIP

Use email automation to save time and get new and repeat business. Need some ideas?

[Find some here.](#)

Let's Connect email example



ONGOING COMMUNICATION

Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your business, or even those made-up marketing holidays.

HIIT ZONE

VISIT OUR SITE | BOOK A CLASS | FOLLOW ON INSTAGRAM

EXCLUSIVE HIIT ZONE REWARDS

We see you've taken all the steps towards becoming a member with HIIT Zone. Continue on for more exclusive benefits every time you sign up for a class!

GET REWARDS

[f](#) [▶](#) [t](#) [p](#) [in](#) [@](#)

1302 Beacon Street, Brookline MA
info@traininghiitzone.com

Promotional email example



ACTION STEPS



Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.

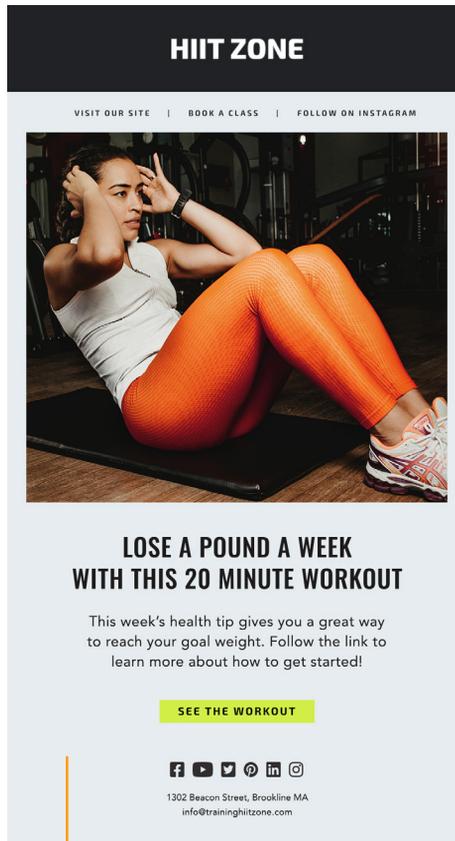


DID YOU KNOW?

Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)

Share a combination of helpful resources and promotional emails such as special class packages, free bootcamp classes, new instructor announcements, and content such as “lose a pound a week with this 20 minute workout.”



Resource email example

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.

3



Social media: It doesn't have to overwhelm you.

If you're like many of the small business owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your fitness business name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with the channel where your audience is.

Are your members mostly millennials and post-millennials? Then Snapchat and Instagram might be the social channels where you want to invest. Facebook works better if your target audience is older than 35. If you are a personal trainer looking for high-profile corporate customers, LinkedIn can be the most important social channel in your digital marketing strategy.

Ideally, choose a primary social channel based on the clients you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your business.

Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.



TIP

Choose the right social media platform for your business.

Every social platform has users of different demographics and psychographics. Study your customers and choose your social media channels accordingly.



Each social channel also has its own personality.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

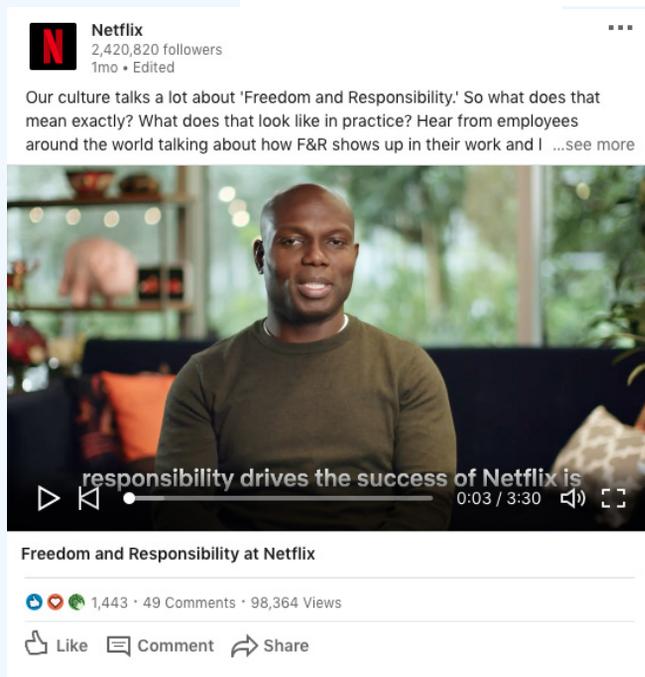
The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Now let's take a look at each channel's personality.



Netflix Facebook post



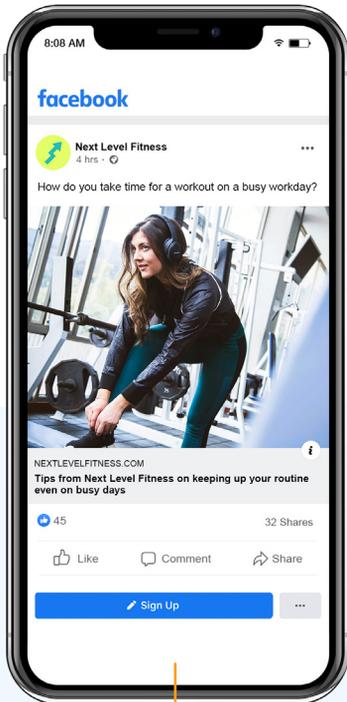
Netflix LinkedIn post



EACH SOCIAL CHANNEL IS UNIQUE

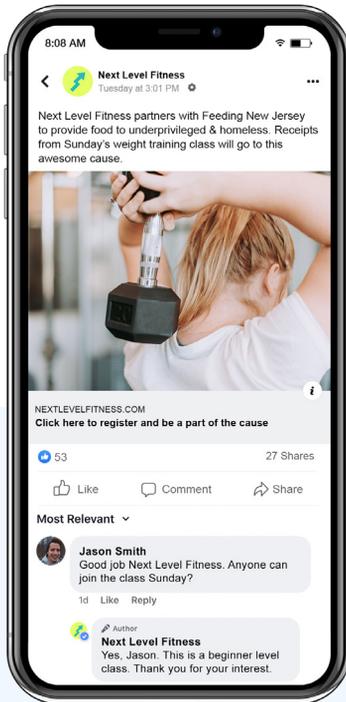
Facebook

In the news feed, you'll be competing with friends, family, and local and world headlines.



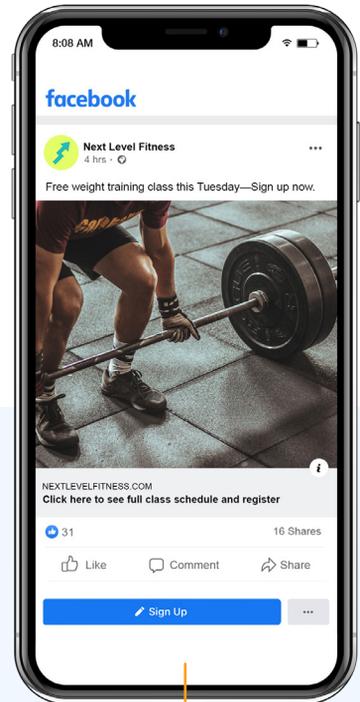
AWARENESS

Post on health related topics on Facebook.



ENGAGEMENT

Partner with local organizations to drive community engagement.



DRIVING ACTION

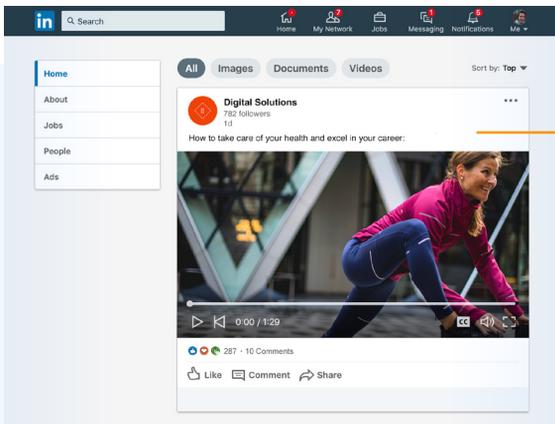
Drive sales by letting people know about upcoming offers.



EACH SOCIAL CHANNEL IS UNIQUE

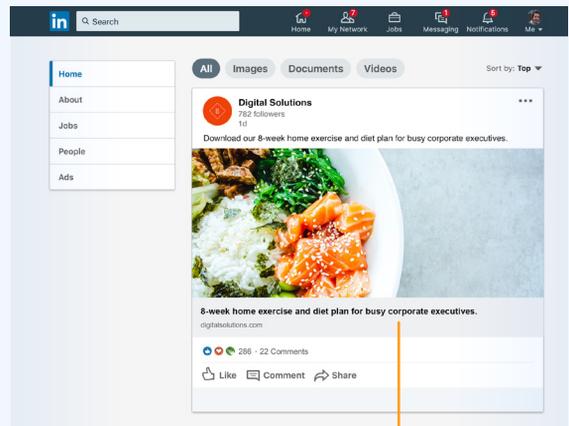


More of a professional network. Great for finding high-end professionals looking for personal training.



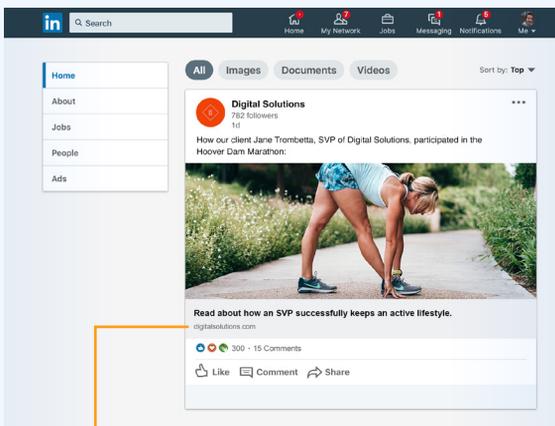
AWARENESS

Create fitness content for the professional audience on LinkedIn.



DRIVING ACTION

Offer fitness guides for working professionals.



ENGAGEMENT

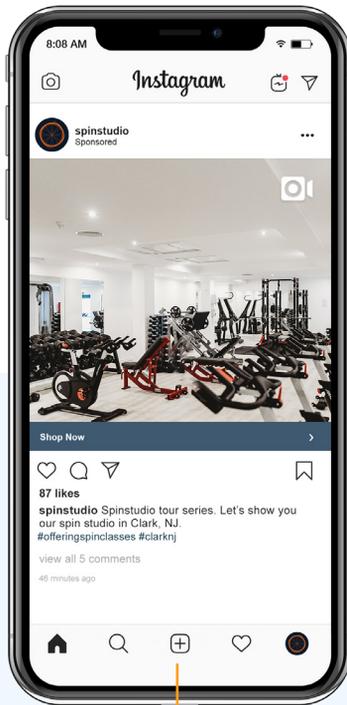
Showcase success stories of local business people.



EACH SOCIAL CHANNEL IS UNIQUE

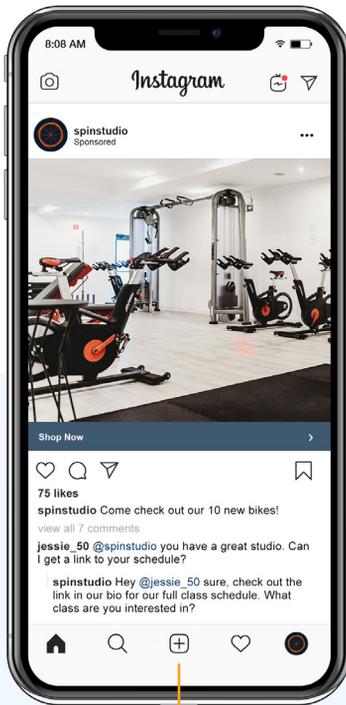
Instagram

A highly visual network. Let people see what's happening with your fitness business. Post your class videos. Share the small moments with your team and clients on Instagram.



AWARENESS

Announce new classes.



ENGAGEMENT

Showcase club enhancements.



DRIVING ACTION

Offer discounted classes to drive attendance.



EACH SOCIAL CHANNEL IS UNIQUE



Public news feed of what's happening now. You can share updates and news here. If a class is canceled you may use Twitter to immediately communicate to your followers before you send out an email. It is also a great platform to share announcements on new developments.



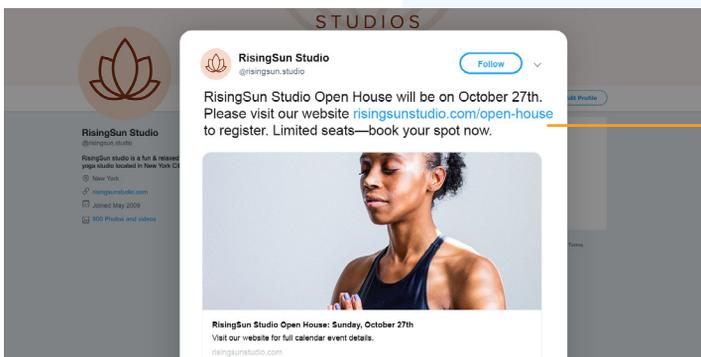
AWARENESS

Post content your audience may want to engage with by liking, commenting or sharing.



ENGAGEMENT

Make sure to respond to questions.



DRIVING ACTION

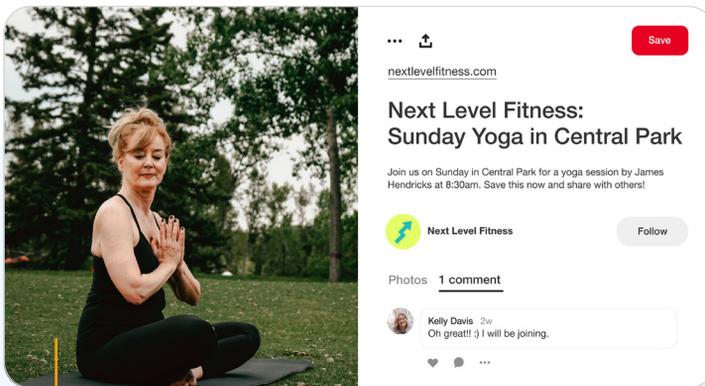
Let followers know about special events.



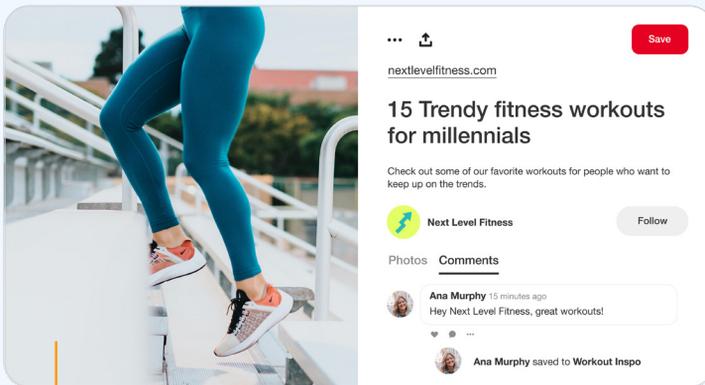
EACH SOCIAL CHANNEL IS UNIQUE

Pinterest

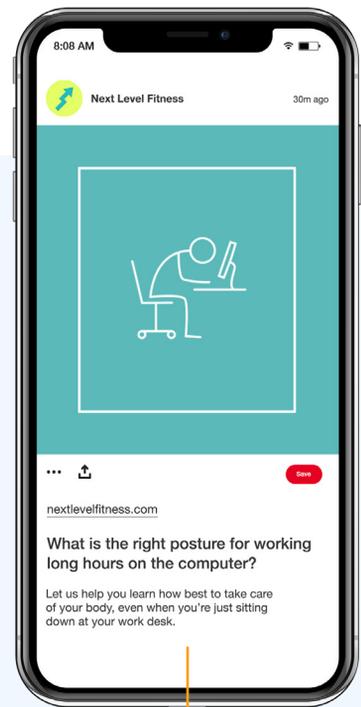
Pinterest is a great platform to create boards and post about fitness. You can share infographics on health tips and workouts on Pinterest, and engage users. You can also share posts from your website on Pinterest. Make sure your website is capable of being pinned. For personal trainers, Pinterest can provide great exposure.



DRIVING ACTION Provide links to resources on your website to help the audience you're trying to reach.



ENGAGEMENT Respond to those who have taken the time to engage with you.



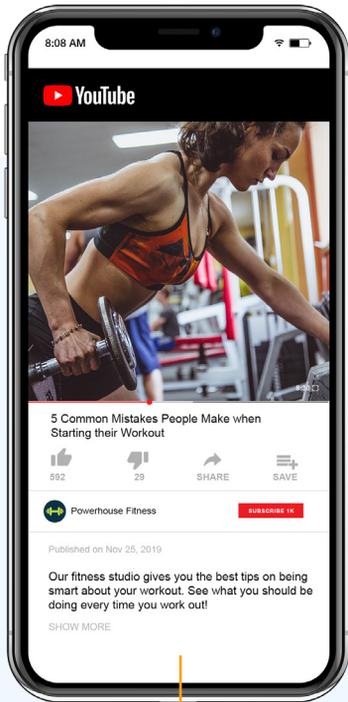
AWARENESS Provide helpful content your followers will share.



EACH SOCIAL CHANNEL IS UNIQUE

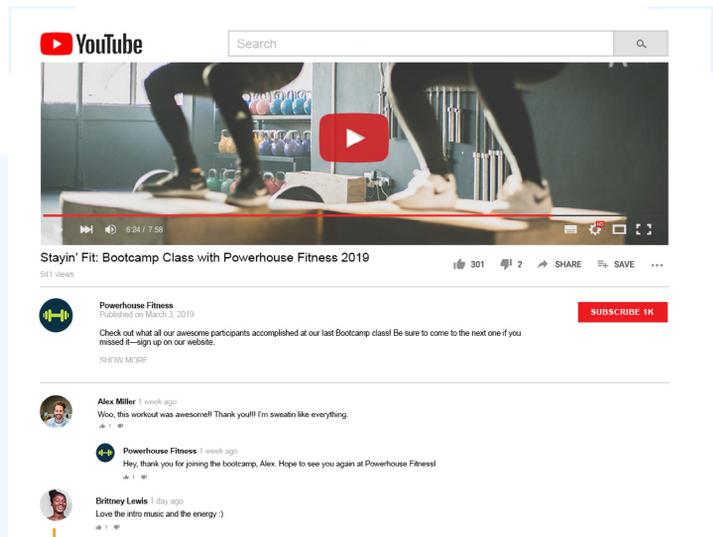
YouTube

YouTube is the second largest search engine in the world. According to WordStream, 45% of the people watch an hour of Facebook and YouTube videos a week. You can also share your YouTube videos on Twitter and Facebook. Create video content that's educational and entertaining.

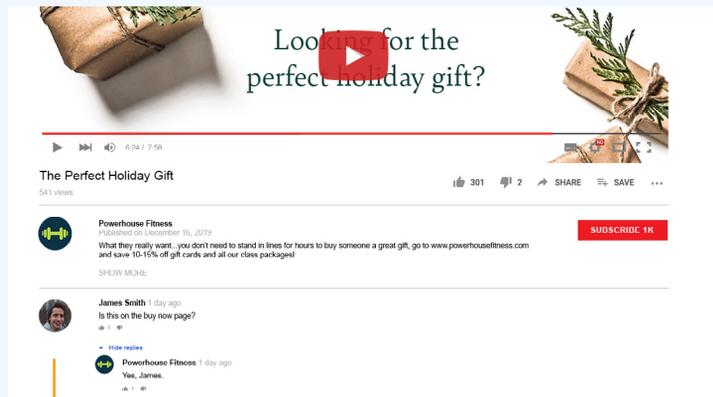


AWARENESS

Create video content to educate people about fitness issues.



ENGAGEMENT Create videos that highlight client successes.



DRIVING ACTION Post videos that highlight seasonal promotions.



ACTION STEPS



Determine which social channel makes the most sense for your business.



Set business goals for this primary channel across three categories.

- Awareness
- Engagement
- Driving action



Create a plan for this channel to reach your business goals.



DID YOU KNOW?

Want to know more about social media marketing?

[Get started with our Social Quickstarter.](#)

Keep focused on how social media can help you with business goals such as awareness, engagement, and driving action.

Engage with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



Don't forget social media isn't the only place where people may find and engage with your business.

4



Listings and review sites: Provide accurate information and respond appropriately.

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your clients may create them.

As a fitness business owner, you're able to take control of these listings by claiming them — which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose business. Also, it is important for your Google My Business and social media profiles to have the exactly the same name, address, and phone number (NAP). NAP is an important ranking factor in local SEO.



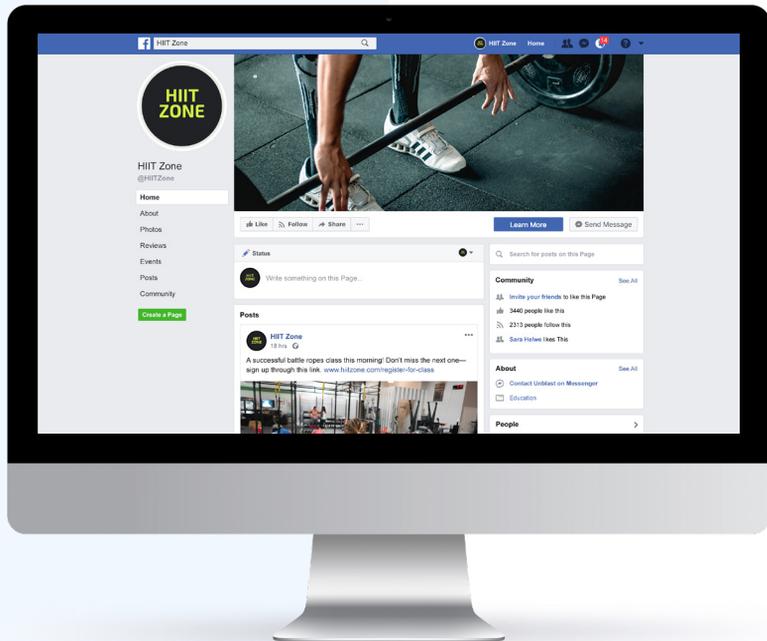
TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.



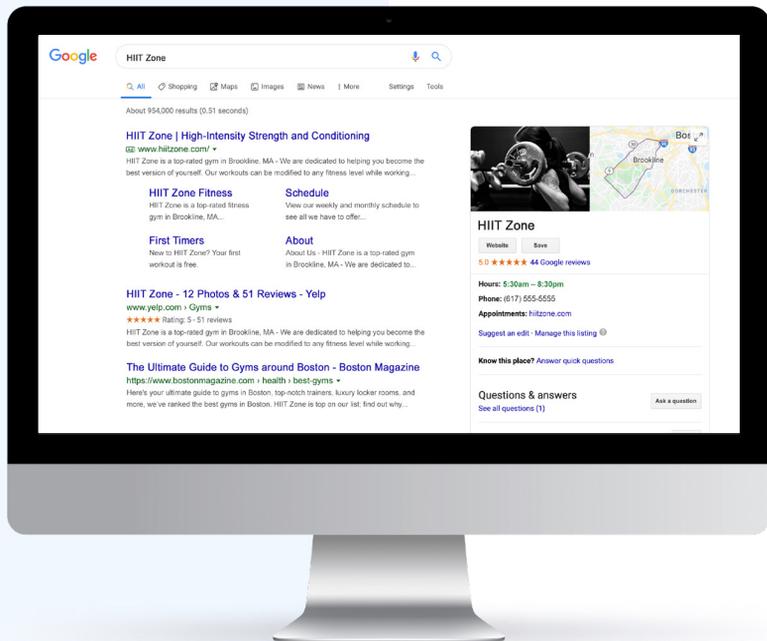
Facebook Business Page

Your Facebook page should provide all the correct information about your business.



Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.

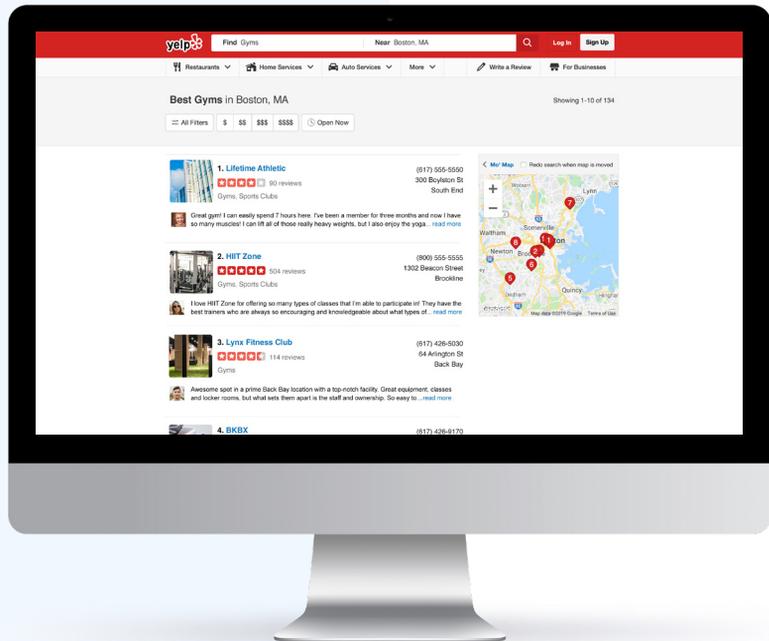




Yelp

Many people use sites like Yelp to find businesses around them. The more robust your listing, the better your chances are of standing out amongst competitors.

You can also list your free offers on Yelp.



At the very least claim your Facebook business page, Google My Business profile, and Yelp page. And if there are other listing sites important in your industry, claim your business' information there, too.

**ACTION STEPS**

Claim your Facebook business page, Google My Business profile, and Yelp listing.



Identify any other key listings that may be important for your business.



Make sure all information is correct on all sites.

**DID YOU KNOW?**

Find out more about setting up your [Facebook business page](#), [Google My Business profile](#), and [taking control of your listings](#).

Listing Websites and Local Directories

Your fitness business should be listed on all the known listing websites and local directories, as you can get referral traffic from these websites. The listings can also help your fitness business come up in local searches. This is also referred as local citations in search engine optimization, or SEO.

Here is a list of local business directories where you would want to list your fitness business for free:

- Yellow Pages
- Manta.com
- Better Business Bureau
- Yellowbook
- Local.com
- Mapquest
- Thumbtack
For individual fitness pros
- Hotfrog
- Ezlocal.com
- Localstack
- Foursquare

**TIP**

For new businesses, you can also create a profile on Groupon and share your offers to attract new clients.

The main advantage to listing on Groupon is that you will get reviews that will help you build trust with your audience. Remember, word of mouth is the strongest form of marketing.

**Note, Groupon keeps 50% of the revenue from each deal. Classpass is another great platform to list your classes. The company helps you get new customers using discounted class rates.*

5



Create content: Increase your chances of getting found.

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who will also share your content.

This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog is functionality that makes it easy to add content, or posts to your website on a regular basis. Whereas your website contains information about classes, instructors and schedule, a blog gives you the ability to demonstrate your expertise by writing about health and fitness related topics. A blog is a great opportunity to show your authority in your related fitness subject.

HERE ARE SOME CONTENT IDEAS FOR YOU:

- Three best diet plans with results
- Does intermittent fasting help lose weight?
- What is the right posture to do squats?
- The inspiring story of Alex – Member of the month
- 10 tips to prepare for an Ironman triathlon



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.



ACTION STEPS



Add a blog to your website domain.



List the top questions you get from prospects and customers.



Create a calendar to regularly publish content that answers those questions.



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.

Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.



How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results. In many cases, you'll have to pay to reach people.

That's not bad. You just want to do it in a smart way.



Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

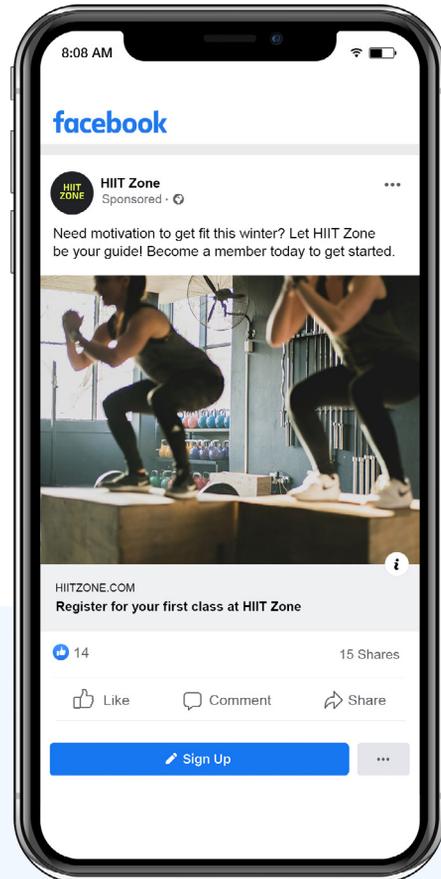
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.



DID YOU KNOW?

Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)





ACTION STEPS



Set aside a budget of \$100 to experiment with paid advertising.



Drive traffic to top-performing pages on your website.



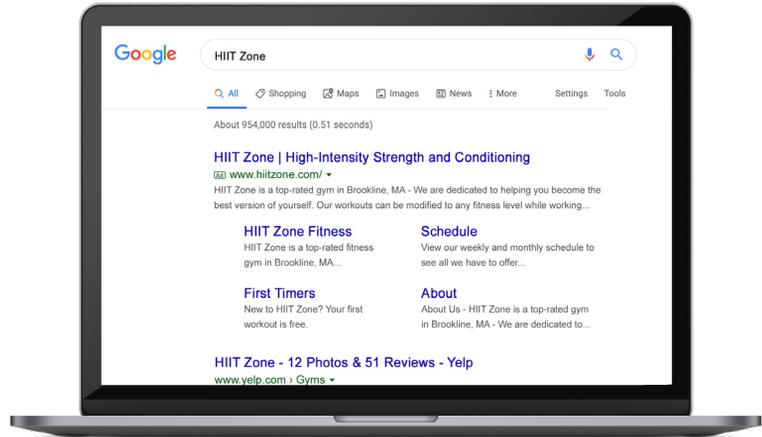
Use ads to get new signups for your email list.



DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

How much should you spend on ads?

When you're first getting started set aside \$100 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more business.



How it all comes together

Now that you have a better sense of how consumers are finding businesses online and the tools you'll need to position yourself for success.

How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.

Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

Experience

Wherever your prospective customer is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

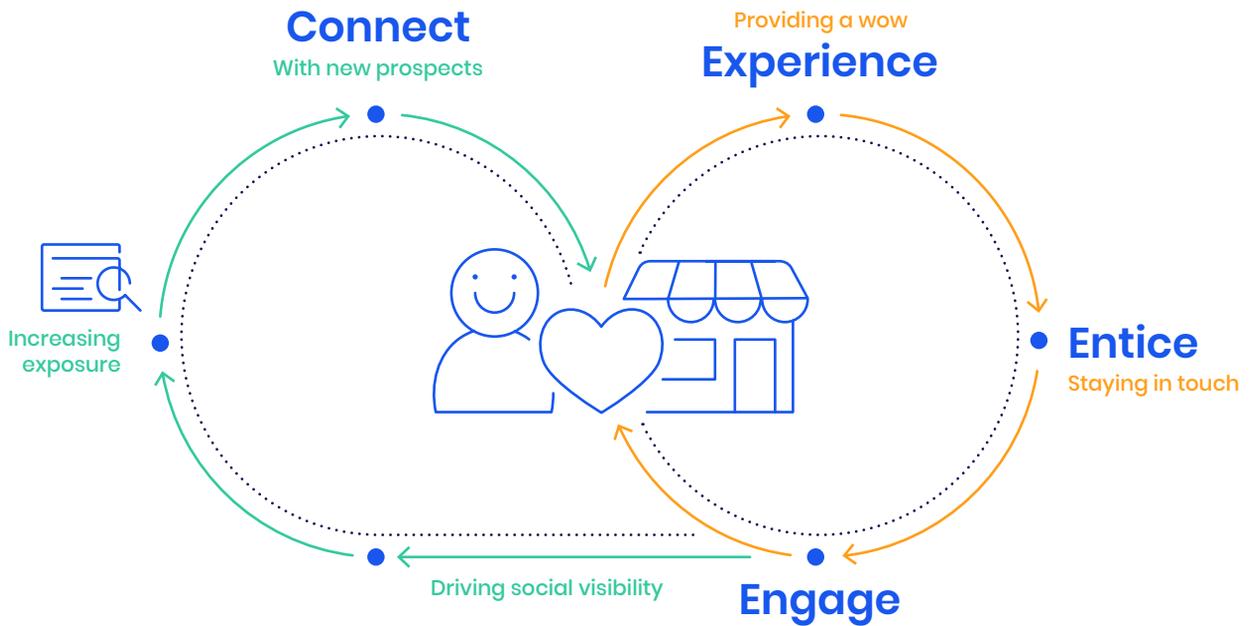
Entice

At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and brings more people to your door.



And that's how it all works together.

When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

By focusing on those core elements of connect, experience, entice, and engage, a small business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and social visibility that brings new customers through the door.

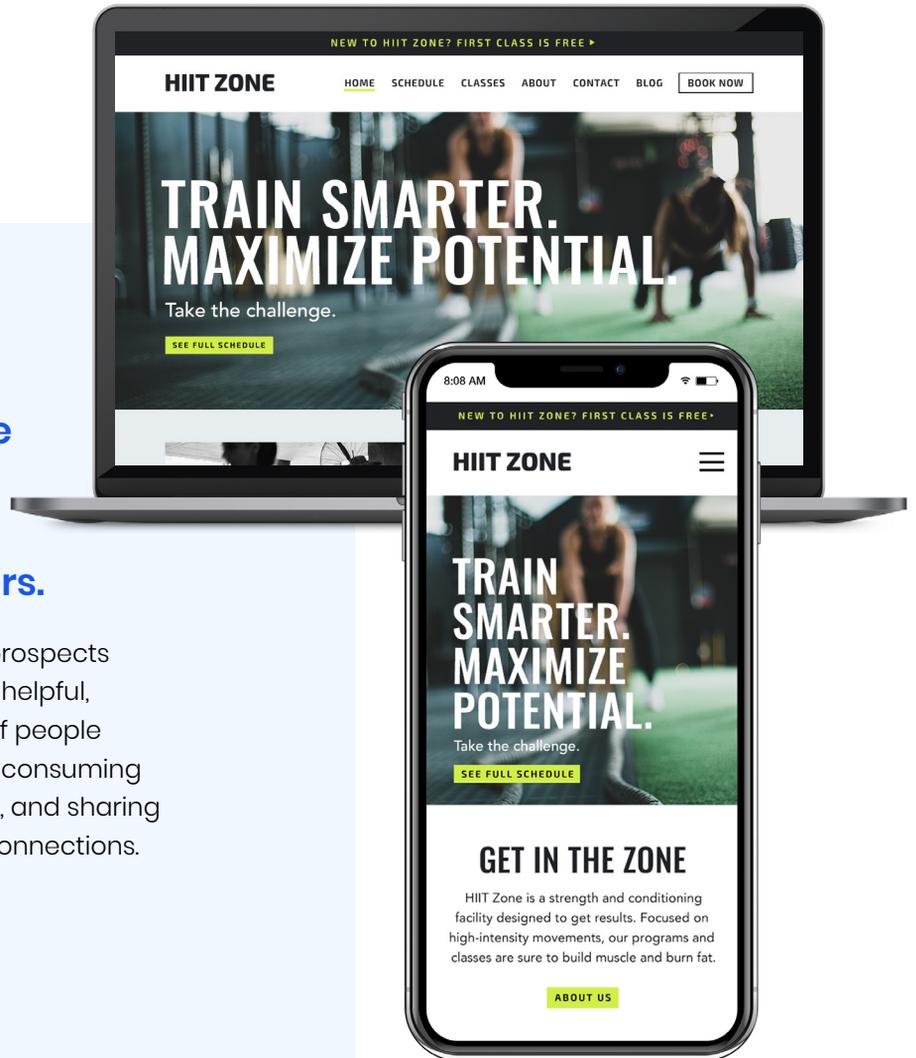
TO RECAP

Here's how you can take action:



Create a mobile-responsive website as a resource for potential customers.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.

NEW TO HIIT ZONE? FIRST CLASS IS FREE ▶

HIIT ZONE [HOME](#) [SCHEDULE](#) [CLASSES](#) [ABOUT](#) [CONTACT](#) [BLOG](#) [BOOK NOW](#)

TRY A FREE CLASS

Sign up for our mailing list and get a pass for one free class!

FULL NAME

EMAIL

[JOIN NOW](#)

GET IN THE ZONE

HIIT Zone is a strength and conditioning facility designed to get results. Focused on high-intensity movements, our programs and classes are sure to build muscle and burn fat.

[ABOUT US](#)

REMEMBER, THE FIRST CLASS IS ALWAYS FREE.

Not sure if HIIT Zone is right for you? Give us a try and we're positive you'll be hooked.

[SEE OUR CLASSES](#)

TRAINING

Team Training

High intensity, total body workouts that use a variety of equipment and training styles.

[SEE FULL SCHEDULE](#)

Semi-Private

Private training with a group atmosphere (2-4 people) to reach your full potential.

[CONTACT US](#)

Private

Individualized training programs deliver dramatic results based on personal fitness goals.

[CONTACT US](#)

“HIIT Zone is not like any other gym! The trainers are amazing and I'm already seeing results from my hard work.”

TERRY ADAMS

HIIT ZONE 1302 Beacon Street, Brookline MA (617) 555-5555 info@traininghiitzone.com [SCHEDULE A CONSULTATION](#)

HOURS
5:30am - 8:30pm Monday - Friday
7:30am - 5:30pm Saturday + Sunday

[f](#) [t](#) [i](#) [p](#) [y](#) [t](#)

TO RECAP

Here's how you can take action:



Interact and engage on social.

Remember it's called social media for a reason.

Social works best when you're not just asking people to purchase your products. Use social to generate awareness, support engagement, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.

Next Level Fitness
Tuesday at 3:01 PM

Next Level Fitness partners with Feeding New Jersey to provide food to underprivileged & homeless. Receipts from Sunday's weight training class will go to this awesome cause.

NEXTLEVELFITNESS.COM
Click here to register and be a part of the cause

53 27 Shares

Like Comment Share

Most Relevant ▾

Jason Smith
Good job Next Level Fitness. Anyone can join the class Sunday?
1d Like Reply

Next Level Fitness
Yes, Jason. This is a beginner level class. Thank you for your interest.

TO RECAP

Here's how you can take action:



Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

yelp Find Gyms Near Boston, MA

Restaurants Home Services Auto Services More

Best Gyms in Boston, MA

All Filters \$ \$\$ \$\$\$ \$\$\$\$ Open Now

2. HIIT Zone (617) 555-5555
1302 Beacon St
Brookline
Gyms, Sports Clubs

I love HIIT Zone for offering so many types of classes that I'm able to participate in! They have the best trainers who are always so encouraging and knowledgeable about what types of workouts are best for me!

Comment from Tom Evans of HIIT Zone
Thank you for taking the time to share your experience! We truly love what we do and are glad that it shows. Hope to see you again soon!

TO RECAP

Here's how you can take action:



Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you. They're more engaged with your business than the typical social media follower.

Provide subscribers with deals and information they won't receive other places. Email can also drive action on your social channels.

HIIT ZONE

VISIT OUR SITE | BOOK A CLASS | FOLLOW ON INSTAGRAM

**LOSE A POUND A WEEK
WITH THIS 20 MINUTE WORKOUT**

This week's health tip gives you a great way to reach your goal weight. Follow the link to learn more about how to get started!

SEE THE WORKOUT

[f](#) [v](#) [t](#) [p](#) [i](#) [@](#)

1302 Beacon Street, Brookline MA
info@traininghiitzone.com

TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.

HIIT Zone
Sponsored · 🌐

Need motivation to get fit this winter? Let HIIT Zone be your guide! Become a member today to get started.

HIITZONE.COM
Register for your first class at HIIT Zone

👍 14 15 Shares

👍 Like 💬 Comment ➦ Share

How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you to learn more about your classes or offering?
- Are people signing up for your free classes?
- Is there an increase in foot traffic?
- Are people making purchases on the website?
- Has your revenue increased this year compared to the same period last year?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

REMEMBER

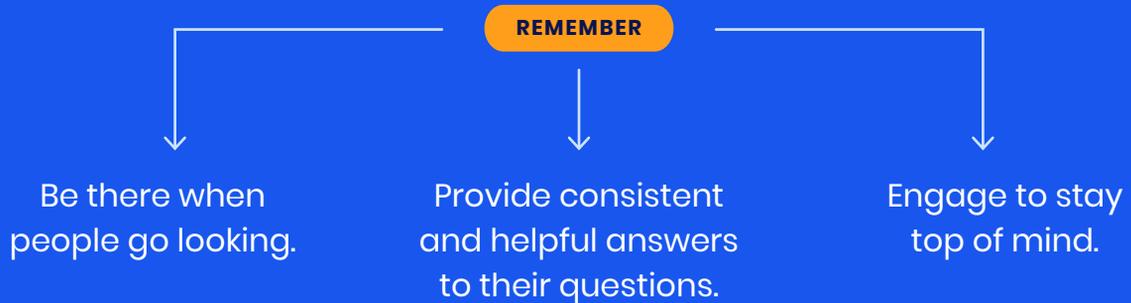
Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.



How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



By doing these things you'll get the word out about your business, drive more people to your website, and do more business.

You've got this. You've got us.

[CONSTANTCONTACT.COM](https://www.constantcontact.com)

Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

(888) IDK-MKTG
(888) 435-6584

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these five pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Schedule Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Classes Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with customers and prospects?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your business?

YES NO

Have you reserved your business name on the major social channels?

FACEBOOK

TWITTER

INSTAGRAM

LINKEDIN

PINTEREST

YOUTUBE

Have you chosen one channel as your primary area of focus?

YES NO

Are you engaging with people trying to interact with your business on this channel?

YES NO

Have you set business goals for your social activity across the three categories?

Awareness

YES NO

Engagement

YES NO

Driving Action

YES NO

Do you have a written social plan to achieve those goals?

YES NO

Have you identified the listings and review sites that are important for your business?

YES NO

Have you claimed your business on these listings and sites?

Google My Business

YES NO

Yelp

YES NO

Other Listings

YES NO

Have you confirmed the information is accurate on these sites?

YES NO

Are you engaging with people on these platforms?

YES NO

Do you have a way to easily create content on your website such as a blog? YES NO

Have you made a list of commonly asked questions from your prospects and customers? YES NO

Do you have a written plan to publish answers to those questions on a consistent basis? YES NO

Are you currently doing any paid advertising? FACEBOOK
 INSTAGRAM
 GOOGLE
 OTHER

Have you set aside a small budget to test your paid advertising efforts? YES NO

Do you have a written plan for paid advertising efforts? YES NO

Do you have a key metric that's important for your business? YES NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business? YES NO

Are more people visiting your website? YES NO

Are more people joining your email list? YES NO

Are people contacting you to learn more about your classes or offering? YES NO

Are people signing up for your free classes? YES NO

Is there an increase in foot traffic? YES NO

Are people making purchases on the website? YES NO

Has your revenue increased this year compared to the same period last year? YES NO



Find more powerful tools, marketing advice, and how to win with online marketing at constantcontact.com

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



Headquarters
Reservoir Place
1601 Trapelo Road
Waltham, MA 02451

[CONSTANTCONTACT.COM](https://www.constantcontact.com)