

Inexpensive Marketing For Growth & Profitability



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www.SaraKooperman.com

www.scwfit.com



scwfit.com/MFA



- S.E.A.T. Membership + Certification
- WATERinMOTION Kit + Certification
- MANIA Fitness Pro Convention
- Health & Fitness Business Summit





- CEO of SCW Fitness Education
- CEO of WATERinMOTION®
- CEO of S.E.A.T. Fitness
- Founder of MANIA® Fitness Professional Conventions
- Recipient of the Illinois State Business Woman of the Year
- National Fitness Hall of Fame Inductee
- Talks & Takes IHRSA Panelist



**DC
MANIA**
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next
level
energy

SCW 2023
February 24 - 26
scwfit.com/dc

**CALIFORNIA
MANIA**
FITNESS PRO CONVENTION



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energy

SCW 2023
March 31 - April 2
scwfit.com/california

**FLORIDA
MANIA**
FITNESS PRO CONVENTION



next
level
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SCW 2023
April 14 - 16
scwfit.com/florida

**ATLANTA
MANIA**
FITNESS PRO CONVENTION



next
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SCW 2023
July 21 - 23
scwfit.com/atlanta

**DALLAS
MANIA**
FITNESS PRO CONVENTION



next
level
energy

SCW 2023
August 25 - 27
scwfit.com/dallas

**MIDWEST
MANIA**
FITNESS PRO CONVENTION



next
level
energy

SCW 2023
Sept 29 - Oct 1
scwfit.com/midwest

**BOSTON
MANIA**
FITNESS PRO CONVENTION

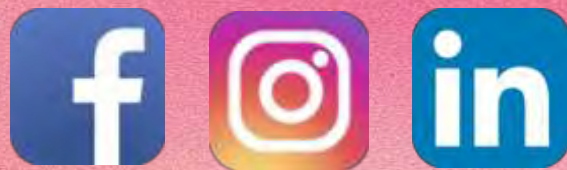


next
level
energy

SCW 2023
November 3 - 5
scwfit.com/boston



@SCWMANIA



#SCWMANIA



ONLINE CERTIFICATIONS

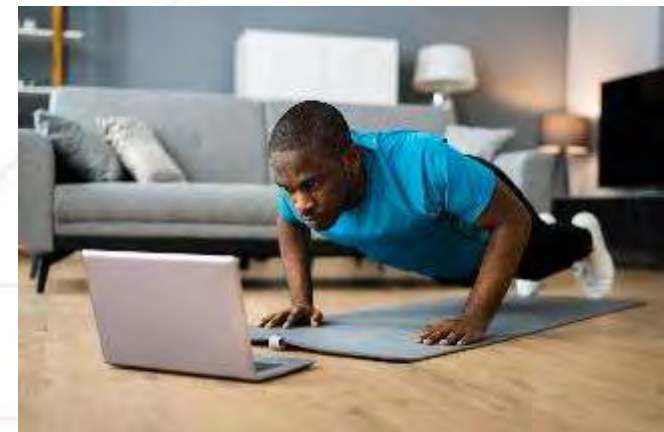


- Manual
- Videos
- Exam
- LIVE COURSE FREE

scwfit.com/certs



AMERICAN COLLEGE
of SPORTS MEDICINE
LEADING THE WAY





SCW FREE RESOURCES

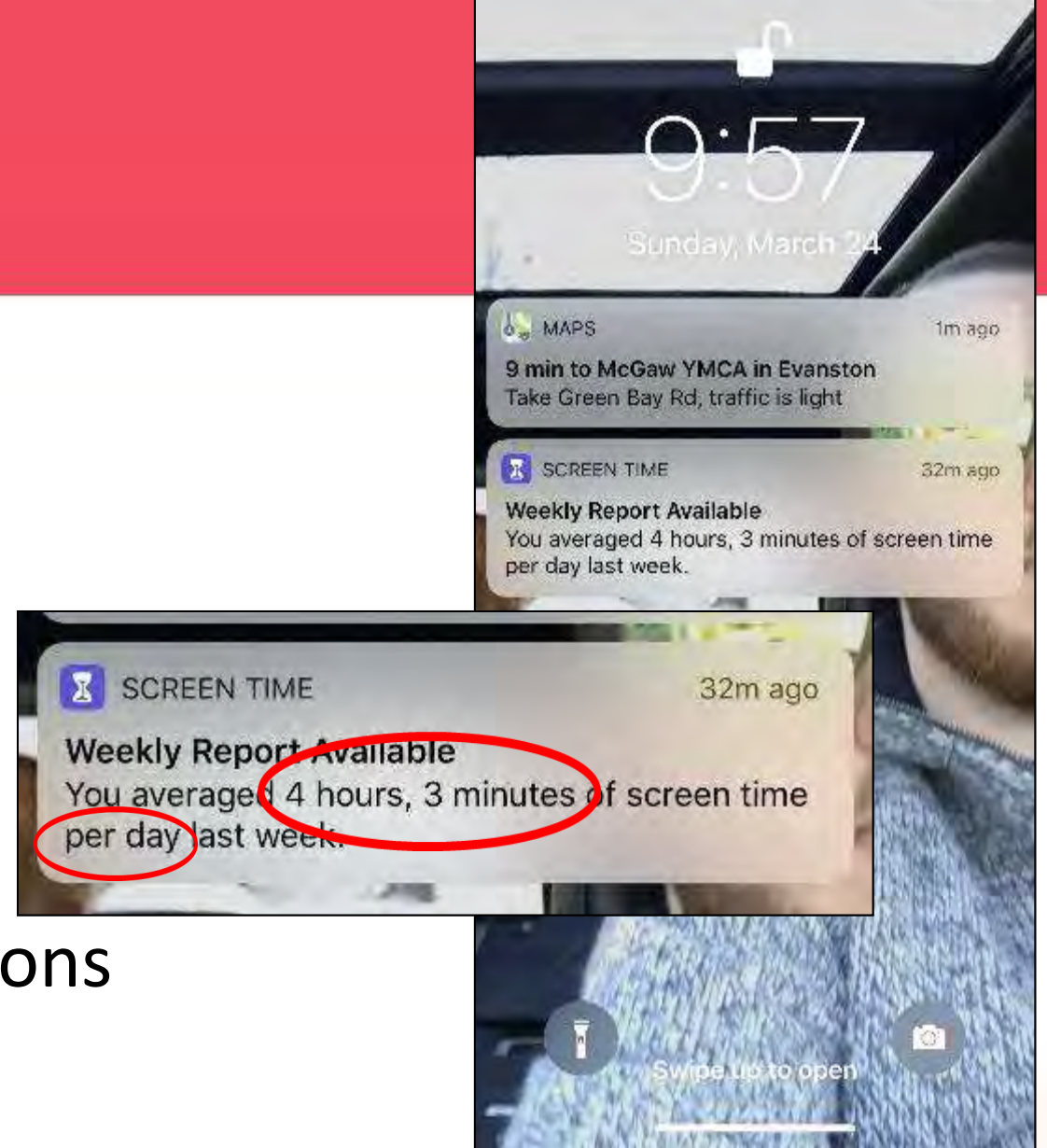


- eNewsletters
- Webinars
- Podcasts



Marketing in 2023

- Connecting
- Influencing
- Sharing
- Reaching prospects & clients
- Automation is driving connections



Branding Your Business

- What is your Mission?
- What is your Culture?
- Who are your Users?
- EXPERIENCE ???



- KISS – Keep it Smooth, Simple, Succinct

Define the Product!

- What are you selling?
- Clear concise
- What does is DO for them?
 - This is the most important
 - Without this, they won't listen
- Why do they NEED IT?



Who are you?

- Find out!
- Mission / Purpose
- Ask your staff – Front Desk
- Staff Meeting
 - Skype
 - Zoom



Ask your members

- Questionnaires
 - Check All that Apply
 - Use Drop Down Boxes
(Speed is Important!)
- Discover where to spend your time, attention and money



Find out WHO your clients are

- First Name *
- Last Name *
- Cell Phone *
- Email *
- Home Address
- Sex – M, F, Other
- Age bracket
- Workout Preference
 - Machines, Cardio, Dance
 - Check all that apply
- Best Days of the week to exercise
- Best Time of Day
- Best Day to contact
- Best Time to Contact



Simple Evaluation – SurveyMonkey.com

- Rate the Instructor/Trainer?
- Rate the Program?
- Would you recommend this Class/Session?
- Please share some feedback:
Comments



8:05 scwfit.com

Please fill out this quick MANIA® survey.

Select Your PRESENTER *

1. Rate the PRESENTER *

2. Rate the WORKSHOP *

3. Would you RECOMMEND this WORKSHOP? *

☐ Yes
☐ No

4. Pick AREAS OF IMPROVEMENT *

☐ a. Nothing – Everything was wonderful
☐ b. Accuracy of Session Description
☐ c. Educational Quality of Session
☐ d. Presenter's Teaching Style
☐ e. Presenter's Organization
☐ f. Presenter's PowerPoint

8:05 scwfit.com

4. Pick AREAS OF IMPROVEMENT *

☐ a. Nothing – Everything was wonderful
☐ b. Accuracy of Session Description
☐ c. Educational Quality of Session
☐ d. Presenter's Teaching Style
☐ e. Presenter's Organization
☐ f. Presenter's PowerPoint
☐ g. Ability to Apply Material at Home
☐ h. Presenter's Music Selection
☐ i. Video Quality
☐ j. Sound Quality
☐ Other

Comments:

Submit

THANK YOU TO OUR SPONSORS!

8:06 scwfit.com

Please fill out this quick MANIA® survey.

Select Your PRESENTER *

1. Rate the PRESENTER *

2. Rate the WORKSHOP *

3. Would you RECOMMEND this WORKSHOP? *

☐ Yes
☐ No

Done

Excellent
Great
Good
Fair

QRcode-monkey.com

FREE QR Code
Generator

Hi-Resolution
SVG or **PNG**



qrcode-monkey.com

Create FREE QR codes that never expire

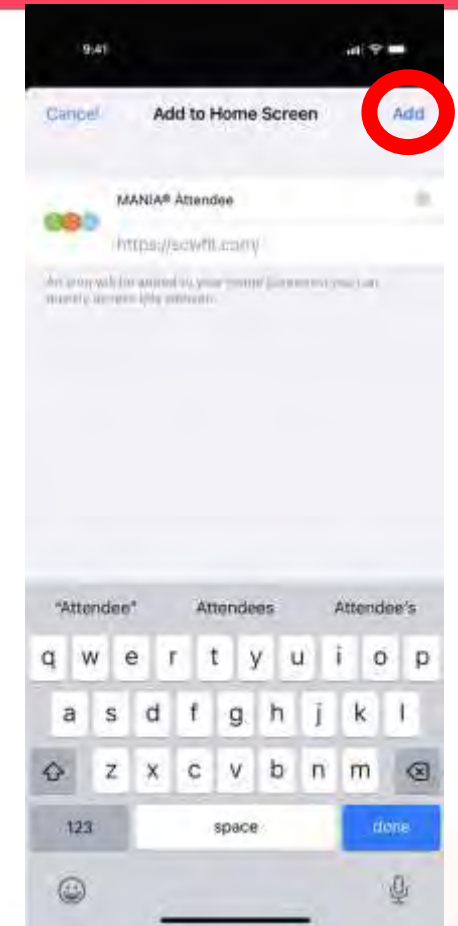
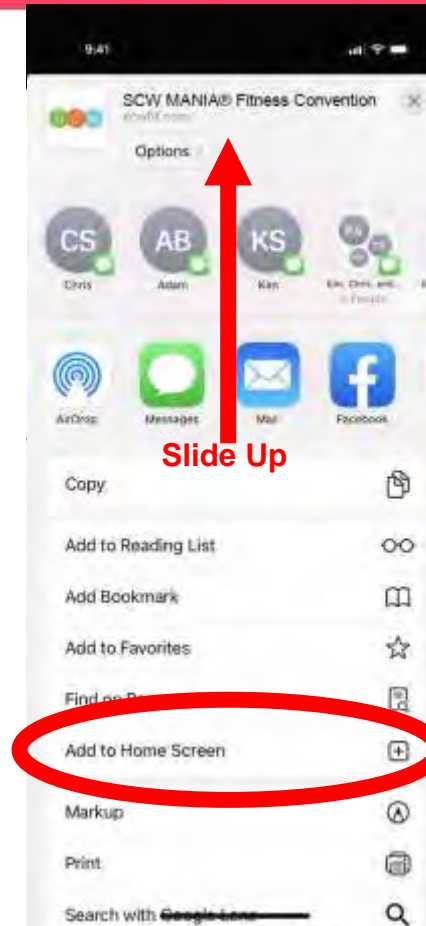
1. Place the URL (website address)
2. Set colors
3. Include logo or image
4. Click “Create Code” and then “Download PNG”

4



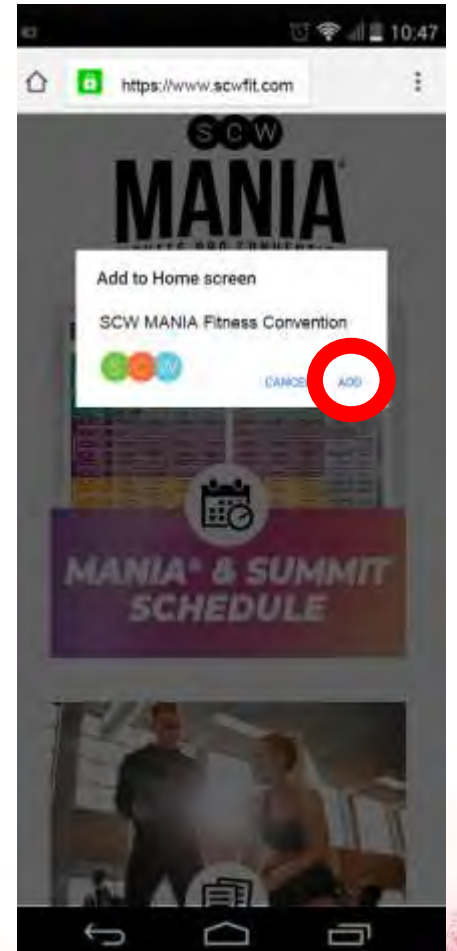
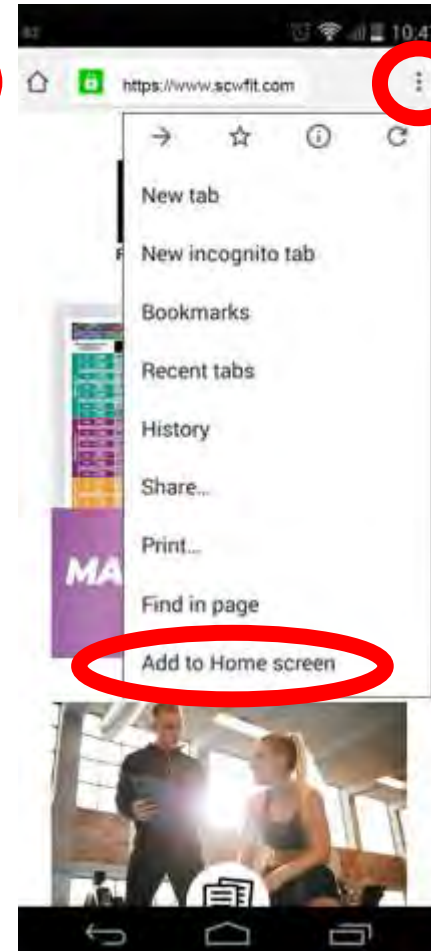
iPhone

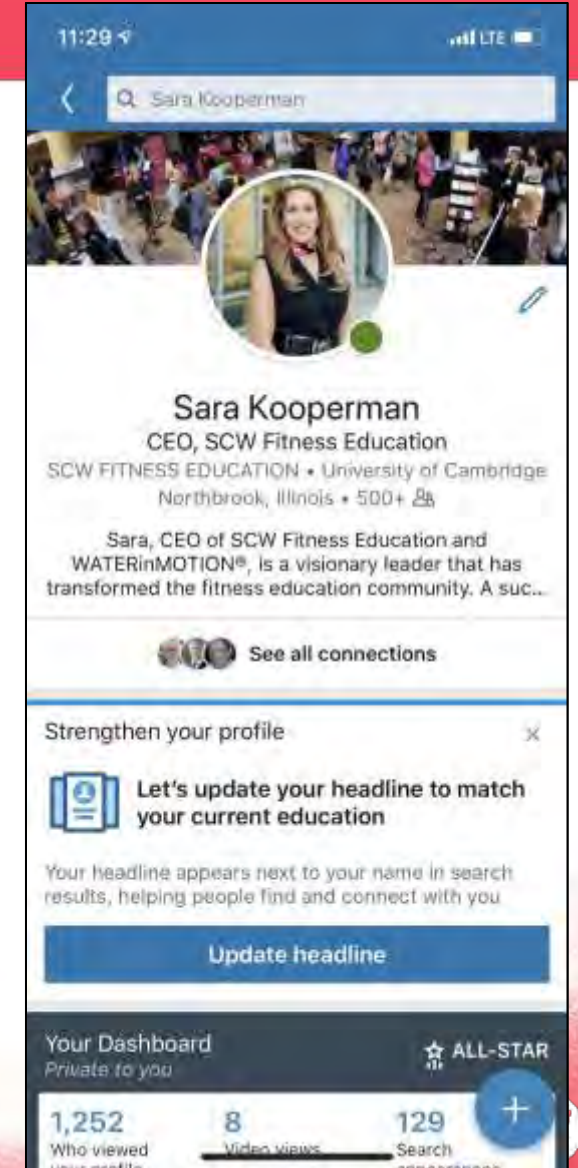
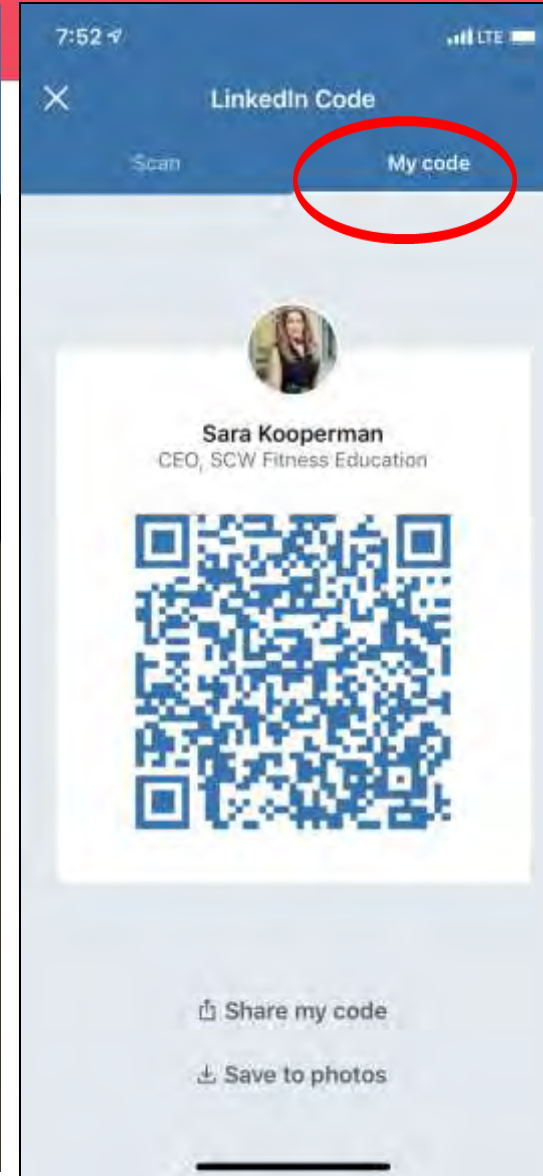
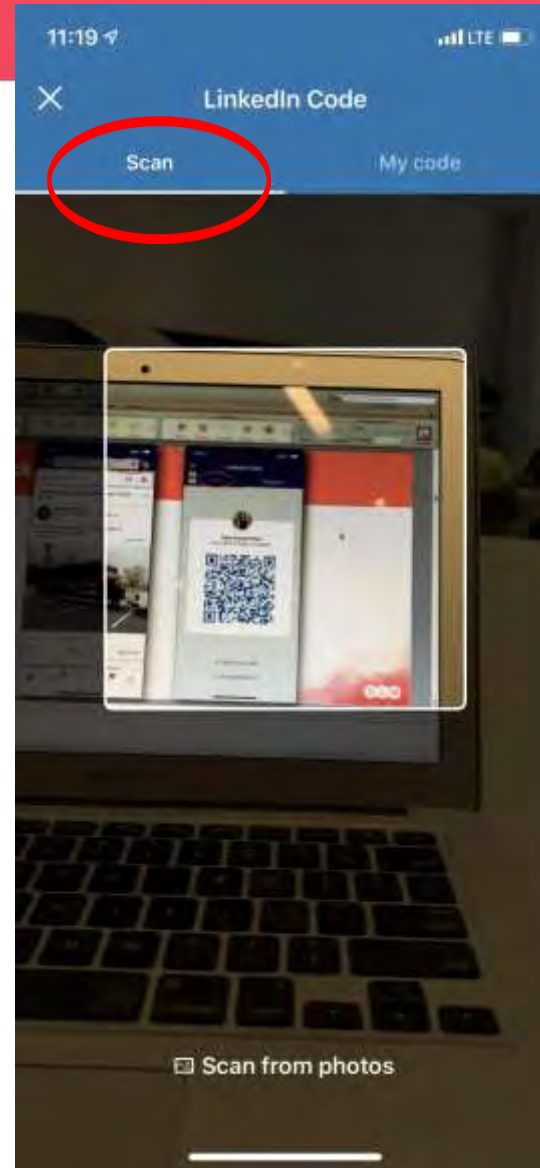
MANIA® APP



Android

MANIA® APP





Build a Brand: LARGE to small

- Banner
- Large Poster
- Photo-copied Small Poster
- Flyers / Postcards / Printed Ads
- Email
- Social Media Posts
- Text Messaging



Start Big!

- Message
- Logo
- Website
- Content

Banner



Poster



Brochure



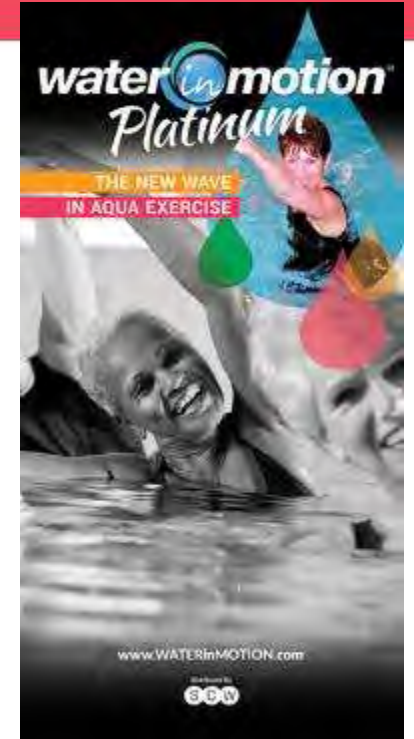
Email



Social Media



Banners



- Confirm EVERYTHING in writing
- Get Photos – videos - facetime
- Size, cloth, pole, string, delivery time (holidays)

Sha



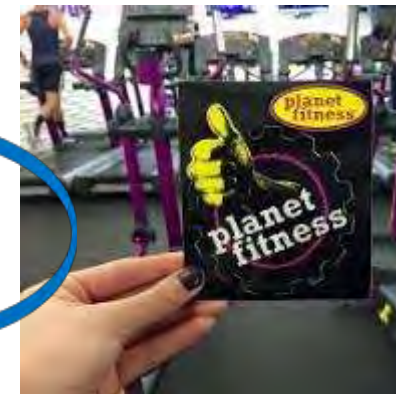
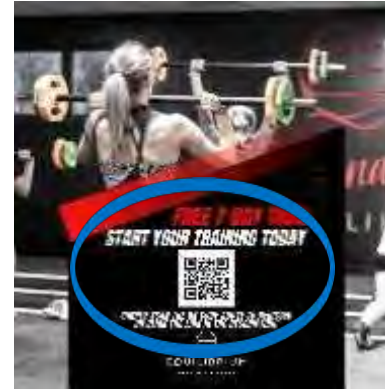
For Multiple Banners

- sales@dreamupbannerdisplay.com
- www.displaystar.com



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Changing Lives *through* Health & Fitness

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We provide our members with only the best work out equipment from all the top brands!

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Group Ex Schedule

- Printable Schedules #1 Physical take-away!
- Website – #1 Click-Through
- Always downloadable
- Always QR Code
- Add in specials! & Website Pop-ups

GROUP EXERCISE SCHEDULE
SOUTHWEST YMCA

This is a detailed printable schedule for the Southwest YMCA. It lists various group exercise classes such as Aqua Aerobics, Kickboxing, and Yoga, organized by time slots (7:00 AM to 8:00 PM) and days of the week. The schedule includes class names, times, and locations. A QR code is visible in the top right corner for more information.

MARK GREEN SPORTS CENTER
GROUP EXERCISE SCHEDULE
MAR 2022

This schedule is for the Mark Green Sports Center. It features a grid with days of the week (MON, TUE, WED, THURS, FRI) and times (7:00 AM, 8:00 AM, 9:00 AM, 10:00 AM, 11:00 AM, 12:00 PM, 1:00 PM, 2:00 PM, 3:00 PM, 4:00 PM, 5:00 PM, 6:00 PM, 7:00 PM, 8:00 PM). Classes listed include Aqua Aerobics, Kickboxing, and Yoga. A QR code is located at the bottom right, and the Union City logo is at the bottom center.

GROUP FITNESS
SCHEDULE

This schedule is for Duke University. It includes a QR code for registration and a table of classes. The table has columns for Day, Time, Class Name, and Location. Classes listed include Aqua Aerobics, Kickboxing, and Yoga. The Duke University logo is at the bottom right.

GROUP FITNESS
SPRING 2022
January 21, 2022 - May 21, 2022

This schedule is for UMBC (University of Maryland, Baltimore County). It features a grid with days of the week (M, T, W, T, F, S) and times (7:00 AM, 8:00 AM, 9:00 AM, 10:00 AM, 11:00 AM, 12:00 PM, 1:00 PM, 2:00 PM, 3:00 PM, 4:00 PM, 5:00 PM, 6:00 PM, 7:00 PM). Classes listed include Aqua Aerobics, Kickboxing, and Yoga. A QR code is located at the bottom left, and the UMBC logo is at the bottom right.

SPRING 2022 | EXAM WEEK | MAY 7-12

SATURDAY, MAY 7	MONDAY, MAY 9	TUESDAY, MAY 10	WED, MAY 11	THURS, MAY 12
6:00-7:00 AM CARDIO CORE AMN [LAKESIDE]	6:15-7:15 AM BOOTCAMP MICHELLE LEE [LAKESIDE]	6:00-7:00 AM SUNRISE BOOTCAMP MICHELLE LEE [LAKESIDE]	7:00-8:00 AM STRENGTH + TONE MICHELLE LEE [LAKESIDE]	6:30-7:30 AM SUNRISE FLOW MICHELLE LEE [LAKESIDE]
7:45-11:45 AM ZUMBA VICKI [LAKESIDE]	9:00-10:00 AM MAT PILATES RACHEL [DIBOLL]	9:00-10:00 AM CIVIC 45 LISA [LAKESIDE]	12:00-12:45 PM FIGHTS + FLOW MICHELLE LEE [LAKESIDE]	5:30-6:30 PM CIVIC 12 INTERVALS AND ABES JCF [REVERSHIDE]
SUNDAY, MAY 8	9:00-10:00 PM CIVIC 45 JCF [REVERSHIDE]	5:30-6:30 PM YOGA SLOW FLOW MAY [DIBOLL]	5:30-6:30 PM MAT PILATES LOUIS [DIBOLL]	6:30-8:00 PM ZUMBA MARK [LAKESIDE]
6:00-7:00 PM ZUMBA MARK [LAKESIDE]	8:00-9:00 PM RESTORE + FLOW YOGA LOUIS [DIBOLL]	6:00-7:00 PM CARDIO DANCE PARTY MICHELLE LEE [LAKESIDE]	7:00-8:00 PM YOGA MICHELLE LEE [LAKESIDE]	
6:30-7:30 PM YOGA LELA [REVERSHIDE]	8:30-10:00 PM ZUMBA VICKI [REVERSHIDE]			

STRESS MANAGEMENT TIPS

4-4-8 BREATHING EXERCISE:

- Inhale through your nose for 4 sec.
 - Pause your breath for 4 sec.
 - Exhale slowly out your mouth for 8 sec.
- REPEAT 4X

GO FOR A WALK:

Walking promotes the release of endorphins!
Experience natural relaxation and relief from a quick walk around campus or Audubon Park.

EAT, DRINK, AND SLEEP:

Food and water are brain fuel! Eat 3 meals a day and have snacks on hand!
Sleep is essential for memory formation. Sleep deprivation can impair your ability to retain information.

SCAN FOR FULL CLASS DESCRIPTIONS
PLEASE NOTE: NO GROUP EX MAY 13-15
SUMMER SCHEDULE BEGINS MAY 16



SPRING 2022 GROUP X SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00-7:00 AM CARDIO CORE AMN [LAKESIDE]	6:15-7:15 AM BOOTCAMP MICHELLE LEE [LAKESIDE]	6:00-7:00 AM SUNRISE BOOTCAMP MICHELLE LEE [LAKESIDE]	7:00-8:00 AM STRENGTH + TONE MICHELLE LEE [LAKESIDE]	6:30-7:30 AM SUNRISE FLOW MICHELLE LEE [LAKESIDE]	6:00-7:00 AM CARDIO CORE AMN [LAKESIDE]
7:45-11:45 AM ZUMBA VICKI [LAKESIDE]	9:00-10:00 AM MAT PILATES RACHEL [DIBOLL]	9:00-10:00 AM CIVIC 45 LISA [LAKESIDE]	12:00-12:45 PM FIGHTS + FLOW MICHELLE LEE [LAKESIDE]	5:30-6:30 PM CIVIC 12 INTERVALS AND ABES JCF [REVERSHIDE]	6:30-8:00 PM ZUMBA MARK [LAKESIDE]
6:00-7:00 PM ZUMBA MARK [LAKESIDE]	8:00-9:00 PM RESTORE + FLOW YOGA LOUIS [DIBOLL]	6:00-7:00 PM CARDIO DANCE PARTY MICHELLE LEE [LAKESIDE]	7:00-8:00 PM YOGA MICHELLE LEE [LAKESIDE]		
6:30-7:30 PM YOGA LELA [REVERSHIDE]	8:30-10:00 PM ZUMBA VICKI [REVERSHIDE]				

GROUP EXERCISE | SPRING 2022 | JAN 25 - MAY 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00-7:00 AM CARDIO CORE AMN [LAKESIDE]	6:15-7:15 AM BOOTCAMP MICHELLE LEE [LAKESIDE]	6:00-7:00 AM SUNRISE BOOTCAMP MICHELLE LEE [LAKESIDE]	7:00-8:00 AM STRENGTH + TONE MICHELLE LEE [LAKESIDE]	6:30-7:30 AM SUNRISE FLOW MICHELLE LEE [LAKESIDE]	6:00-7:00 AM CARDIO CORE AMN [LAKESIDE]
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6:30-7:30 PM YOGA LELA [REVERSHIDE]	8:30-10:00 PM ZUMBA VICKI [REVERSHIDE]				

NO GROUP EX CLASSES:
FROM MARCH 11
MAY 13-15

MODIFIED SCHEDULE:
MAY 13-15

STAYING UP-TO-DATE
ON CLASSES:
SIGN UP FOR THE EMAIL LIST AND
DOWNLOAD THE TUNECAST APP



Spring 2022 Group Exercise Schedule February 28 - April 16, 2022

Land Classes

MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
Senior Fit 9am-9:30am NEW! Unlimited Power 10am-10:45am HIIT 5:30pm-6pm	NEW! Step Aerobics 9:30am-10:15am Vinyasa Flow 5:30pm-6:30pm	Sunrise Bootcamp 5:45am-6:30am Full-Body Fitness 9am-9:45am Zumba 5:30pm-6:30pm	Mobility & Abs 8:50am-9:15am Yoga Sculpt 5:30pm-6:30pm	Cardio Kickboxing 8:50am-9:30pm Restorative Yoga 9am-10am	Zumba 9am-10am

Water Classes

MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
NEW TIME! Shallow Water Aerobics 10:15am-11am	Shallow Water Aerobics 10:15am-11am Deep Water Aerobics 5:30pm-6:15pm	ELDERLY ONLY Shallow Water Aerobics 10:15am-11am	Shallow Water Aerobics 10:15am-11am	Aqua Life 10:15am-11am	

MAY

GROUP EXERCISE DROP-IN SCHEDULE AT THE LODGE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00-7:00 AM CARDIO CORE AMN [LAKESIDE]	6:15-7:15 AM BOOTCAMP MICHELLE LEE [LAKESIDE]	6:00-7:00 AM SUNRISE BOOTCAMP MICHELLE LEE [LAKESIDE]	7:00-8:00 AM STRENGTH + TONE MICHELLE LEE [LAKESIDE]	6:30-7:30 AM SUNRISE FLOW MICHELLE LEE [LAKESIDE]	6:00-7:00 AM CARDIO CORE AMN [LAKESIDE]
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6:30-7:30 PM YOGA LELA [REVERSHIDE]	8:30-10:00 PM ZUMBA VICKI [REVERSHIDE]				





The New Social Network That Isn't New at All

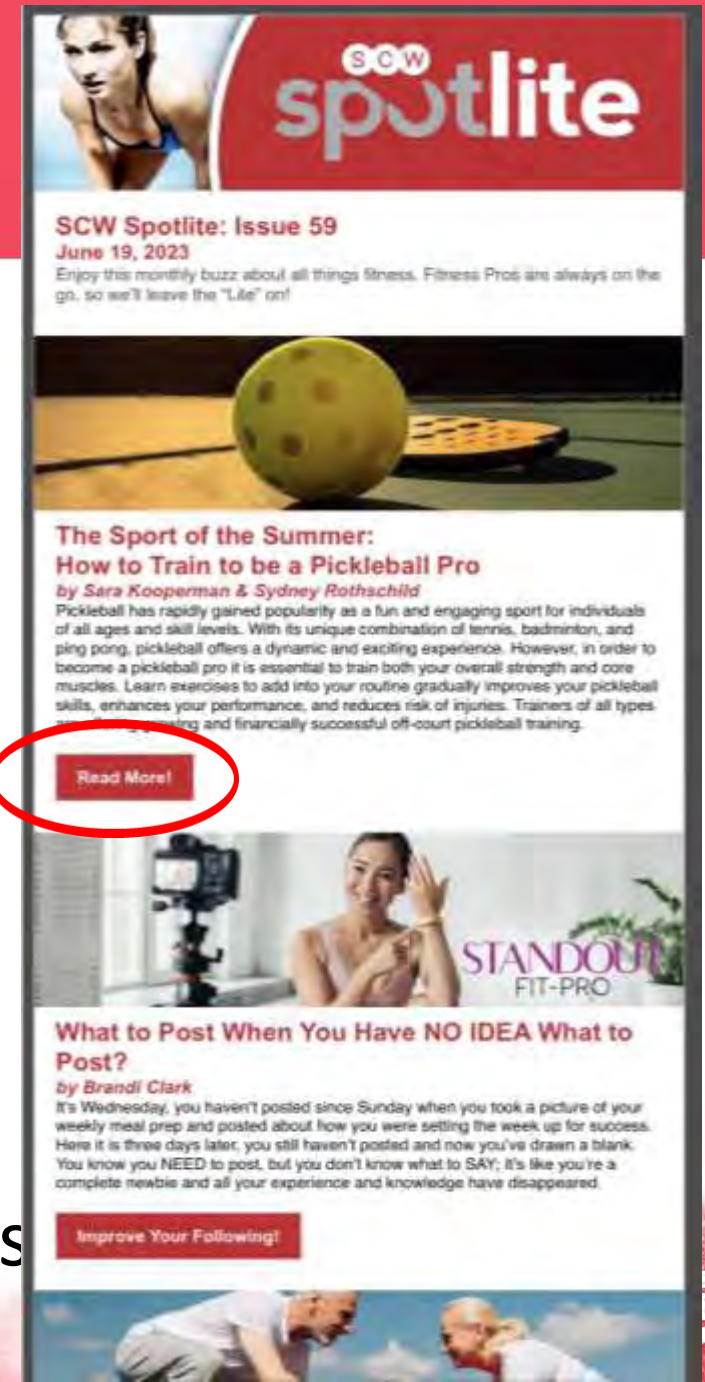


John W. Tomac

By Mike Isaac

eNewsletter Considerations

- Feature – Attractions – Discount/Topic
- Bait, Collect & Click
- Short like a Twitter feed
- Have Click to longer article or blog
- Will you allow Advertisers?
- Deployment – Days, Times, Headers ...
- Try, Test & Tweak
- Check Open-Rates, Shares & Click-throughs



Newsletters: Downloadable Option



Emails & Newsletters

- White Noise from Social Media
- The “In” box takes on a new meaning
- In-Boxes protect against spam
- Private sharing



Send a Personal Note

- Connect Personally
- Hand-written Notes
- Divide Staff – have them help!



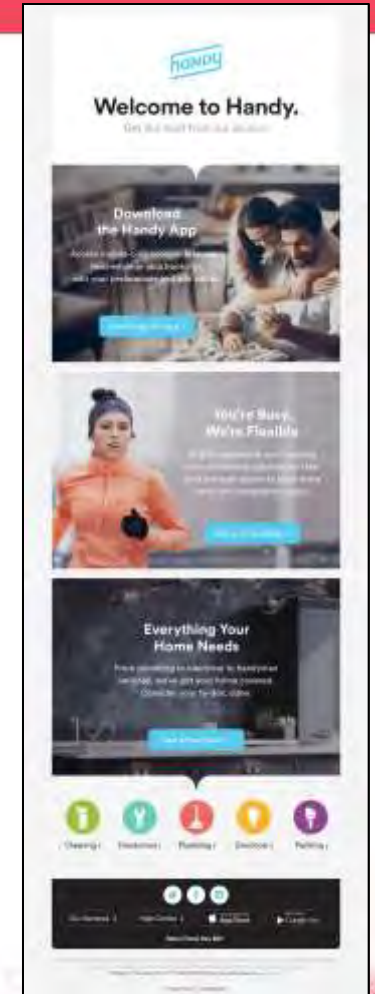
Win against the Algorithm

- Feeling worse after Instagram or twitter or LinkedIn
- Seeing what “I am missing”
- Social media is too volatile
- Personal Connections = bonding & loyalty
- Easy to open on your phone
- Don't have to fight an algorithm



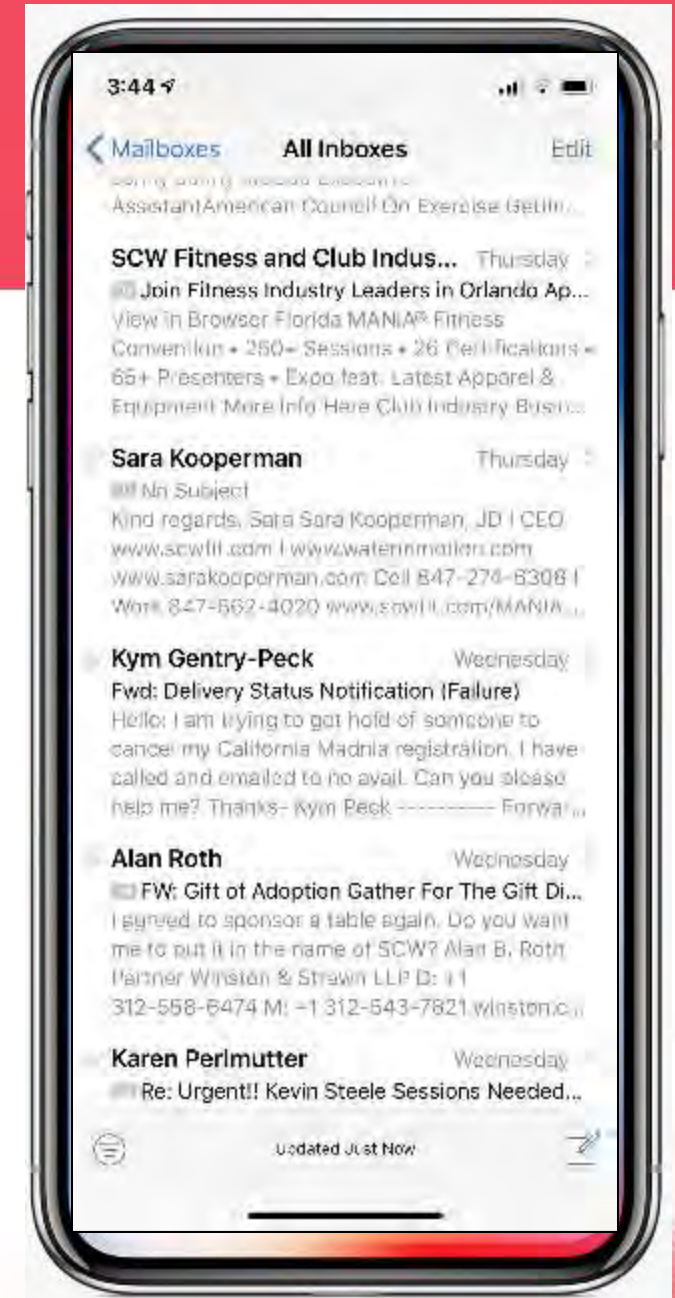
eNewsletters & Emails Considerations

- Who is the Email From?
- What is the Subject Line?
- Should Emojis be included in Subject Lines?
- What should we include in Headers?
- Do we repeat who it is From or the Subject Line in Header so people OPEN & DOWNLOAD IMAGES?
- Do we even include QR Codes or Links?
- Do we advertise or allow outside Advertisers?



Opening Newsletters & Emails

- 85% use smartphones to access email
- 58% of adults check their email first thing in the morning
- 70% of mobile email users delete badly formatted messages in under three seconds
- Mobile users check their email 3x more (Google)
- Mobile consumerism up 70%.
- 46% of adults prefer their mobile devices to search for items before purchasing them over their desktop or laptops
- Most mobile consumers do not automatically download images (Battery Drain)
- The average email open rate is approximately 23%
- Desktop users have lower conversion. (Yesmail)



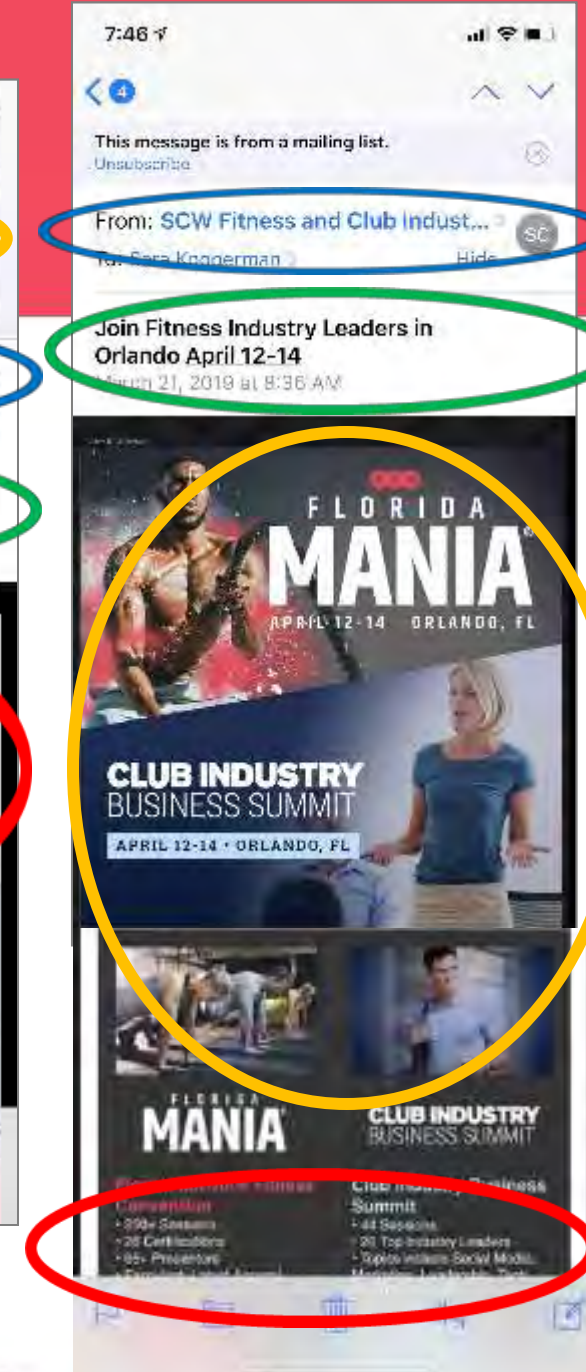
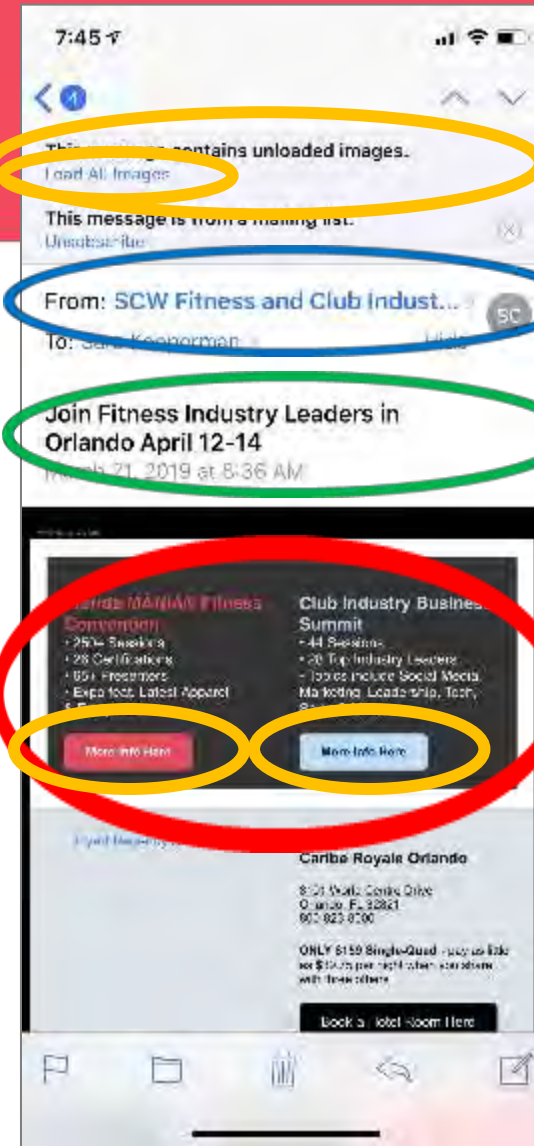
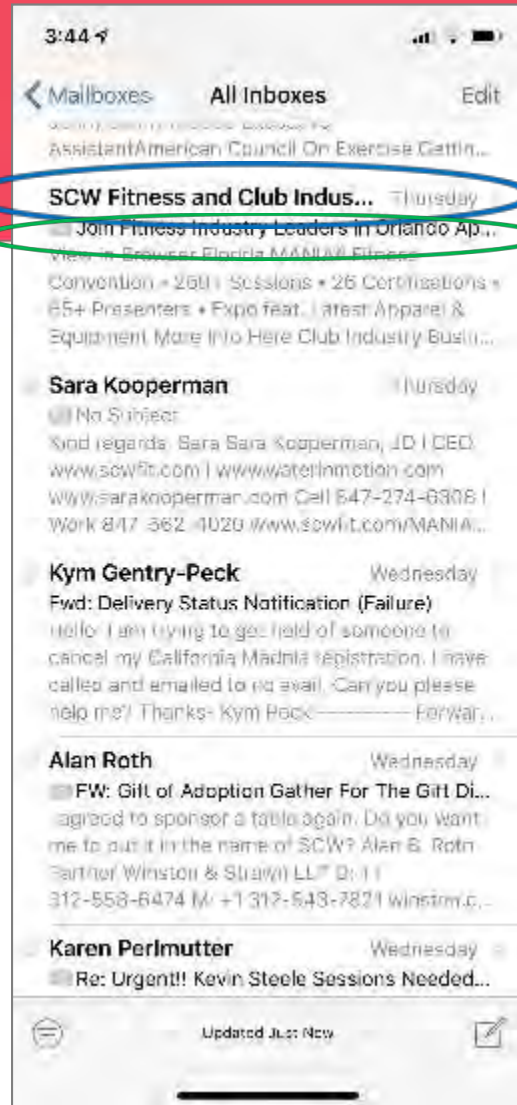
CHECK EVERYTHING ... yes, I'm YELLING!

- SEO
- Internet Explorer
- Firefox
- Google Chrome
- Gmail
- Yahoo
- Aol
- Hotmail



YAHOO!





Send, Resend Emails & Re-Connect

- Segment Your List to Deploy Differently
 - Time: East/West Coast
 - Client-type (Prospects/Members /Expired Members)
- Resend Emails to Non-Openers
- Non-openers automatically go into a new list
 - Schedule re-send w/New Subject Line
 - Or set to a New Date & Time, or New Email
- Download Names to those who opened
 - Personally Contact & Sell



Test Subject Lines

- Send out 2 different Emails

- Optional Subject Line

- “Members have
 - “Programs to ki

- Send winner within (or 48 hrs) (remaining

Campaign Info

*Subjects 3 A/B Test ☒

We recommend testing each subject line with at least 1,000 contacts. [Learn more](#)

4 A	Our Annual 🚲 Bicycle 🚲 Sale is in Full Gear	33%
B	Are you wheelie, wheelie tired of your old bicycle?	33%

Remaining Recipients 5 34%

0% 100%

How long should we wait before declaring a winner?

6 48 hours ▼

After this period, the version with the most opens will be sent to the remaining recipients.

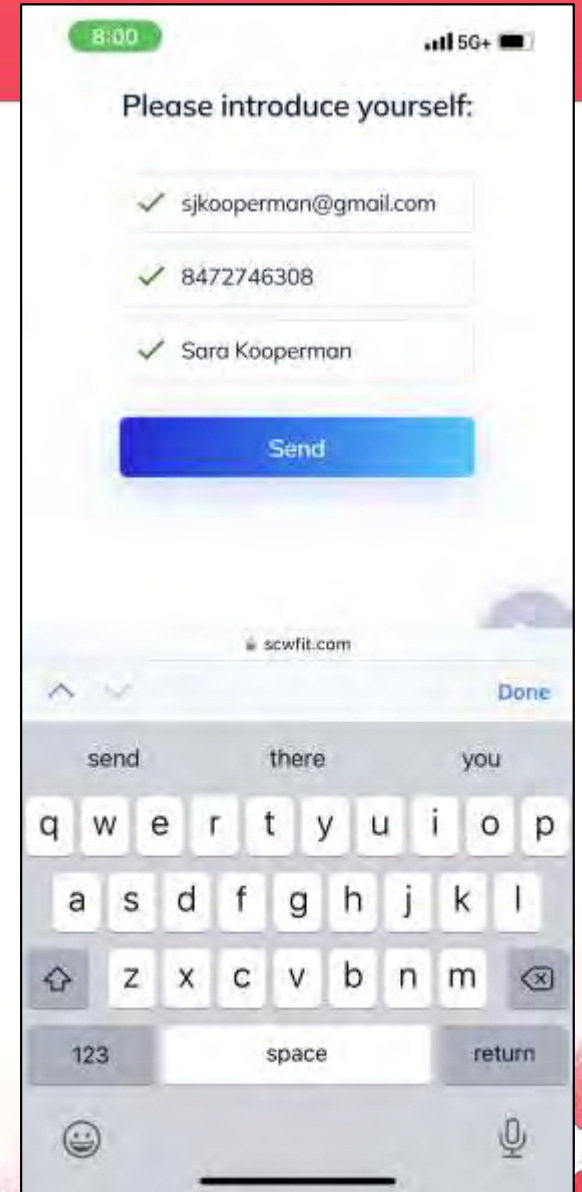
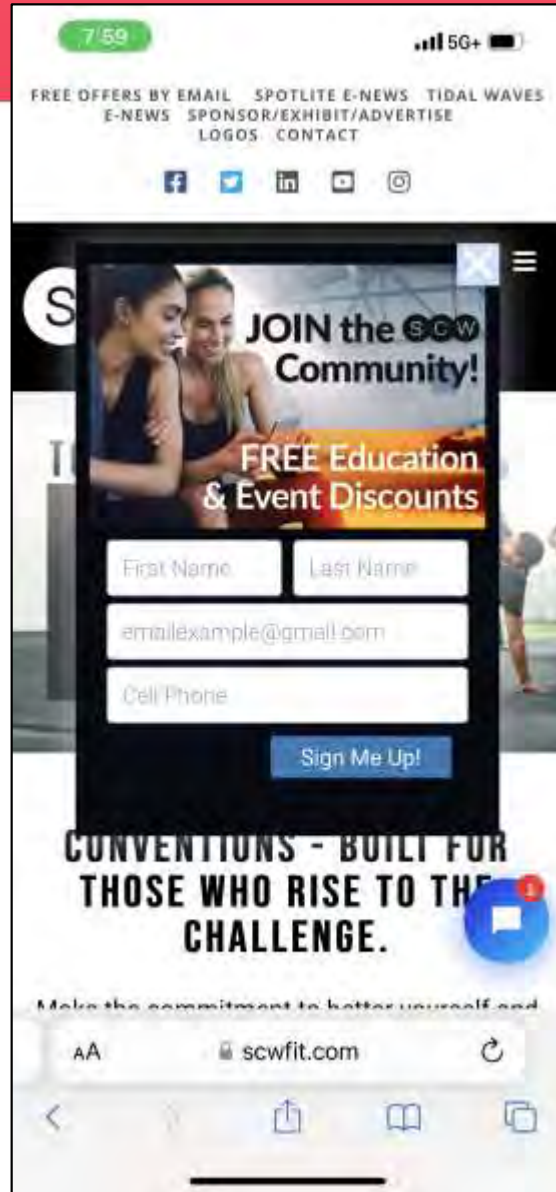
1 A/B Test ☒

contacts. [Learn more](#)

33%
33%
34%

remaining recipients.

Pop-Ups, Chat Bots



Videos on Social Media

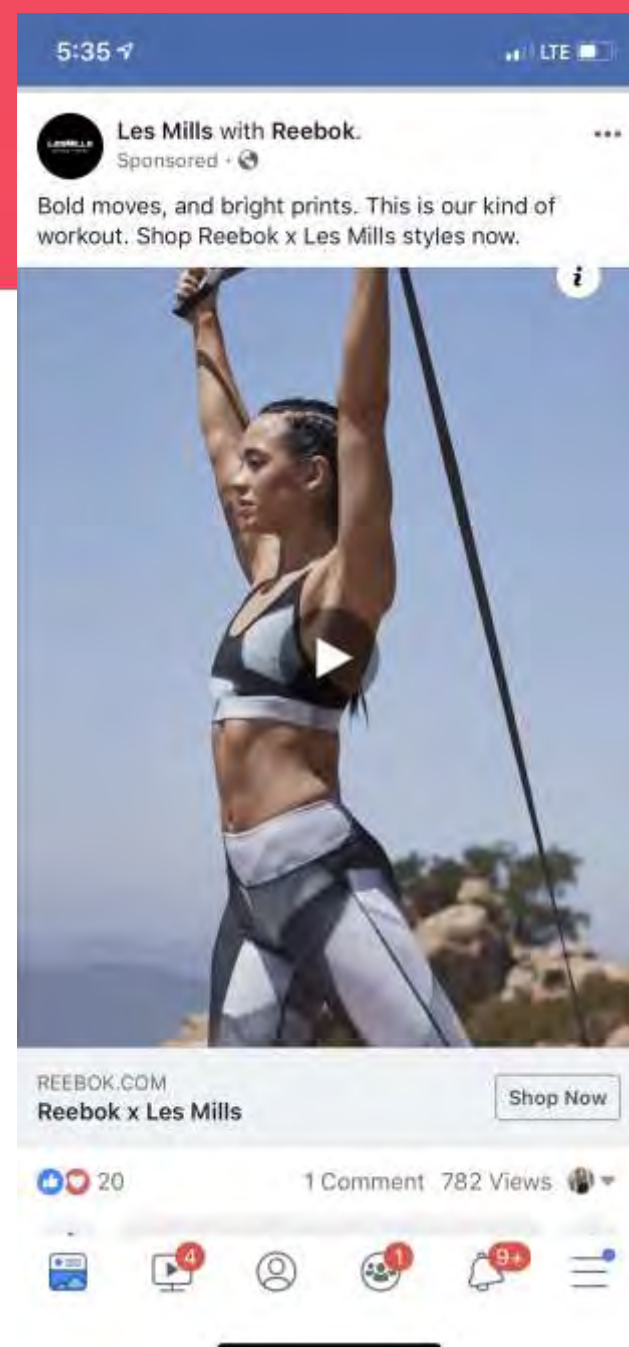
- Live video get 6x more interaction
 - Go Live ... share opinion
 - Go live at Openings or Events
- Tours can be imperfect
- Post, Share, Re-Use
- LIMIT 15 seconds to 30 seconds –
Instagram limit is 1 minute



Videos & Testimonials

- REAL – Live & imperfectly perfect!
- SHORT -- 15-30 seconds
- YouTube
 - Competing Ads – but searchable!
 - Vimeo costs but protects you (\$7-\$50/mth 5 Terabytes - \$75 for uncompressed)
- Vimeo
 - Your Website – Double-click
 - Brings up others of YOUR videos





- Only VERTICAL

POST A VIDEO

about why you LOVE MANIA

AND WIN:



- ▶ **1st Place** FREE MANIA® Convention
- ▶ **2nd Place** FREE SCW Certification
- ▶ **3rd Place** FREE Year of SCW OnDemand

(10-30 second video recommended)

Tag:

#SCWMANIA

@scwfitness

Find your Influencers

- **WORD OF MOUTH!**

- Instructors, Trainers, Members, Socialites, bloggers
- 1 in 4 marketers are using influencers
- 72% of GenZ follow Influencers
- 89% of marketers using influencers will increase their investments in 2023
- 38% of marketers says generating sales was their top goal for influencer marketing
- 50% of Millennials trust product recommendations from influencers (only 38% on celebrities!)
- 33% of GenZers have purchased products based on influencer recommendations
- 56% of marketers investing is micro-influencers
- Instagram is the most-used influencer tool
- 72% of marketers used Instagram marketing & will increase!
- Lifestyle & beauty were the most popular categories
- 45% of marketers use TikTok & will grow
- 52 % of marketers used Facebook



STORIES - Weekly Posts, Videos, Blogs

- Stories will overcome random posts
- But disappear!
- Perfect way to stay connected
- **Trainer Tuesday** (feature a Trainer & they are filmed talking about their favorite topic or training a client)
- **Workout Wednesday** (feature a special new machine, class or program)
- **Friday Foods** (Nutrition articles and healthy recipes provided by the staff)



SCW Fitness Education

March 5 at 2:28 PM

🔥 This #HotTopicTuesday fitness professionals want to know: Am I getting the same benefits from taking online certifications as I do from attending LIVE continuing education courses?

Online fitness certifications, CEC courses, instructor training videos, workout templates, and beyond are readily available online and make the option for LIVE instruction seemingly disappear... but we're here to tell you that it most definitely isn't. In fact, you can get any LIVE SCW Certificat... [See More](#)



19

7 Comments

Like

Comment

SCW Fitness Education

March 22 at 3:49 PM

This #FacultyFriday meet California MANIA® and Club Industry Business Summit Presenter Brian Bettendorf!

Brian Bettendorf, MSM (Management), MA (Kinesiology) is the Head of Education for RumbleRoller and a managing partner in Drake Global Strategy, a consulting firm helping fitness and sporting goods companies develop their brand, create new products and accelerate growth.

He has been in the fitness industry for over twenty years as a practitioner,



11

11 Comments

Like

Comment

Webinars



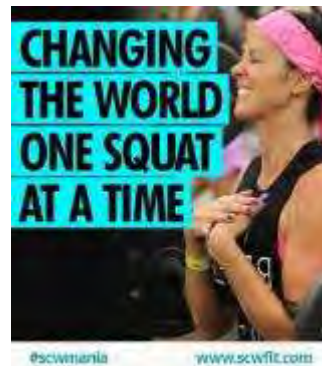
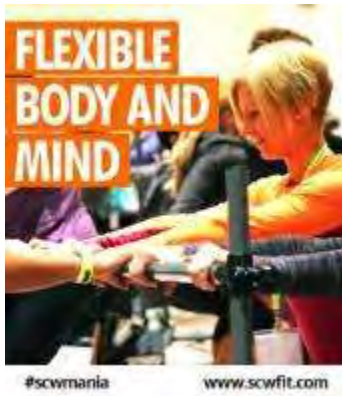
Watch what is going on

- Engage
 - Assign, and
 - WATCH
-
- Your staff
 - Your results



Social Media Posts

- <https://WATERinMOTION.com/social/>
- <http://SCWFIT.com/be-social/>



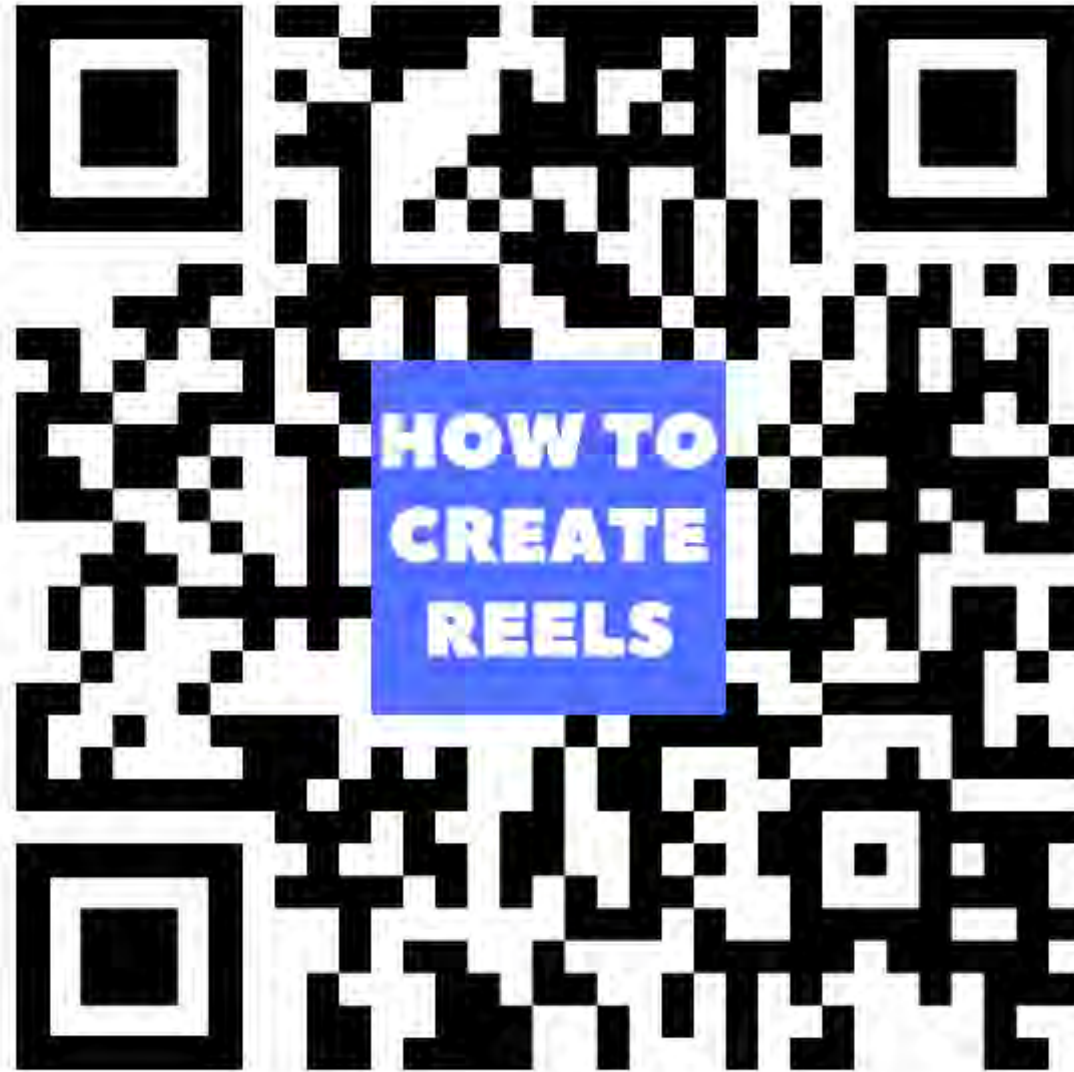
Marketing using REELS

- What is a REEL?
 - 15-90 second : A short video, clips or a compilation of photos
 - Used on IG and FB
 - IG has more editing options
 - Add audio/stickers/captions/flare (stickers/captions/graphics)
- Why do REELS work?
 - Grab attention
 - Better algorithms
 - Videos are King on social



REEL Stats

- 22% more engagement than regular videos
- IG users spend an average of 30 minutes on the app
- 61% of Gen Z TikTok users plan to spend more time on Reels
- Original content is key
 - Don't reuse content
- Use 3-5 relevant hashtags



Reels receive 22% more engagement than regular Instagram video posts

Instagram users spend an average of 30 minutes on the app



61% of Gen Z TikTok users plan to spend more time on Reels

Create with Canva

- Basic is FREE, upgrade to Pro for \$13/mth
- BASIC :Create social graphics, posters, flyers, business cards, REELS, etc.
- PRO - Personalize with logos, colors, fonts
- Both -Templates and photo stock
- www.canva.com



Collect Cell Phone Numbers

- Collect Cell Phone Numbers
- Do not limit to email addresses
- Still retain mailing addresses
 - (for geographic pushes re: multi-location owners)
- Get permission on membership enrollment
- “I agree that I can be **emailed and texted** from the facility, that they can share my information with trusted affiliates, and utilize my **image** however they deem fit.”



Telemarketing is NOT dead ...

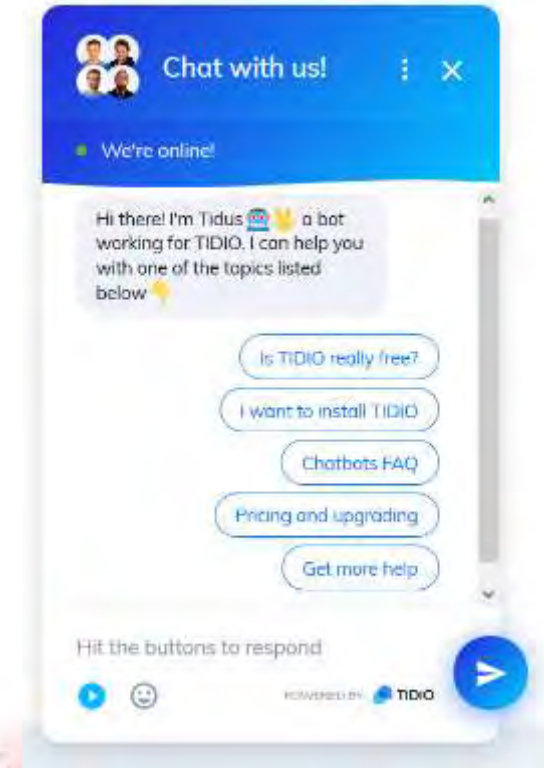
- Don't Answer – Spam
- NEVER Call back
- NOW you READ your voice mails!
- Text messages get responses
 - PTs can provide Nutrition Feedback (Clients photograph their food & send it & PT gives a thumbs up!)
- Private text – be a person! Leave a name!



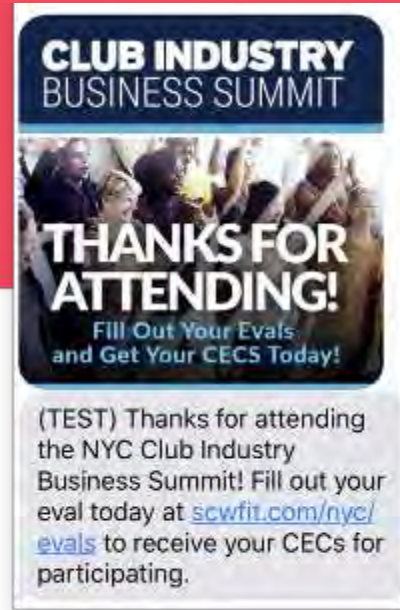
Use Group Text Messages



- Eztexting.com
 - 160 Characters + images
 - \$0.05 to \$0.04 per text
 - Respond to each text
 - Use Chatbot!
-
- **Your business can be a Cell Phone – Receive & send Text Messages**



Text Imaging



- MMS = w/images SMS= Just Text
- Use full URL www.scwfit.com/Florida
 - No shortener
- Text include websites
- They don't forward copy ... calendar/safari link
- Images are shared on social media

Group Ex Schedules – Include these Items

- Logo
- Dates
- Days
- Class Name – intuitive
- Instructor
- Descriptions – Preferred
- Instructor Photos - Optional
- Bios – Optional
- Pop-ups or Call-outs **NECESSARY!!**



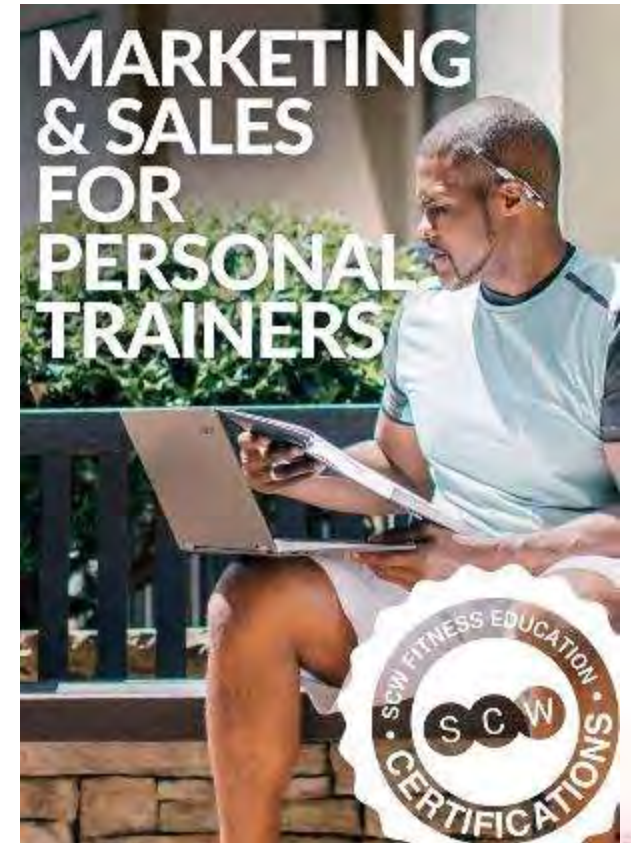
More Ways to Learn



**Get Certified in
Marketing & Sales
for Personal Trainers!
Scan the QR Code**



**Certification
by Dane Robinson**



More Ways to Learn



**Get Certified in
Media & Marketing!
Scan the QR Code**



Certification
by Jessica Maurer



Marketing & Building Your Brand



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www.scwfit.com

