

# Top social media and marketing tips

This column looks at the opportunities and challenges faced by group X instructors, featuring recognised industry experts sharing their expertise. This issue, **Rachel Holmes** looks at how to stand out, increase engagement and grow your fitness business.

**S**ocial media isn't just about posting workouts or class details – it's about building a community, attracting clients and retaining members. Here are the latest strategies:

## 1 MASTER SHORT-FORM VIDEO CONTENT

Gain visibility with platforms like Instagram Reels, Facebook Reels, TikTok and YouTube Shorts. Post engaging, high-energy content that captures attention quickly:

- **Mini workout demos** – 30-60-second previews of group fitness sessions.
- **Behind-the-scenes** – Show how you prepare for classes.
- **Fitness myths vs facts** – Quick, engaging, debunking clips.
- **Client transformations** – Before and after stories.
- **'Day in the Life' vlogs** – Give followers an inside look at your routine.

Use trending audio tracks and hashtags to increase reach. Repurpose one video across multiple platforms with different captions and calls to action.

## 2 LEVERAGE STORIES AND POLLS FOR ENGAGEMENT

Stories disappear after 24 hours, making them perfect for daily updates and real-time interaction:

- **Class updates and availability** – Let clients know when spots are open.
  - **Q&A sessions** – Use the question sticker for 'Ask me anything'.
  - **Polls and quizzes** – Example: What's your fave workout – HIIT or strength?
  - **Countdown stickers** – Build anticipation for upcoming events.
- Save important stories as highlights.

## 3 USE GOOGLE BUSINESS PROFILE TO INCREASE LOCAL VISIBILITY

Google Business Profile helps your business appear in Google Search and Maps, so locals can find you:

- Add class schedule, pricing and location.
- Post updates and promotions weekly.
- Encourage reviews – five-star reviews boost rankings.
- Use high-quality photos and videos.

Link your website directly to your profile to drive bookings.

## 4 GEO-TAG EVERY POST FOR LOCAL EXPOSURE

Social media platforms love local content, making geo-tagging a must:

- Tag your gym or studio location on every Instagram and Facebook post.



- Use local hashtags such as #LondonFitness or #ManchesterWorkout.
  - Encourage clients to check in on Facebook and tag your business.
- This makes your content more discoverable, increasing bookings.

## 5 CREATE A FACEBOOK OR WHATSAPP GROUP FOR COMMUNITY ENGAGEMENT

Facebook groups provide a private space for interaction, motivation and client retention:

- Share class schedules, challenges and fitness tips.
- Post client wins and progress updates to keep members motivated.
- Encourage discussions and accountability check-ins.

Keep your group exclusive to paying members for added value.

## 6 AUTOMATE RESPONSES WITH MANYCHAT (INSTAGRAM & FACEBOOK DM BOTS)

If you receive DMs about classes, ManyChat can automate responses:

- Instant replies to FAQs such as 'Send me your class schedule'.
  - Automated follow-ups for people interested in classes.
  - Lead collection – gather emails and phone numbers for promotions.
- Use a call-to-action like 'Comment "BOOK" below to get my class schedule' to trigger ManyChat.

## 7 CROSS-PROMOTE WITH LOCAL BUSINESSES

Partnering with local businesses like therapists and health stores expands your audience:

- Host a joint fitness event like a Pilates Brunch with a restaurant.
- Cross-promote services (e.g., a juice bar offering your clients discounts).

- Tag each other on social media for mutual exposure.

## 8 GO LIVE AND ANSWER FITNESS QUESTIONS

Live video boosts engagement and builds audience trust:

- **Live Q&A** – Answer common fitness questions.
  - **Mini workouts** – Show a 10-minute class preview.
  - **Guest speaker live** – Collaborate with another fitness professional.
- Announce your live session 24 hours in advance to increase viewers.

## 9 ENCOURAGE USER-GENERATED CONTENT (UGC) AND CLIENT TAGS


Encouraging clients to post about your classes expands your reach organically:

- Ask them to tag you in post-class stories.
- Run a social media challenge like 'Post your sweaty selfie and tag us!'
- Feature top client posts.

Offer incentives like discounts or shoutouts for members who engage online.

## 10 POST CONSISTENTLY AND SCHEDULE CONTENT

To stay visible, consistency is key:

- Use scheduling tools like Meta Business Suite for Facebook and Instagram.
- Batch-create content by filming multiple workouts in one day.
- Plan a content calendar to avoid stress. 



**RACHEL HOLMES** is an industry veteran who has been teaching, presenting and innovating in the fitness industry for 37 years. You can join her Supporters Business Group, where she helps 450+ instructors improve their business, marketing, sales and social media skills.

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