

SUMMARY

- UNDERSTANDING THE BASICS – MARKETING FOR COMMUNITY CLASSES AND EVENTS SHOULD BEGIN WITH A SOLID FOUNDATION, ENSURING ESSENTIAL MARKETING PRINCIPLES ARE IN PLACE BEFORE EXPANDING EFFORTS.
- IDENTIFYING YOUR TARGET AUDIENCE – IT IS CRUCIAL TO DETERMINE YOUR IDEAL CLIENTS, WHETHER THEY ARE BEGINNERS, ADVANCED STUDENTS, OR SPECIFIC DEMOGRAPHICS (E.G., RETIREES, BUSY PROFESSIONALS).
- GEOTAGGING & LOCATION-BASED MARKETING – CLEARLY STATE WHERE YOUR CLASSES TAKE PLACE IN ALL MARKETING MATERIALS, SOCIAL MEDIA BIOS, AND WEBSITES TO ATTRACT LOCAL AUDIENCES.
- LEVERAGING SOCIAL MEDIA & SEO – USE CONSISTENT BRANDING ACROSS ALL SOCIAL MEDIA, MAINTAIN A STRONG ONLINE PRESENCE, AND OPTIMISE CONTENT WITH LOCAL KEYWORDS TO ENHANCE DISCOVERABILITY.
- THE IMPORTANCE OF VISUAL CONTENT – HIGH-QUALITY HEADSHOTS AND VENUE IMAGES HELP BUILD TRUST, FAMILIARITY, AND CREDIBILITY AMONG POTENTIAL CLIENTS.
- VIDEO MARKETING STRATEGIES – CREATE INTRODUCTION VIDEOS EXPLAINING WHAT YOUR CLASSES OFFER, WHO THEY ARE FOR, AND WHERE THEY ARE LOCATED, OPTIMISING THEM FOR SEARCH ON PLATFORMS LIKE YOUTUBE AND INSTAGRAM.
- ENGAGING WITH YOUR COMMUNITY – BUILD RELATIONSHIPS BY ACTIVELY ENGAGING WITH LOCAL FACEBOOK GROUPS, CREATING REFERRAL PROGRAMMES, AND COLLABORATING WITH NEARBY BUSINESSES.
- TESTING & ADJUSTING CLASS SCHEDULES – EXPERIMENT WITH DIFFERENT TIME SLOTS FOR CLASSES AND ADJUST BASED ON ATTENDANCE PATTERNS AND FEEDBACK FROM PARTICIPANTS.
- UTILISING TESTIMONIALS & WORD-OF-MOUTH – REQUEST CLIENT TESTIMONIALS (BOTH WRITTEN AND VIDEO) TO BUILD CREDIBILITY AND ATTRACT NEW CLIENTS. ENCOURAGE WORD-OF-MOUTH RECOMMENDATIONS.
- SETTING UP A GOOGLE BUSINESS PROFILE – A FREE YET POWERFUL TOOL THAT IMPROVES LOCAL SEARCH VISIBILITY AND ENABLES CUSTOMER REVIEWS THAT ENHANCE CREDIBILITY.
- HOSTING SPECIAL EVENTS & WORKSHOPS – ORGANISING UNIQUE FITNESS EVENTS, COLLABORATIONS WITH WELLNESS PROFESSIONALS, AND SEASONAL PROMOTIONS CAN BRING IN NEW CLIENTS.
- CREATING LOYALTY & REFERRAL PROGRAMMES – OFFERING INCENTIVES SUCH AS DISCOUNTS FOR REFERRALS, LOYALTY REWARDS, AND FREE CLASS TRIALS ENCOURAGES CONSISTENT ATTENDANCE AND CUSTOMER RETENTION.
- PAID ADVERTISING & BOOSTED CONTENT – A SMALL INVESTMENT IN FACEBOOK AND INSTAGRAM ADS TARGETING LOCAL AUDIENCES CAN YIELD SIGNIFICANT RESULTS IN INCREASING CLASS ATTENDANCE.

INSIGHTS BASED ON NUMBERS

- 60-DAY REVIEW WINDOW – GOOGLE BUSINESS REVIEWS ONLY REMAIN PROMINENTLY DISPLAYED FOR 60 DAYS, EMPHASISING THE NEED FOR ONGOING COLLECTION EFFORTS.
- DEMOGRAPHICS ANALYSIS – UNDERSTANDING THE AVERAGE AGE, LIFESTYLE, AND HABITS OF YOUR CLASS ATTENDEES HELPS IN TAILORING MARKETING STRATEGIES AND SCHEDULING.
- LOCATION OPTIMISATION – ADJUSTING CLASS SCHEDULES BY JUST 30 MINUTES CAN DRAMATICALLY IMPACT ATTENDANCE BASED ON COMMUNITY HABITS.
- MULTIPLE MARKETING PLATFORMS – POSTING IN FIVE OR MORE DIFFERENT LOCAL FACEBOOK GROUPS CAN SIGNIFICANTLY IMPROVE CLASS VISIBILITY.