

DIGITAL MARKETING STRATEGY

FOR

AIM FIT GYM

BOOST MEMBERSHIPS • DRIVE LOCAL VISIBILITY • INCREASE ENGAGEMENT





AIM FIT GYM

GET FIT. LIVE STRONG.

DIGITAL MARKETING STRATEGY

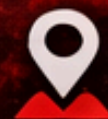
KEY STEPS

- 1 **OBJECTIVES** - Business Goals
- 2 **SWOT ANALYSIS** - Strengths, Weaknesses, Opportunities, Threats
- 3 **TARGET MARKETING** - Audience & Locations
- 4 **BUDGET ALLOCATION** - Monthly Approximation
- 5 **COMPETITOR ANALYSIS** - Local Gym Competitors
- 6 **MARKETING CHANNELS** - Google & Social Media Ads
- 7 **MARKETING TOOLS** - Advertising & Analytics Tools
- 8 **CONCLUSION** - Summary & Projections

 **NRI LAYOUT, BANGALORE**



INCREASE MEMBERSHIPS



BOOST LOCAL VISIBILITY



GENERATE LEADS



**ENGAGE EXISTING
CUSTOMERS**

OBJECTIVES

BUSINESS GOALS



INCREASE MEMBERSHIPS

Attract new members through targeted campaigns



BOOST LOCAL VISIBILITY

Increase the gym's reach in the NRI Layout area



GENERATE HIGH-QUALITY LEADS

Capture potential member information for follow-up



ENGAGE EXISTING CUSTOMERS

Retain and upsell current members with offers and events

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SWOT ANALYSIS



STRENGTHS

- ◆ Experienced Trainers
- ◆ Modern Equipment
- ◆ Strong Community



WEAKNESSES

- ◆ Limited Space
- ◆ High Competition
- ◆ Varied Scheduling



OPPORTUNITIES

- ◆ Expanding Area
- ◆ Partnerships & Events
- ◆ Online Classes



THREATS





- ◆ Economic Downturns
- ◆ New & Established Gyms
- ◆ Changing Fit Trends

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TARGET MARKET

PRIMARY AUDIENCE

-  Age: 18-40 years
-  Working professionals
-  IT employees
-  College students

SECONDARY AUDIENCE

-  Women fitness groups
-  Weight loss seekers
-  Fitness beginners

TARGET LOCATIONS

-  NRI Layout
-  Ramamurthy Nagar
-  Horamavu



BUDGET

MONTHLY APPROXIMATION

Google Ads
₹35,000



35%
Google
Ads



Social Media
Ads
₹30,000

Content
Creation
₹20,000



20%
Content
Creation
₹20,000

15%
Local
Promotions
₹15,000

₹1,00,000



BOOST VISIBILITY



GENERATE LEADS



BRAND AWARENESS



LOCAL OUTREACH



COMPETITOR ANALYSIS

LOCAL GYM COMPETITORS

COMPETITORS

- 🏠 Local independent gyms
- 📍 Fitness chains nearby
- 👤 Personal training studios

COMPETITIVE ADVANTAGE STRATEGY

- ✓ Focus on results-based marketing
- ✓ Trainer expertise highlighting
- ✓ Member success stories
- ✓ Professional branding vs local gyms

COMPETITOR STRATEGY OBSERVATION

- ✓ Heavy discount offers
- ✓ Instagram transformation marketing
- ✓ Trial-based memberships
- ✓ Local influencer collaborations



MARKETING CHANNELS

Google Marketing

- ✓ Google Search Ads (keywords like “gym near me”, “fitness center NRI Layout”)
- ✓ Google Business Profile optimization
- ✓ Review management strategy
- ✓ Google Maps ranking improvement

Social Media Marketing

- ✓ Instagram & Facebook reels
- ✓ Trainer introduction videos
- ✓ Workout tips & challenges

Video Marketing

- ✓ Short workout reels
- ✓ Member testimonials
- ✓ Fat loss journey videos



MARKETING TOOLS

Advertising Tools

- ✓ Google Ads Manager
- ✓ Meta Ads Manager (Facebook & Instagram)

Analytics Tools

- ✓ Google Analytics
- ✓ Google Search Console



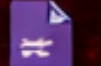
Analytics Tools

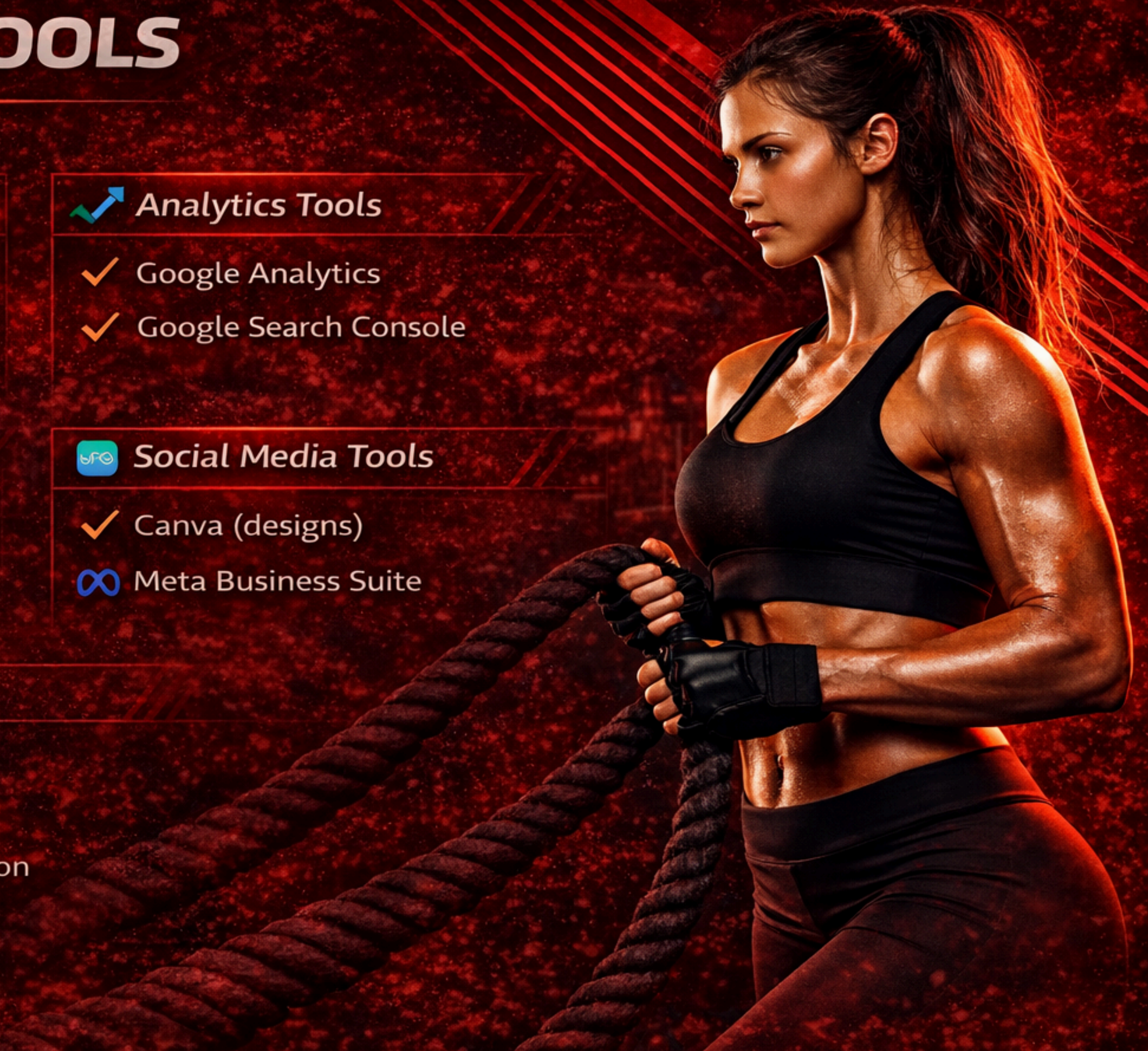
- ✓ Google Analytics
- ✓ Google Search Console

Social Media Tools

- ✓ Canva (designs)
- ∞ Meta Business Suite

Lead Management Tools

-  WhatsApp Business API
-  CRM for lead tracking
-  Google Forms for trial registration



CONCLUSION

A structured digital marketing strategy focused on local visibility, strong social media presence, and performance-based advertising will help Aim Fit increase memberships, improve brand recall, and build a loyal fitness community.

Consistent content, targeted ads, and customer engagement will ensure long-term growth and higher ROI.

Presented by

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Thank You

