



The Movement Training Day

CLIENT PROPOSAL



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EXECUTIVE SUMMARY

Introduction

The Movement Training Day is a CrossFit gym located in West Jordan Utah. Started in 2011, this gym has built up more than just a clientele, it has built a strong and passionate community of people who are all there for their love of fitness. The clientele interacts with each other as well as supports one another. Currently, the gym is located in a one-room training facility that can hold one class at a time. The Movement Training Day has the goal to expand to a bigger space to offer the flexibility and availability of offering multiple classes at the same time. They would also like to expand the variety of their classes. Doing so will allow the business to grow as well as the strong community.

While expansion is on their minds, they want to avoid the big-box gym feel. They were built on community and plan to preserve the group dynamic that has been established and sets the Movement Training Day apart from other gyms.

Deliverables

- Client Overview
- Personas
- Competitive Analysis
- Recommendations

The primary objective for this report was to gather and provide insight and information for The Movement Training Day. We gathered information about three separate companies to compare competitive data and see what interest customers more. We came up with different personas to show which demographics would be most successful to target. We came up with new ideas to expand their company such as grow their media presence to capture a bigger audience so they can hit 115 members. With that number they will be able to move into a bigger space so they can have the classes they want to offer. Our team hopes that The Movement Training Day will find this information useful for the growth of their organization.



1. COMPANY OVERVIEW

The Business

Located in West Jordan, the Movement Training Day is a bunch of people sticking together for a friend, taking over the gym and keeping it going for him and for his memory. The current owner is Ryan Hyatt. Open since 2011, they de-affiliated and started a new gym in 2017. This is when the Movement Training Day name came to be. It is a CrossFit, functional fitness gym that also offers weightlifting and metabolic conditioning. The emphasis is on group fitness with an emphasis on community and belonging in this gym.

Challenges/Burdens

The upcoming challenge for the Movement Training Day is to maintain the atmosphere of a personal, community gym as the space grows and gains more members. To do this, the number of personal trainers will grow in proportion to the number of members. This number will be reevaluated regularly, and schedules adjusted accordingly. Another challenge is overcoming the personal discomfort of working out. A social media plan and schedule will be put in place to engage with potential customers and spread the message of comfortability.

Marketing goals/needs

The marketing focus is wanting the clients to share their experience and post about it to help spread awareness about the company. This strategy will help the company reach the goal of having 115 members and to be able to keep them for at least six months. Another way wants to have a better presence and structure on social media. he wants to make sure he portrays that he is a company that there is no judgement and everyone with any experience is welcomed. let their clients know that there is also a punch pass available if it is more convenient for you rather than a full month plan or single day. as well as inform people through social media in campaigns about how they are actively sanitizing everything.

COVID Impact

Due to COVID the gym had to close for six weeks. In revenue the company lost 23% of people, but now since they have opened it is only one person shy from his number before COVID with new people joining. The company also made traveling gyms to do a workout outside as well as having videos for those who had to stay home and work out with things at their house. Currently, he must limit classes for social distancing purposes. He can fit in 15 people but only does 12 to ensure more space. In order to come into class, it has now changed to insure they don't go over their number of people. to reserve a spot, you must sign in online and reserve your spot in a specific class. This also makes classes more manageable to coach and try out new things. The company must follow all protocols according to the state and are just focused on not shutting down. Every day now they have cleaning and disinfecting the full gym at least twice a day with everyone after class disinfecting their area.

STOP THE SPREAD OF GERMS

Protect the Health of our Community



WIPE DOWN EQUIPMENT
BEFORE & AFTER USE



COVER CUTS, BLISTERS OR
OPEN WOUNDS



DISINFECT PERSONAL ITEMS:
WATER BOTTLE, GYM BAG,
PHONE, EARPHONES, ETC...



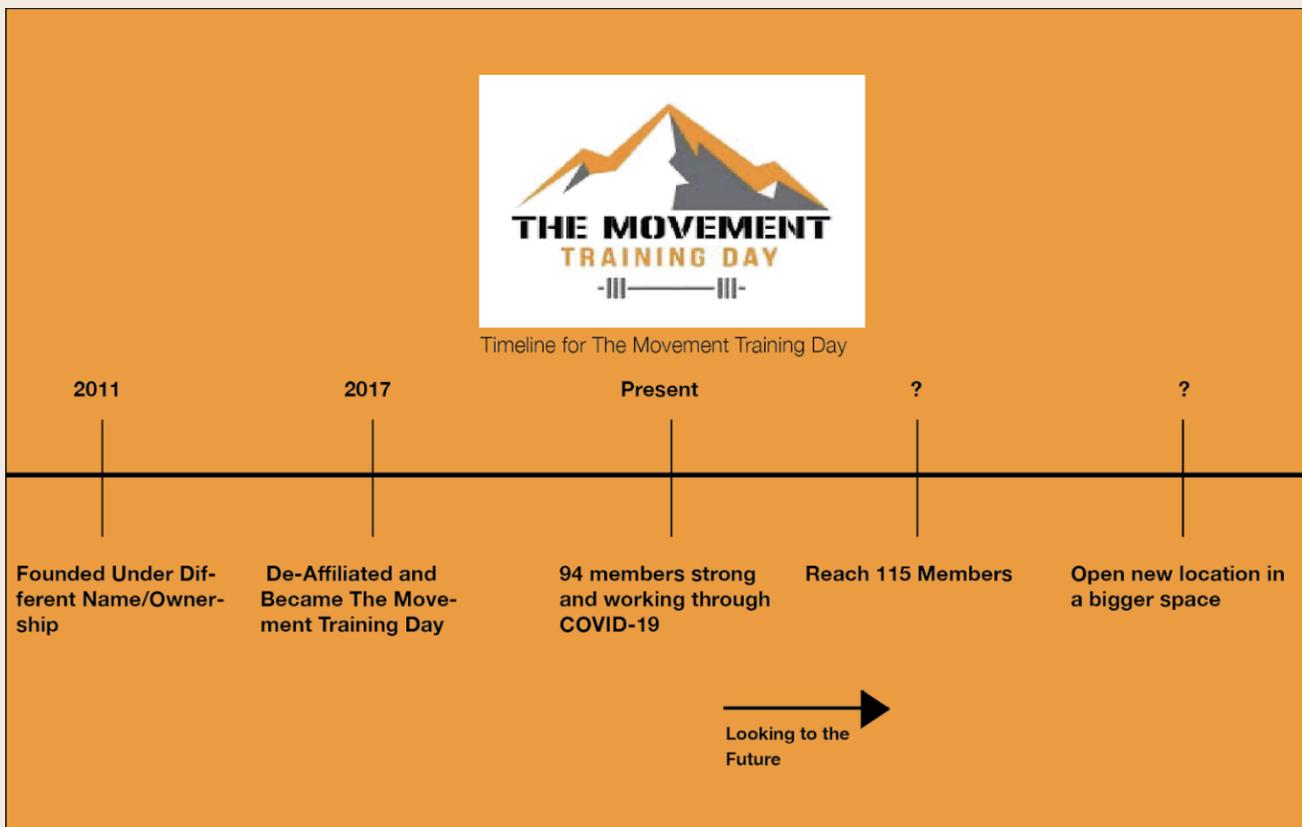
Short Term Goals

The main short-term goal for the movement training day is to get through the pandemic. which is a great goal to have for a small business, especially for a gym. while getting thee is the focus of spreading the message to the public to let them know the gym is still open and functioning. They want to keep and grow their social media to keep potential and current clients active and engaged. they would also like to see the placement of banners in surrounding areas to continue to draw attention to their gym. to summarize, the main goal is to let people know that they are still active during the pandemic.



Long Term Goals

Looking past COVID and looking at the bigger picture lets us see where this gym really wants to go. the major long-term goal is to move into a new location with a bigger space. the problem with that is the move could cause certain clients to leave the gym due to several reasons. To achieve this goal, they need to reach a certain number of clients. according to Ryan, 115 will allow flexibility that will allow them to move into a bigger location. currently they are at 94 members, so getting those 20 new members is the target. with them moving into the big space it will allow them to offer more classes that can reach different targets that they cannot get in their current space. that all goes along with the one main long-term goal, growth. he wants to grow his business into something that can help people with their fitness goals, without feeling like a big box gym.





2. AUDIENCE ANALYSIS

His target audiences

The target audience we are trying to reach is more influenced by psychographic information rather than demographics. This gym wants to reach a wide range of age ranges, with 20-40 being the ideal age. The average age of this gym is currently 34 so that will cover a wider base. Because the community is what sets this gym apart, the most effective strategy is to target people based on certain mindsets rather than demographics. Some of those mindsets are:

- People who are scared or don't work out
- Uncomfortable people to come in and understand working out is not scary
- People who want to be a part of something bigger
- People who have sworn off big-box gyms
- People who are willing to put in effort
- People who have specific long-term fitness goals

Because this is an exercise class, there is an ideal age range for finding new clients to introduce them to this type of functional fitness. CrossFit programs are highly adaptable for all ages and able to fit most anyone. There are older individuals who do take the classes, so we do not want to ignore that age group. However, for marketing purposes, the younger age group offers longer and more consistent business opportunities. While a smaller age range helps with functionality for the class, what we are really looking for is potential clients with a specific mindset and are looking past just a workout to find a community of people.

- Current age range 13-60
- Average client age is 34
- 51- 49 female to male ratio
- 20-30 is the ideal target age, all ages welcome.

The Movement Day is not looking for a particular person, but a specific attitude. The following client profiles are examples of clients that would be ideal lifestyle fits for the gym and should be targeted in advertising. Personal training gyms hold a 75% retention rate according to AFS Fitness. Targeting financially and socially stable adults in the 25-45 age range is our strategy for eliminating the reasons people choose to not renew their membership.

We feel the following personas exemplify the target market for The Movement Training Day.



3. PERSONAL PERSONAS

David Jones

Bio: David Jones is a 26-year-old Marketing Professional who lives in West Jordan. He is a Utah Native and he was born and raised in Park City. David is in a relationship with his girlfriend Mary and they live together in their apartment which is near his work. David likes to be active; he loves watching and playing sports with his friends, and he is an avid hiker. Since he lives so close, he also loves to bike to work. David has been working at the same firm and working his way up in the ranks since he graduated from the University of Utah. David enjoys staying healthy and finding out new ways he can stay active. David is a very active member of his community; he enjoys attending and volunteering at community events. David is a perfect fit for The Movement Training Day. He values community and wants to keep himself in a good physical condition. He is local to the area so he will not have to commute far to the facility.

David is a target customer because he displays his active lifestyle that shows long-term commitment to health and fitness. His lifestyle and financial stability indicate he would have good membership retention.

Demographics:

City: West Jordan
Age 26
Gender: Male
Status: In a relationship (not married)
Children: none
Degree: Bachelor's in Marketing
Salary: 75K

Attitudes, Values, Beliefs:

Values spending time with family and friends
No religious affiliation
Wants to be healthy to keep himself active
Likes to be surrounded by like-minded individuals

Personal Interests:

Hiking and Running

Watching Sports
Pickup games with friends
Community Service Events

Online Activity:

Social Media: Instagram, Facebook, LinkedIn, Twitter
Streaming Services: Amazon Prime
ESPN
Google/Youtube
Virtual Subscription to the Salt Lake Tribune

Brands Followed:

Patagonia
Nike
Samsung
Men's Wearhouse
Adidas



Nicole Rene

Bio: Nicole Rene is a 50-year-old business executive living in New York City. She has lived all along the east coast and graduated from Brown University with a degree in finance. Currently, she's working a 9-5 job in New York City where she lives with her partner and school-age child. They are financially comfortable and enjoy being able to buy nice things and treat themselves to vacations and other experiences. She is passionate about being a good parent and is heavily involved in her child's schooling. She is looking for a one-size-fits-all, flexible exercise schedule.

Nicole is a target customer for The Movement Day because, although she travels, she will be in the same location for the foreseeable future for her child's schooling. Her lifestyle shows she is disciplined and dedicated. She is also financially stable and wouldn't need to rethink her gym membership for financial reasons. She is busy, so the flexibility of the gym is a perfect fit for her.

Demographics:

City: Salt Lake City

Age: 45

Gender: Female

Race: African American

Status: Married

Children: 1

Degree: Bachelor's in Finance

Salary: 200K

Travel

Shopping

Online Activity:

Social Media: Facebook, LinkedIn, Pinterest, and Twitter

Streaming Services: HBO, Netflix, and Amazon Prime

Virtual Subscription to Architectural Digest, Vogue, and HGTV

Attitudes, Values, Beliefs:

Values spending time with her family

Active Baptist

Willing to pay more for quality

Enjoys buying things that display wealth (car, designer clothing, jewelry)

Brands Followed:

Louis Vuitton

Crate & Barrel

Pottery Barn

Cartier

North Face

Personal Interests:

Following the stock market



Kennedy Morgan

Bio: Kennedy Morgan is a 30-year-old Director of public relations in Adidas. She works part time in Salt Lake City, Utah and the other half in Portland, Oregon. She has two weeks in Salt Lake City and the other two in Portland. She was born and raised in Sandy, Utah. She graduated from The University of Utah with a degree in Sports Marketing. She recently got married last year and is financially stable enough to enjoy all her extracurricular activities. She enjoys traveling and visiting new places.

Kennedy is a target customer because she is slightly younger than the mean age of the Movement Training Day's current clientele. Her education and extracurricular activities prove that she is a determined, goal-oriented, and highly motivated individual.

Demographics:

City: Salt Lake City
Age: 30
Gender: Female
Status: Married
Children: None
Degree: Bachelor's Degree in Sports Marketing
Salary: 127k

Attitudes, Values, Beliefs:

Values spending time with her family and friends
Think it's important to spend time in nature
Health is important
Catholic

Personal Interests:

Traveling
Hiking and running
Sports

Brunch
Meditation
Photography
Yoga

Online Activity:

Social Media: Facebook, Pinterest, Instagram, LinkedIn
Streaming Services: Hulu and Netflix
Virtual Subscription: Audible

Brands Followed:

Nike
Puma
Athleta
Levi
Canon
Dior



4. COMPETITIVE ANALYSIS

In this section we compare Movement Training Day from bigger gyms in the area like VASA Fitness, Helo Fitness, and Planet Fitness. We evaluated these competing gyms' marketing media such as their website and social media. From these analyses, we propose that the Movement Training Day focuses on what differentiates them from the other gyms: the number of personal trainers, small class sizes, community feel, and comfortable atmosphere. We focus on specific classes offered, Olympic weightlifting options, and direct communication from management to customers

VASA Fitness Overview

VASA Fitness currently has 45 locations across Utah, Colorado, Kansas, and Oklahoma. They have over 200k members and have their headquarters in Orem, Utah. Their large facilities offer options that appeal to people with a wide range of fitness goals. Tiered pricing also offers a large range of accessibility. With over 150 different classes, their clients have a huge range of age, experience, and fitness level.

Target Market

VASA Fitness has a wide target market. Their pricing options range from \$9.99 to \$49.99/month which covers novice to experienced athletes. Their facilities also are aimed towards options and a "something for everyone" approach.

The Movement Training Day vs VASA

- Community with similar goals/like-minded individuals
- Specialized training
- Smaller classes with the same people

Market share

VASA is the largest gym chain in Utah, with over 65% market share, according to Colliers International executive summary created in 2019.

Pricing

Tiered pricing:

Basic membership- \$9.99/month includes access to functional training and cardio equipment and weight training, but only at location of enrollment.

Fitness membership- \$21.99/month includes access to all equipment, classes, luxuries (sauna, massage, tanning, light therapy, etc.), and childcare at any VASA location.



VASA Fit membership- \$49.99/month includes unlimited access to TEAM fitness (VASA's personal trainers) and classes with other VASA Fit members. It also includes access to Myzone heart rate monitors and InBody scans.

Marketing Strategy

VASA's strategy is to appeal to as wide a range of fitness abilities as possible. They do this by offering tiered pricing, childcare accommodations for parents, a wide range of different fitness classes, and branding themselves as "accessible".

"We're your people—a community that welcomes, encourages and motivates, with no judgement or intimidation." -vasafitness.com

Ratings

Across multiple review sites, it is clear that VASA has not responded to COVID-19 in a way that has satisfied their customers. Although current reviews are mostly negative, they have historically had consistently good feedback. Most complaints refer to location specific issues and not the company as a whole.

Trustpilot.com compiled 73 reviews of VASA to give them a 1.6 / 5-star rating. Most of the 1-star reviews have come from a poor COVID response. There's frustration about the lack of classes, mandatory mask rule, and no price reduction in membership.

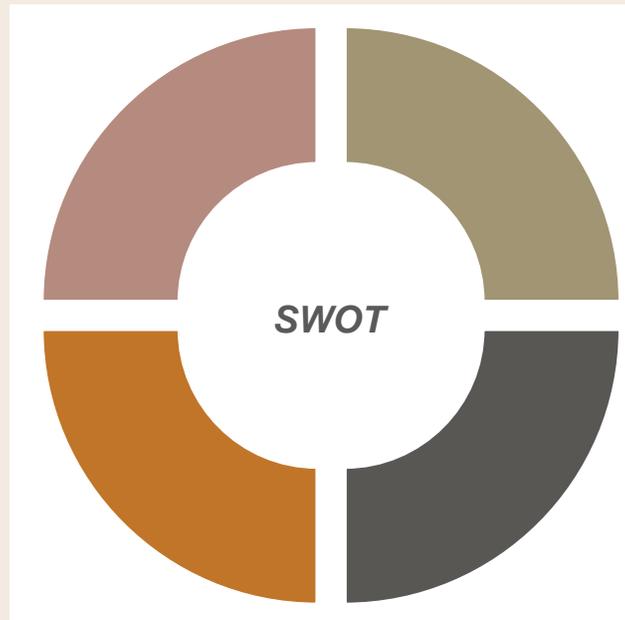
Yelp.com compiled 85 reviews of VASA to give them a 2 / 5-star rating. With fewer COVID related complaints, the main concerns were billing confusion, lack of effort by employees, and unprofessionalism such as not opening on time. Positive responses noted the gym's cleanliness, helpful employees, and equipment quality.

STRENGTHS

- Marketability
- Diversity
- Stability
- Range

OPPORTUNITIES

- Opening new locations
- Flexible COVID response



WEAKNESSES

- Isolated
- Intimidating
- Overwhelming
- Rigid

THREATS

- Low customer retention
- Poor COVID response
- COVID instability/safety

SWOT Analysis

VASA fitness' biggest strength is in marketability. They have many diverse products/experiences to appeal to many demographics. Their weakness is in lack of social connection. Because they are such a large operation, the environment is impersonal and isolated. VASA has opportunities to grow because they have such a large clientele base, adding more locations is a stable business move that is low-risk. The biggest threats to their business are low customer retention and COVID-19 making operations unsafe and less available.



Helo Fitness Overview

Helo Crossfit is the closest (location and practice) competitor to The Movement Training Day. They run a Crossfit gym that is open and welcome to anyone. They opened at a similar time (2013). It is a family-owned gym, and they have a similar story to the Movement Training Day.

Target Market

The target market is similar to that of Movement Training Day. It is a direct competitor to the Movement Training day, so we feel like the target audience is comparable. While it is a direct competitor, we do see some key differences between the two gyms. At its current state, The Movement Training Day focuses on group fitness classes instead of offering personal training classes. I feel like this is what gives the movement training day it's strong sense of community.

Market Share

Like The Movement Training Day, Helo Fitness is a one-off CrossFit gym. With only one location in West Jordan, their market share compared to other gyms is very small. The advantage Helo Fitness has over movement training day is they have class offerings for kids. This could be seen as having a bigger reach over the Movement Training Day. That being said, compared to the other big box gyms, the share they have over the market is small.

Pricing

Helo Fitness's Pricing Model is more Complex than The Movement Training Day's. They offer many more pricing options for different circumstances. They have monthly billing options for single adults, couples, public service and military, and students. The prices range from 110-220 for these monthly class rates. They also break down the pricing of their day classes for adults, personal training hours, as well as the programs they offer for the youth.

REQUIRED CLASS		
Fundamentals \$110 <small>Four Sessions</small>	Single Adult \$130 <small>per month on auto-pay</small>	Couples \$220 <small>per month on auto-pay</small>
Required class	Monthly unlimited sessions	Monthly unlimited sessions
CrossFit fundamentals training	\$140 cash or check	\$230 cash or check
Sign Up	Sign Up	Sign Up
Public Service/Military \$110 <small>per month on auto-pay</small>	Full-Time Students \$110 <small>per month on auto-pay</small>	Drop-In Class \$15 <small>per session</small>
E.M.T., Firefighters, Police, all military with current ID	Current ID required	Must have CrossFit experience
\$120 cash or check	\$120 cash or check	Non-refundable once applied on-line to a class
Sign Up	Sign Up	Sign Up
10 Class Punch Card \$125 <small>10 Classes</small>	Personal Training \$50 <small>per hour</small>	CrossFit Teens \$90 <small>per month on auto-pay</small>
CrossFit Kids 10 Class Punch Card	Blackhawk Kids	Little Birds Kids
\$90 <small>10 classes</small>	\$50 <small>per month on auto-pay</small>	\$40 <small>per month on auto-pay</small>
10 CrossFit Kids Classes	second child is additional \$40	second child is additional \$30
Sign Up	Sign Up	Sign Up



The movement training day has a much simpler pricing model.

Their pricing model is a straightforward monthly payment plan on 3 separate tiers. As you go up in tiers you get access to more class sessions. Bronze is 3 days a week at \$99 per month, Silver is 4 days a week at \$109 per week, and their gold service allows unlimited training classes. They also offer drop ins for \$15 and a 10 class punch pass for \$100.

MEMBERSHIP	
GOLD Unlimited training classes	\$129 per month
SILVER 4 days per week	\$109 per month
BRONZE 3 days per week	\$99 per month
<hr/>	
PUNCH PASS 10 visit punch pass	\$100
DROP-IN In from out of town and need somewhere to work out? We can help	\$15
MILITARY AND STUDENT DISCOUNTS AVAILABLE	

Social Media Strategy

CrossFit helps markets on social media on Twitter, Facebook, and Instagram. The use of their Facebook and Instagram is very similar. On these platforms, they show the world their community and keep them updated on events. They post a lot of videos showcasing their gym and community events. Twitter is a different story. On their Twitter page, they post daily workouts, and weekly focuses for their gym members. They are using their Facebook to bring in potential clients to their community, and they are using Twitter to provide helpful information

Ratings

While there are not too many reviews online for this organization, which is understandable because they are a small independent org. , yet their reviews do seem mostly positive from our findings.

SWOT Analysis

- Strengths
 - Community Focus
 - Resources for followers
 - Gives children an opportunity to learn
- Weaknesses
 - Complicated pricing structure
 - Don't see the biggest marketing presence
- Opportunity
 - Community focus can help develop a customer base
 -
- Threats



- With one location they still need to worry about the accessibility the big box gyms have.

Planet Fitness Overview

Planet Fitness currently has 1,014 locations and 58 are corporate owned. Every facility is about 20,000 square feet. By removing service offerings, they are able to maximize the space to include more circuit and weight training equipment. They have no classes or personal trainers so you can come and go as you please.

Target Market

Planet Fitness has a wide target market. Their pricing is 10 dollars a month which includes unlimited access to one location. However, you can buy it for \$19.99 per month which will let you bring in a guest.

The Movement Training Day vs Planet Fitness

Planet fitness' key differences from the Movement Training Day are that they offer multiple locations, no specific classes, and a higher tier pricing option that allows customers to bring a friend to each session for free.

Pricing

Tiered pricing:

Basic membership- \$10/month includes access to one single planet fitness location

PF Black Card membership- \$19.99/month includes access to all locations and options to bring a guest at each visit

Marketing Strategy

Planet Fitness focuses on being both accessible and affordable. At all their locations they are a judgement free zone and have no prerequisites before coming in. They want to provide a high-quality experience with a lower cost than most gyms. They do so by having higher and new quality equipment. They also make it accessible to you no matter the time you want to go by making it 24/7.



5. RECOMMENDATIONS

Objective- Reach 115 members for the Movement Training Day by Q2 2021

Strategy#1- Update the Movement Training Day Website to optimize SEO and update look and feel. Their website can be their potential customers first introduction to the organization and the website should show a strong first impression.

Tactics

1. Update the design and user experience to the website to make it feel more modern
2. Split up the pages to make it easy to find information visitors want to find.
3. Add a community page that includes featured social posts, blogs about events, and quick workouts for users to read
4. Make the website have a value of its own.

Strategy #2- Having more local advertisements will help catch the attention of possible customers. By having them see this it can draw up attention to the company to help get more people interested in seeing what The Movement Training Day is about and becoming a possible customer.

Tactics

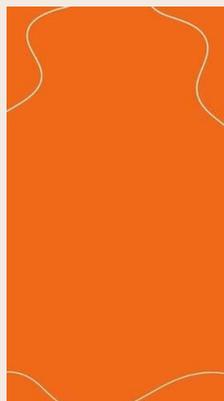
1. Make a design and an idea for a flyer
2. Print them out and put them in some stores and light posts.
3. Get in contact with the local news and have them advertise it in the newspaper and online
4. Save up and get a billboard close to the area so it can attract business

Strategy #3- Improve social media engagement in the 25-40 age range.

By increasing the quality and consistency of social media posts, gym members will interact more with the posts. This influences the algorithms of different social media sites to increase visibility and traffic to The Movement Training Day's pages. The increased traffic will result in more membership sign ups and the increased engagement will make current members more invested in the community.

Tactics

1. Create a regular posting schedule for Instagram, Twitter, and Facebook of 2-3 posts a week. Twitter will focus on useful gym updates such as class times and reminders of hour changes. Facebook and Instagram will be the main focus because they target the 25-40 age range.
2. Instagram and Facebook posts will work from a set of templates that use elements such as an orange border and logo placement to make the feed feel consistent and professional.
3. Promote post-interaction in captions with encouragement for followers to repost/share with friends. These reminders are effective ways to virtually spread the word when social distancing is reducing word of mouth endorsements.
4. Utilize Instagram "stories" to promote class times, weekly reminders, goal setting, etc. Add 1 interactive story a day. For example, a photo of the week's schedule with a caption "Will you be joining us this week?" and a poll with the options "Yes!" and "Catch you next week!". Interactive stories will improve post visibility and create an online community feel for existing members.



Examples of post templates to establish consistency and professionalism

