



Creating a Brand through Content Marketing

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Fitness Center Branding

A brand is not a logo or a motto. A brand is the overall perception of an organization. Without a branded identity an organization has no control over the public's perceptions and preconceptions of their services.

For a Fitness Center, developing a consistent brand can mean instant name recognition, strong marketplace presence, and a firm perception of reliability. A good brand creates consumer confidence in many ways:

1. **Dependability** – consumers trust that the service is consistent and dependable. The organization can deliver on its promises.
2. **Longevity** – Consumers believe that a company with longevity is also dependable and that a company that is not dependable won't last very long.
3. **Impressions** – In a saturated, local marketplace impressions are critically important. They need to be consistent and they need to be everywhere. People build an impression every time they see you, hear you, talk about you, or observe you in the community.

A strong branded image lets the organization compete based on public perceptions not just pricing and location. To identify their unique branded image an organization needs to consider how they are different from their competitors, organizational strengths, features and benefits, as well as their clientele and target market.

Why brand now?

The fitness center was purchased and renamed in April, 2014. At this time, there were benefits to borrowing from the well-established Hurley brand to maintain our member base. The logo was hardly altered and much of the facility remains largely unchanged. Now, over a year later, we must break from the Hurley brand and develop our own identity and presence in Genesee County. With the addition of the current Insight Health Spa and Aesthetic Center to Insight Health and Fitness Center, we are given the perfect opportunity to rebrand our combined services as one business. The new Insight Fitness and Rejuvenation Center (IFRC) will be unique to our community, offering the services of both a gym and a medical spa. With a new name and new services, we have the opportunity to redefine our brand to our members and to Genesee County.

Who do we serve?

Genesee County is an interesting location. Several cities are located very close together and the population acts as if it's all one big neighborhood. This gives IFRC the advantage of pulling clientele from much of the surrounding area. However, this also means that we must use more than a ZIP code to determine who we serve.

In the simplest of terms, we serve men and women of Genesee County ages 16 and older. While the spa services will typically appeal more to women, our fitness facility traditionally averages an even mix of male and female members. We specifically target the age brackets of 30 to 55 and 55+. Our members often have discretionary income, most of them have full-time jobs or are retired after years of regular employment.

People who are looking for spa or fitness services are likely to be health conscious and mindful of personal hygiene and appearance. Our target clients will be people with goals regarding their health and well-being such as to: lose weight, improve strength and/or mobility, achieve and maintain fitness, boost physical and mental energy, and enjoy the benefits of relaxing, rejuvenating or invigorating beauty treatments.

What do we promise to provide?

There are many things we provide from standard conveniences to specific services. In the most basic sense, every member and guest who walks through our doors can expect to find a safe, clean facility with a pleasant atmosphere and friendly, knowledgeable staff.

Our 60,000 square foot facility offers the use of a pool, whirlpool, steam room, and saunas. Cardio and weight training equipment for people of all fitness levels is available. An indoor track, basketball court, racquetball courts and spinning room provide additional opportunities for exercise and recreation.

In our separate spa environment we offer a variety of treatments at reasonable rates. Services include massage therapy, VASERshape, laser hair removal, photo rejuvenation, waxing, facials, and body wraps. Clients can also receive Botox, Juvederm, Latisse and B-12 injections.

Unlike many of our competitors, we can promise our members no hidden fees. We have a variety of value-added services at no additional cost such as new member orientations, child care, daily lockers and towel service. Also included with membership are dozens of free group exercise classes. Members can drop in and enjoy aerobics, aquatics, spinning and yoga classes taught by our certified instructors. Another benefit is that membership does not have to be a long term commitment. Members may cancel at any time with just 45-days written notice and are not charged termination fees.

While that is what we offer, it is not all that we provide. We provide our members with the means to achieve their goals. They become members of more than just a gym, they become members in a community of like-minded people with similar health and fitness objectives. Our staff is compassionate, caring and familiar with the common challenges many of our members face as they work to improve their well-being. We want to help our members make the commitment to healthy living. Based on studies that have shown it takes 21 times to form a habit, members who work-out 21 times in their first 30-days of membership receive a free month! We operate under the belief that just because it's their journey, doesn't mean they have to do it alone. Their first step is walking through our doors, after that they will have the support of IFRC. Their success is our success and we are committed to their success.

Our Brand Story

At Insight Fitness and Rejuvenation Center, members and guests are provided with the means to achieve many of their health, fitness and personal aesthetic goals. We want our members to succeed. Their success is our success. We understand that our members and guests do not come to IFRC because of the pool, or the equipment, or even the spa treatments. They come to our facility because of what they hope to achieve from their membership.

We don't just provide the cardio equipment – we help you achieve the healthy heart you need to carry you through many happy events with your loved ones.

We don't just provide the weight machines – we help you gain the strength you need to live life to the fullest and create precious memories with your family and friends

Your workouts aren't just about losing weight – they're about boosting your energy and self-confidence to see yourself in the best possible way.

Your training isn't just about toning your muscles – it's about strengthening your body to improve longevity and ensure quality of life for years to come.

It isn't just a place for water exercise – it's about increasing mobility so you can move with less pain and enjoy the important activities in your life.

It isn't just a place to walk or run on the track – it's about developing the stamina to meet life's challenges head on and make the most out of any situation.

Our spa treatments aren't just about rejuvenation – they're about making sure you see a face that reflects just how great you feel inside.

Brand Specifications

Our new logo is a nautilus shell which symbolizes growth, strength and beauty. Our shell is a rich teal color, specifically Pantone 3385C. It sits on a straight line of the same color. Centered on the line are the words "Fitness & Rejuvenation Center" in a Serif font, preferably Nyala, but Book Antiqua can be used when the preferred font is not available. The ampersand should always be used instead of the word and. The word "Insight", in all capital letters, is centered on the last chamber of the shell above the other words in a Sans Serif font, preferably Calibri but Arial is also acceptable. The

logo may be produced with either the name “Insight Fitness & Rejuvenation Center” in its entirety or with the letters “IFRC” centered on the line in either font. Font color may be either black or white depending on the field behind the logo. All signage, web presences and communication documents must have the company logo placed conspicuously.

The company tag line is “Become the Best Version of You.” When used in conjunction with the logo, it should be printed in the Sans Serif font, but italicized and in a smaller point size. The tag line is to be centered under the line of the nautilus shell. The tag line may also be separated from the logo and used in the footer of company materials.

Letterhead is to have the logo, minus the tag line in the top left hand corner. Opposite the logo, in the top right hand corner, the address, phone number, general email address and website address are listed. The company tag line may be centered in the footer of the first page of letterhead. In communications where a second sheet of paper is needed, a blank sheet of paper may be used.

The language used in our communications is best described as business casual. It is not so informal as to use slang words, abbreviated spellings or emoticons. However, to foster the feeling of community, our communications use first names, contractions, and plain writing of a fourth or fifth grade reading level. To improve readability headings, sub-headings, and bullet points are encouraged. All communications must be use proper spelling and punctuation.

Images used for our printed materials, web presence and other advertising purposes should reflect the diversity of our membership. Stock photography is acceptable, but should be generic enough as to not obviously be from another facility. Website and social media updates should be handled by the Marketing Manager or the General Manager. Social media posts as well as all replies to comments or messages must be created under the Insight Fitness & Rejuvenation Center name. The Facebook page should be updated no less than four times per week. Updates may be posted photos, schedules, messages or links and the content may be newly created or borrowed from a reputable source. All borrowed content must include a link to the original site or source.

Communicating our Brand Internally

Because it is important to get our employees to recognize and communicate our brand to our guests, it is a good idea to get our employees involved in brand identification. A great way to do this is the “Elevator Speech” activity. The “Elevator Speech” is a 30-second to two-minute speech briefly describing the key elements of the fitness center. Basically, it’s the sales pitch you would give someone if they asked about the fitness center while you were riding together in an elevator.

The Plan: Have team members participate in the Elevator Speech activity at the Big Meeting.

The Action: Divide the team members into groups of three or four and give them 10-15 minutes to brainstorm. They should focus on the most interesting and valuable information about IFRC. Each team then presents their speech to the group. Common elements should emerge in the speeches – these elements are brand elements that the employees can relate to.

The Goal: Employees begin to recognize the common elements that they, and our members and guests, identify as our brand. This allows them to place extra emphasis on these elements during daily interactions.

Once the major brand elements have been identified, it is important that the employees understand them. A brand must be emphasized by the experiences customers have in our facility and, in turn, these experiences will emphasize the brand. Every employee must help brand the organization and the services we offer. Employee/guest interactions should be positive and genuine, supporting the brand rather than appearing fake and superficial.

To achieve this, employees need to be aware of the personal effect they have on the facility. Staff members must clearly understand and buy into the organization’s mission. Allowing the staff to participate in putting the organization’s brand into words such as in the Elevator Speech is a good start. Additionally, recognizing employees for behaviors that make them good “brand ambassadors” helps reward the single employee and remind the staff as a whole about what types of behaviors reinforce our brand.

The Plan: Provide enthusiastic recognition at the Big Meeting for Employee “Brand Ambassadors.”

The Action: When a team leader sees an employee displaying excellent brand behavior, the team leader should make a note of what happened and how it appeared to affect the guest(s). These recognitions will then be read at the Big Meeting for everyone to enjoy. A reward program should be set up where employees would get points for each example and then they exchange these points for prizes like smoothies, gas cards, Meijer gift cards, etc.

The Goal: This will encourage employees not only to continue to provide the best possible service in accordance with our brand, but makes each employee an example to others of what excellent brand behaviors are and how to implement them in our everyday routines.

Multi-Media Branding

Insight Fitness and Rejuvenation Center has three main marketing goals: to establish a strong brand image that sets us apart from the previous Hurley Health and Fitness Center; to raise community awareness for our facility and the services we offer; and to boost sales to grow our membership base. The biggest challenges to a full marketing campaign are limited resources such as staff time and financial investment.

Typically low or no-cost marketing is time consuming and, of course, outsourcing marketing tasks is often expensive. IFRC will be very selective in the initial marketing plan in order to make the optimum use of the time and funds available. This means some good mediums will be omitted in favor of only the best options which can be updated and maintained on a regular and appropriate basis.

The Marketing Manager has the final approval of all marketing materials and handles most of the creative and design work. All media and public relation requests must be directed to the Marketing Manager or General Manager. Employees are not permitted to provide information or quotes regarding the organization to any media outlet.

Website

Our content marketing plan must include improvements and updates to our internet presence as well. A quality web presence is essential to remain relevant in today’s society. People “Google” everything, they use the internet as an information source and often as a sounding board to help make decisions on goods and services. People want to make informed decisions and the experience shoppers have on a website determines their entire view of the company. We need to provide compelling and current content. We need to create a web environment that our members and potential members will want to visit. If we want our brand to portray quality, dependability, and a commitment to high standards, we cannot fall short of our competitors when it comes to internet impressions.

The Plan: Continue with website improvements. The goal is to have the website be a 24/7 selling tool for the facility as well as a hub of information for our members. In today’s media-driven world it is unacceptable to not have a multi-media, interactive website.

The Action: Our website needs a media overhaul. Websites can no longer be strictly informational tools. Websites now need to be an experience. Better pictures, explanations and testimonials are essential. Links to YouTube videos of some of our best classes would allow people to get some exposure to our atmosphere from the comfort of their own home. Information like healthy recipes, exercise and training tips, maybe even suggestions about exercise and sporting equipment would make useful links or blog topics.

The Goal: A multi-media website that includes an IFRC blog would help establish a voice and portray the culture of IFRC. The website is a tool to persuade and motivate people to try our facility. The blog is part of this tool. It’s a great way to incorporate the human element into the organization’s online presence. A variety of blog posts from different departments and staff members could easily help increase web traffic. Teasers about new web content could be posted on Facebook. Encouraging web users to “like” or “share” our information within their own social networks can spread our brand message even further.

Our website is hosted through Wix.com. This keeps the cost low and the simple design platform allows for quick and easy updates or a complete redesign without the need of a web designer. Unfortunately, our website is not easily found through the common search engines. This is a problem that requires immediate attention. Wix has basic SEO tools which, along with Google Keyword tools, will be the starting point to improve the site’s search engine ranking.

The Plan: Increase SEO by improving website content to include a higher quantity of relevant key words and phrases and by using social media and guest blogging opportunities to build reputable links back to our website.

The Action: Use Wix SEO and Google Keyword tools to research and incorporate relevant key words and phrases into the content on our website including our titles, headers and body text. Research health and fitness guest blogging opportunities for our expert staff such as our personal trainers, certified instructors, exercise physiologist and spa aestheticians to submit posts with links back to our website and/or social media presence.

The Goal: It is known that the first three spots in a Google search receive 58.4% of the clicks and that anything past the first page of a Google search is almost certain to be ignored. Our site does not appear in Google searches for “gym” or “fitness” in Flint, Michigan. This is unacceptable. We cannot be competitive in the community if potential members cannot find us when they are searching for a fitness facility.

Social Media

Today, a website is not enough of an internet presence to be effective content marketing. Even though a multi-media website can offer a glimpse inside an organization, it cannot provide for the online give-and-take interactions that people have come to expect from their service providers. Social media marketing is a necessary business marketing tool because it allows an organization to easily communicate with the newest marketing trends. There is a high value in cultivating loyal customers and keeping them engaged with continued communications. While it used to be that businesses were off the hook once a consumer made the decision to purchase, businesses now build communities around their customers to encourage loyalty, dialogue, and positive word-of-mouth advertising. These trends are especially prevalent in a membership-based organization like IFRC.

Although the bottom-line results of social marketing are not always easy to track, our brand needs this human element. We pride ourselves on our customer service and one good way to communicate that is through social media interactions with our trusted staff. Engaging our members in social media communication adds another type of meaningful human interaction from internal people who should be our brand advocates. Social interactions that combine individual personalities with a common brand message result in a more impactful online presence.

There are several things to consider when implementing a strong social media presence.

1. Which parts of the branding message fit well into social media communication?
 - Determine the ultimate purpose and communication goals for each social media site.
 - Avoid the “sales pitch” and focus on increasing brand awareness.
 - Make sure that the brand is represented consistently on all the social networking sites
2. Who are we trying to attract and connect with?
 - Determine how our members might use the information we post.
 - Determine how potential members could benefit from our posts.
3. What social media platforms will work best for our messages?
 - Based on our target market, determine which platforms are the best fit for our message.
 - How do we reach our target and drive quality traffic back to our website or to our facility
4. Set a schedule and guidelines for corporate posts and participation.
 - Set up a Social Media policy/agreement for the organization to follow.
 - Consider setting a schedule or calendar for topics and staff posts.
 - Regular posts and updates are essential to keep the sites fresh and relevant
5. Borrow content from others by interacting with related organizations through social media.
 - Links to articles and videos are a great way to do this
 - Facebook “Likes” or Pinterest “Pins”

Facebook, YouTube and Pinterest are three of the social media platforms that have surpassed the fad stage and have proven to be popular online venues for many people, regardless of demographics. It is important to not just be on Facebook, YouTube and Pinterest but to post the right information at the right times in order to be useful for our followers. Useful posts will be “liked” and “shared” thereby increasing the number of people being exposed to our impressions. Ultimately, social media posts will work to drive people to our website for more information and hopefully into our facility for our services.

Facebook offers a variety of ways to directly interact with followers. By posting relevant graphics, helpful tips, videos and links to related articles, followers can see first-hand the types of messages we promote and they can comment back to us with their own thoughts and questions. Informal discussions between and amongst our organization and our followers can easily take place on Facebook threads. Asking thought provoking questions is a good way to get things started and encourage open sharing. A well-designed Facebook Timeline is a great way to tell the story of the organization's history and establish the longevity people often look for in a service provider.

The Plan: Increase our number of Facebook followers and improve our Facebook posts.

The Action: Continue to increase our number of Facebook followers by offering special prizes and giveaways to those who "Like" us on Facebook. Get more trainers and employees involved in contributing to Facebook. Increase the regularity of our posts and develop a schedule that our followers can rely on. For example: Post an energizing or stress relieving tip every Monday morning, post new recipe or healthy cooking video every Wednesday, post a DIY exercise idea every Friday afternoon. Post something motivational like a story or a quote one other random day each week. By interweaving outside content with our own information, class videos, and special deal announcements we begin to establish IFRC as an industry leader and expert.

The Goal: Posting the right stories, tips, and videos on our Facebook page allows us to consistently send the message that we make a person's health and well-being our top priority. Posting this content on a regular basis sets the groundwork for engaging our members to continually check our page and share our posts. The continuous sharing of helpful, relevant and high-quality information furthers our brand image as an authority on health and wellness in the community.

YouTube is another great way to share information about an organization. Words on a page, or a webpage, can only do so much to persuade and motivate potential clients to call or come in for more information. Posting videos on websites and YouTube is not the way of the future, it is the way of today and we are not with it. YouTube allows organizations to start their own channel to feature videos about the goods and services they offer. Users can view the videos, make comments, and share them on their own YouTube channels, websites and Facebook pages. These videos are able to be found by search engines like Google and Bing. YouTube videos and video links can also be embedded into the organization's website adding to the multi-media experience.

The Plan: Create a YouTube channel for IFRC content. An IFRC YouTube channel would have many uses. Beyond the videos being listed on search engines, the links can be embedded on our Facebook page, website and/or blog.

The Action: Many of the activities at IFRC lend themselves well to YouTube content. Create IFRC videos including a virtual tour, videos from classes, beauty tips, and possibly instructional and nutritional videos. Research what other fitness facilities are doing and see what content is generating the most views. For example, Studio Sweat posts full spinning classes with great instruction for people who want to try it at home.

The Goal: The videos posted on YouTube would have multiple uses as marketing and branding tools. They would be a 24/7 selling tool for people interested in the facility. New members could be directed to YouTube to view videos of classes so they can decide which ones they'd like to try first. Members could also view how-to videos about using equipment like foam rollers, balance balls, bands, etc. In addition to the sales aspect, the content we choose to post or like on YouTube can further emphasize our mission to make the health and wellness of the community a priority.

Pinterest grew so big so quickly that many thought it wouldn't last. But it is lasting and businesses are finding ways to use this forum as a great branding tool. Many businesses view Pinterest as free advertising with creative personality. By combining both advertisements and useful content, businesses can create a virtual magazine that is entirely unique to them complete with photos, ideas, and information. Oxygen Fitness Studio in Augusta, GA pins healthy living ideas like workout routines, positive affirmations, and post-workout snack ideas for their members or anyone else who might be searching Pinterest.

The Plan: Use Pinterest as a version of an online magazine to spread our brand message in a creative and visually appealing way that benefits our members and helps attract a new audience.

The Action: Start an IFRC Pinterest page and encourage members to follow us. Announce the page creation in the newsletter, on the website and on Facebook, including a link when appropriate. Create a schedule, similar to the one for Facebook but less structured, and make regular posts. Boards could include; healthy recipes and cooking tips,

recommended work-out gear, DIY workout ideas, motivational affirmations, at-home beauty tips and how-to instructions, and even fads to avoid. Any and all of these boards would send the right message that we are here to promote health and wellness, not just sell memberships.

The Goal: Incorporating a Pinterest page into our online marketing strategy would be a great way to communicate our brand. By “pinning” great content that would be useful to our followers but is not necessarily created by IFRC, we further establish ourselves as an authority on health and fitness as we review information and we again show that health and wellness is our priority by posting things are relevant but not a direct sales pitch.

Email Newsletters and Promotions

Although email marketing has been around for a long time, a recent study by McKinsey indicated that email campaigns are still almost 40 times more effective than all the social media sites combined. Sending emails to a large database of members takes minimal time and even less financial investment. When done right, usually by using an email service, an email campaign can be created that is likely to avoid spam filters, can be tracked for reporting purposes, allows for easy list maintenance and, of course, delivers effective messages.

Currently, our email list for our member base contains approximately 1,000 unique addresses. This allows us to use MailChimp to send up to 12,000 emails per month at no cost. MailChimp offers many of the features we need to create professional email campaigns including a wide array of templates, one-click updating to social media sites and a Delivery Doctor that checks our emails for red flags to help our message avoid the Spam filters. They also have excellent reporting tools to track bounce rates, open rates, click-through rates and more. Reports are delivered in visual context using graphs. Mailing lists can also be segmented based on subscribers preferences and demographics.

The Plan: Increase regular communication with members through email campaigns.

The Action: Use the email service MailChimp to produce high-quality, professional electronic communications to our members. Send promotional fliers and a monthly newsletter with the ability to track our member’s use of the information. Print a small number of the newsletters on quality paper and put them in our lobby for members that enjoy the newsletter but do not have email or do not wish to receive the newsletter electronically.

The Goal: Frequent communication sends the message that we care about reaching out to our members and providing them with transparency regarding facility and program updates. If these communications are done well, it also lets people know that we take pride in our organization and promote ourselves with quality not just quantity.

Guest Blogging

Blogs are everywhere. Do an online search for information and you’ll probably pull up more blogs than articles. There are blogs for every topic, including a countless number of health, fitness and beauty blogs. We have experts in these industries on our staff and their knowledge could be valuable to others. Sharing this knowledge through guest blogging submissions allows IFRC to become established as an area leader in these industries. Posting with reputable blogs and offering a link back to our website will help to increase our SEO.

The Plan: Increase SEO and establish IFRC as an industry authority through guest blogging opportunities

The Action: Research guest blogging opportunities for our staff who have expert knowledge in health, fitness and beauty topics. Starting with a list compiled on the Effective Business Ideas website, we will identify the blogs that would be the best fit for topics for our staff to write about. Working with select staff members we will create intelligent, meaningful and well written posts. These posts will be formally submitted to the appropriate blogs following their submission guidelines and requesting that they allow us to link back to our website in the author’s information.

The Goal: Blog posts that are valuable to others establish IFRC and our staff as experts in our industry. They help increase awareness and conversation about our facility. Links to the blog posts can create content for our website and social media pages. The links from reputable blogs back to our website are necessary for improved SEO.

Word of Mouth Marketing

Word of mouth marketing is still considered to be one of the most trusted forms of advertising. Product and service reviews from strangers online can have more of an impact over our purchasing decisions than any commercial or promotion the company develops. It is important to get our brand story in front of people who can spread our message in a naturally casual and positive way. Word of mouth marketing requires a consistent effort and a lot of patience but

when done right, it can raise community awareness in a valuable way because it's not a typical sales pitch. Fortunately, this type of community awareness can often increase sales and consumer loyalty far more than a typical sales pitch.

The Plan: Create a word of mouth marketing campaign utilizing connections we already have in place.

The Action: IFRC has a number of corporate partnerships in place that give employees of certain businesses a reduced membership rate. We will offer these rates to all Genesee County hair salon employees as well. Hair stylists are excellent avenues for word of mouth marketing. We will provide our corporate partners with informational and marketing materials advertising these rates to their employees. Better promotion of these special rates may seem like a sales pitch at first but the real goal isn't to increase membership sales with the rates. The goal is to increase communication about our facility within these companies giving our current members a chance to tell their co-workers about our services. Another way to create opportunities for word on mouth marketing is through surprise give-aways on Facebook. Once or twice a month we will randomly select one of our Facebook followers to win a \$10 IFRC gift card that can be used at our juice bar, on spa or personal training services and even toward monthly dues. Again, the purpose is not to give away coupons. Tagging the follower in the post announcing their prize will open up dialogue for word of mouth marketing.

The Goal: Raising awareness in the community through word of mouth marketing has a great chance of developing stronger connections and a higher sense of loyalty with our consumers. It will take more time and effort but it will create a more lasting effect and serve to solidify our brand as a leader in the fitness industry as well as a quality place for people to work out and achieve the health goals they have set for themselves.

Printed Materials

Many fitness centers view printed materials as an operating expense instead of an investment toward revenue generation. Fitness center members often appreciate appearances, so sleek, high-quality printed materials go a long way to communicating that the organization takes pride in appearances and that they strive for a high-quality member experience.

The Plan: Improve and enhance our printed materials.

The Action: Order a laser-printer gloss paper for things like brochures, fliers and the juice bar menu. Continue to re-design fliers and schedules with consistent images that are more professional. Work to make sure schedules and forms are consistent colors for ease of recognition.

The Goal: The quality of the printed materials sends as much of a message as the information printed on them. It is important that our materials are uniform, consistent, and good-quality. Using a laser-printer gloss paper allows us to print items in-house but enhance the perceived quality. Using stock photos helps send a more professional, image-conscious message.

It is important to carry the brand expression throughout the building as well. Images and messages used within the fitness center can remind new and long-term members that we share in their goals and strive to help them achieve. New members coming in should not only see that the facility is clean, comfortable and well-maintained, they should also feel like this is a place where they can find the help and motivation they will need to reach their goals.

The Plan: Decorate select spaces around the center with artistic and motivational messages.

The Action: Consider classic motivational messages and images on framed posters. Rotate these posters a few times a year to keep the images and messages fresh. Motivational messages, famous quotes, or small murals can be painted on walls and soffits in the cardio, pool, and track areas to communicate branding in an elegant way.

The Goal: Communicating the brand throughout the facility is a good way to send a clear, positive message to anyone who walks in the door.

Measuring Effectiveness

The true reach and impact of marketing efforts can be hard to measure. Thankfully, some basic usage information and reports can be obtained from many of the mediums suggested in this plan. Our Wix website can be linked to our Google Analytics account to track the number of visitors, page views, amount of time viewers spend on the site and even the keywords they used to find us. Similar reports to track the success of our email campaigns are available through

MailChimp. The effectiveness of social media sites like Facebook, Pinterest, and YouTube can be partially tracked by reviewing the number of followers, likes and shares as well as the comments our content receives.

We can measure the effectiveness of our SEO efforts by taking note of where we rank in a Google search. Because we do not currently appear in Google searches, this will not be quickly achieved. It should be our goal to rank in the top five hits on a google search for a gym, fitness center and spa in Flint, Michigan.

Our word of mouth efforts will be the hardest to measure, mainly because it can take quite some time for word to spread naturally. One way to measure this is by reviewing referral trends. Comparing the same month from year to year is a good start, but comparing trends over a period of a few years will be provide more relevant results.

Fitness Industry Marketing

Marketing is important for any industry, especially the highly competitive fitness industry. In Genesee County alone there are over a dozen fitness centers and at least as many medical and beauty spas and it is important that we set ourselves apart from the competition. A quick look at the websites, social media presence and printed materials from Plant Fitness, the Flint YMCA, and Genesys Athletic Club makes its obvious that we are well below the industry standard for fitness marketing even in our own small community. In addition to a rebranding strategy, quality marketing materials and a strong web presence are essential for our facility to remain relevant and competitive. If branded well and presented to the community with pride, Insight Fitness and Rejuvenation Center can grow and thrive by offering a unique combination of services in Genesee County.

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