

Video Lecture 5 *(with slides)*

Marketing Activities



Fitness in Business

LECTURE **5**

Hello, and welcome to Video 5

Marketing Activities.

Hello, and welcome to the Fitness in Business Resources for the assessment booklet - Teaching Video Number 5. And we're looking at marketing activities and how we go about thinking about how we want to perhaps market what it is that we're offering.

A marketing plan outlines the marketing activities that a selected sports business will use in order to promote the company. Product/services have been established and this is now the business idea - the venture.

- You've got to think about place and price details and information that has been gained through market research.
- Next, the company needs to identify types of promotions they want to use in order to access their customers and get response to then secure a sale.

I've skimmed over certain aspects here quite quickly so I'm just going to revisit that a little bit more - thinking about place and price details that have been gained through market research.

A lot of people go into personal training and they don't know how to price their services. They also perhaps under-estimate the price vs. cost and value, not wanting to charge too much for a service.

If you don't believe your service is worth top-end figures, then you need to make your business top-end. And what I mean by that is, for a personal training session, you should be charging no less than 40 or 50 pounds an hour. I actually believe that when I personal train, it's worth up to 70, 80 or 90 pounds an hour to train with me. If you don't think you are worth a hundred pounds an hour, why? What's wrong with the services that you're offering? Where's the value missing?

Look at the collective - for every hour of personal training that you do, there's going to be two to three hours of documentation, tracking, paperwork, sales and promotions - aspects that come into that as well. So if you don't think you run a good service - a good business - with a value that you would pay, you can't ask other people to pay it.

You shouldn't feel embarrassed to set a price for who you are and what you do. And it's really important to get that right. If you're going to be working out of a training facility, paying rent, and you're going to be charging £50 an hour, but most of the members only pay £20 a month, then there's a disconnect between what you're doing. So the place that you've got is wrong.

Think about that when you're setting the price, think about how you're going about promotion.

You know, there are the following types of mistakes - I hear personal trainers say,

"I'm only newly qualified, so I'm going to charge a low rate. And as I go on, I'm going to increase the prices."

If you think about it from the client's point of view - someone who's been working for 10 years or someone who's been working for two years - actually the service shouldn't be any different. And why would it be? Just because you've been working for 10 years, doesn't mean that I'm getting more value for money.

So we need to really be strong in what we do when we're putting ourselves out there. We need to be strong behind the product. We need to be strong behind **where** we're doing it, and **who** we're accessing as well as the price. And then how we're going to go about promoting that.

- When we're thinking about marketing activities, you might think about posters and leaflets,
- flyers,
- business cards,
- notice boards,
- local shops,
- gyms,
- hairdressers,
- schools,
- nurseries,
- community centres,
- Weight Watchers, et cetera.

Think about that first thing, what we sometimes refer to as gorilla marketing - just getting our name out there and everywhere.

Most people that come onto these courses have perhaps got some sort of background in employment already. I've had case studies where students have done our Level 3 Personal Training Course and their main source of income is childcare. And they either want to completely diversify from that type of industry into personal training or do a little bit of both side-by-side.

In my discussions with people of that nature, I say,

“Why completely move away? There's your target market. You've got children who perhaps want to be fitter or healthier or do activities. You've got the parents of the children. You've got your target market already, that's where you build from.”

Work smart, don't work hard when it comes to promotions. If you send out a hundred leaflets and you get 10 people coming back to you showing interest in your business and actually becoming paying customers, that's 100% success. Always look at that 10% rule. If you're getting 10% of return on the marketing that you put out there, that's 100% success.

Think about how much time and effort you want to put into where you're promoting yourself, what notice boards and what particular shops you want to do. I would perhaps go to weight shows before I put a flyer up in Asda. It's taking things in considerations like that, that's going to help you. Testimonials are really powerful. Let's not forget people do not buy anything from someone that they cannot relate to, they will not learn anything from someone that they cannot relate to.

As a personal trainer, you are the driving force behind the marketing - they need to see **you**. They need to be aware of who you are, your character, your personality, and why you are more of an attractive option than other personal trainers. So you need to get yourself out there so they can see the image that you're not the stereotype of a personal trainer - and there is a bit of an unfair stereotype of personal trainers out there. So you want to demonstrate you are not that. And then also previous testimonials provide a real big impact and you may want to think about how you're going to do that.

- Mail-shots to parents, customers advertising special offers,
- Press release and newspapers,
- Loyalty points for block booking and purchases as well. We want that return business that returns guaranteed income without de-valuing the product or service.

- Social media, the internet, and how we do that. How we advertise ourselves, even in just social media is a forever evolving practice. You might start doing something and then it catches on as a trend. Or you've noticed a trend of certain promotions which become stale and old and we then need to look at other aspects. Something that we've found when we've worked on social media are that the polished adverts, where people put a lot of time and effort and money into particular adverts, don't draw a lot of attention. The reason being you can go into social media now, and you can go through your front story pages and find that you'll just scroll past the polished adverts. But the ones that are a little less polished, the ones, that are a little bit more human, you perhaps will want to stay and watch and look at.

Also think about who your target market is. You could be the fittest person going. You can be really good at doing an overhead press with an Olympic bar. You look great with your top off when you're on a cross trainer, but if your target market is rural England, and you're looking at clients who are female and over 60, that's not going to pull in that target market. The advert probably looks great, you look great, but it's not going to have the impact that you're after.

So we've really got to think about how we market ourselves and we want to make sure we are marketing to what our **clients** want to see, not what **we** think **we** want to see or what **we** think our clients **may** want to see – but rather, what they **actually** want to see. And they can be two very different things.

We are trainers who are already in the industry of doing training. Our clientele will be people who are perhaps not involved in physical activity. How are you going to attract those people to come to you? I've seen many great adverts that look fantastic - they look like trailers of films, where the personal trainers look like top pro-athletes and they look great. But they don't pull enough traction. They don't actually get the clientele in. So we need to be really critical with what we do and really think about what is the purpose of what we're trying to achieve.

- Uniform is a big thing. If you consistently wear a certain style of clothing, certain brands (and certain brands look smarter than others), you may want to really think about **how** you want to look.
- Your merchandise and what you may hand out also.
- Advertising on your car, back of toilet doors, stands at certain places where you can promote yourself are all going to have a big impact. As long as you do an audit on everything that you're doing.

- Free PT sessions for radio DJs after Christmas, and then they get you in to talk about it on their show. I know students that still do this today and have a real far reach and stretch for people.
- Maybe getting other partnerships, affiliations as well. Email your friends, colleagues to offer them introductory free sessions. Many personal trainers do introductory free sessions. In your first session, you've got to back yourself to say that it's going to be good. So think about the structure of what your introductory session will look like and how that's going to pull in and retain clients who will want to come back and pay.
- Word of mouth is probably the most effective. Do this through training friends for free. You might do a seminar that people can attend for free and that gives them a discount off personal training sessions.
- Guest speakers, schools, Weight Watcher clubs, aspects like that.
- Internet at your place of work, work for a fitness chain and build your client base as well.
- Discounts: buy one get one free.
- Magazines - maybe write an article for a publication. You can do that for free. There are lots of people who're looking for content for different publications - so that could help.

