



MOBILE MARKETING

CAMPAIGN 2018 - 2019

EXECUTIVE
SUMMARY

ANALYSIS

TARGET
MARKET

STRATEGY

TACTICS

EXECUTIVE SUMMARY

Company Overview

Prairie Athletic Club (PAC) is located in Sun Prairie, Wisconsin. It is the largest single site fitness facility in Wisconsin. It also has the only private outdoor water park in Dane County. They offer a range of services, events, training, and youth and adult programs. They have one site location and a 24 hour gym in close proximity to the primary location. The club started as a racquetball club and have grown to a full-service fitness facility. They have been in business for 40 years and focus on promoting fitness and good health.



Target Market

Women ages 25-49 (Born 1993-1969) in Dane County who live or work in an area near Prairie Athletic Club. This demographic spends a majority of their time on mobile devices. They are actively engaged on social media and use messaging apps. These individuals value their time, are willing to spend money and research before purchasing.

OBJECTIVES

MOBILE
TOOLS

KEY OBJECTIVES

Primary Objective: Increase membership by 15%. Offer a free week trial membership and 3 free class passes for non-members from November 2018 through March 2019 to reach this goal.

Secondary Objective: Create brand awareness and increase visitors by 20% through the creation of a bring-a-friend program and local business chamber partnerships starting on November 2018 through March 2019.



November
2018

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MOBILE TOOLS

Social Media

Promote Limited Time and New Program: Yoga-Wined-Down Events at PAC. Promote this on Facebook using paid promotional advertisements for mobile and desktop.

Display

Digital display billboards and poster (smaller non-digital display) ads in Madison. Use these displays to highlight their Hot Yoga Program .

SMS

Bring-a-friend text messaging campaign. Ask members to opt-in to text messages from PAC. Send SMS messages with information about this limited time opportunity.

QR Code

Attend Sun Prairie Chamber meetings and visit Chamber Businesses. Give handouts to Chamber Members and staff for a free week pass. Add QR code on sheet for quick link.

Google Ads

Google video and mobile app ads promoting free week passes and 3 free class of choice for non-members. Use geotargeting at competitor clubs.



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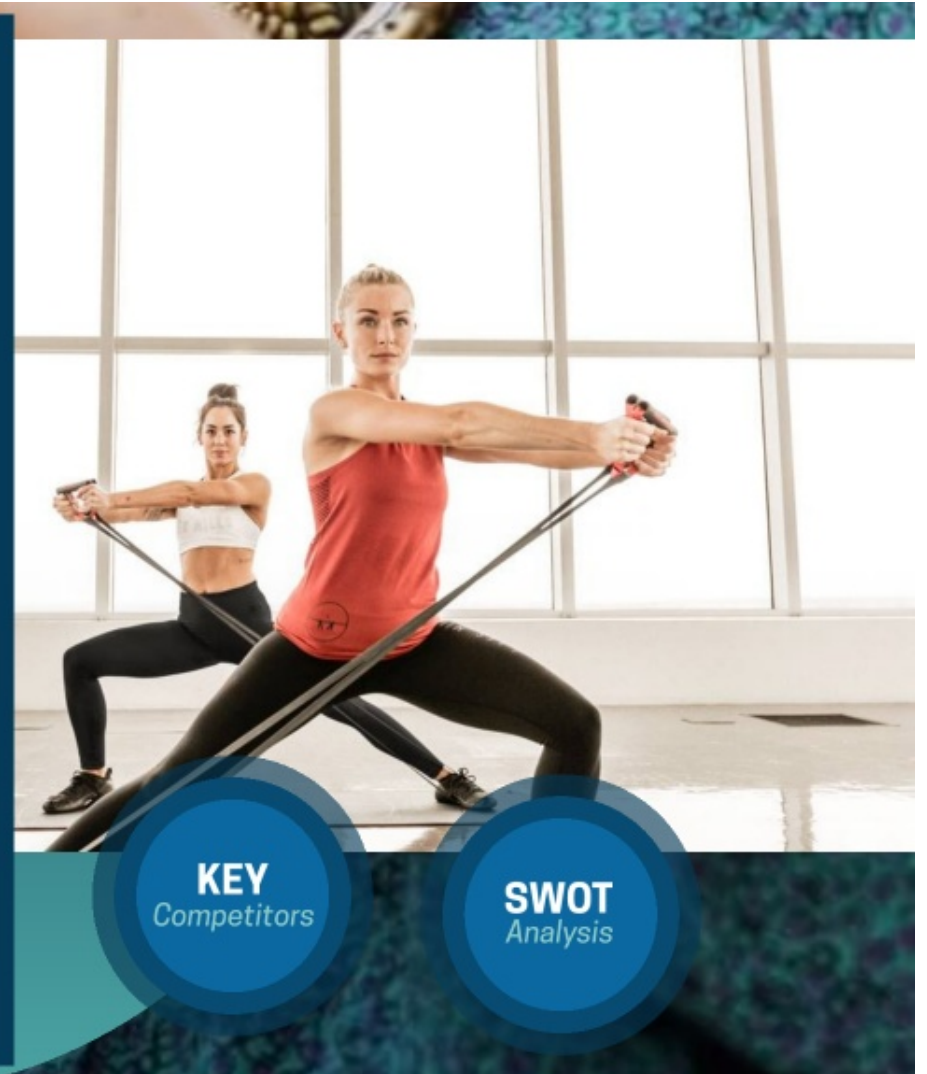
TACTICS

CURRENT SITUATION ANALYSIS

Overview

Mission: Serve their member's needs, provide outstanding customer service, and provide programs for all ages.

Vision: Offer a healthy, enjoyable environment allowing their members to achieve fitness and recreational goals. They are dedicated to anticipating and responding to the needs of each and every member.



KEY COMPETITORS

**DRAGONFLY
HOT YOGA**

**PRINCETON
CLUB**

YMCA

Dragonfly Hot Yoga Sun Prairie, WI

Mission: Challenge each person and meet their independent physical needs and goals, all while building a strong base of inner reflection, acceptance and peace. Breaking down the barriers, stripping away any preconceived notions about yoga and creating yoga for the people.

Key Marketing Tactics: Each month, they donate 5 twenty Class Passes to individuals who are having financial struggles and cannot afford the cost to attend classes. Since opening in 2011 they have donated thousands of free yoga classes.

In the 7 years that they have been open they have donated over \$23,000 to 18+ charities throughout the community. They are committed to working together to make a positive impact on communities in Dane County Wisconsin. They are active on key social platforms such as Facebook, Twitter, Instagram, and YouTube. They use these platforms to showcase their classes, provide instructional videos, and share events and activities that they support within the community.

Princeton Club

East side location, Madison, WI

Mission: Offer Madison, WI a premier health club that combines state of the art equipment with a highly trained fitness staff and make convenience a high priority.

Key Marketing Tactics: Keeping all of their clubs open 24 hours a day, 7 days a week. Offer their members full access to all 9 of their clubs in Madison and surrounding communities. Creating Biggest Loser Challenge at 3 of their primary locations. Actively involved in community events including the American Family Children's Hospital Radioathon. Also, supporting 8 Miles to Clean Water with matching donations. They have a mobile app that offers class schedules, social media updates, and gives members an opportunity to create goals and participate in club challenges. On Facebook to provide updates about programs, classes, and health & fitness education.

YMCA

Northeast location, Sun Prairie, WI

Mission: Dedicated to building healthy, confident, connected and secure children, adults, families and communities. Provide healthy choice opportunities, mentor and inspire children and be actively involved in the community for the common good.

Key Marketing Tactics: They host a few annual fundraising events that bring people into the facility to build awareness about their programs and efforts within the community. They offer a Workplace Wellness Program for employers and their employees. Actively involved on Facebook, Instagram and Twitter to update followers about events, programs, classes and involvement within the community.



STRENGTHS

- *Won Silver Award for the Best of Madison Fitness Center in 2018, 2017, 2016, and 2015 & Gold Award in 2013.*
- *Collaboration and partnership between Prairie Athletic Club, Harbor Athletic Club and Pinnacle Health and Fitness to allow their members access to four locations.*
- *Largest Health Club in Wisconsin offering over 250,000 sq. ft. of fitness and recreation.*
- *Award winning Dolphins Cove outdoor water park featuring Adventure Lagoon.*
- *Licensed After School Program & Daycare Facility.*
- *Wide range of services and facilities that have opportunities for youth and adults.*
- *Actively involved in the community through sponsorships, fundraisers, and volunteering.*



WEAKNESSES

- *Keeping the members and community up-to-date about continued growth, expansions, updates, and new programs.*
- *The health club and fitness industry trends are ever-changing. This requires constant program adjustments to keep up-to-date.*
- *Lack of ability to expand and continue to grow in the current location.*
- *Finding and retaining staff for new and current programs.*



OPPORTUNITIES

- *Increase brand and program awareness through active involvement in the community.*
- *Develop referral program to reward current members.*
- *Build partnerships with Sun Prairie Chamber Business Members and their staff.*
- *Display advertising and increase social media engagement.*
- *Create for-profit events to bring current and non-members into the PAC facilities.*



THREATS

- *No reviews on Facebook. Competitors use social media reviews as opportunities to leverage word of mouth. Lack of reviews on the social media platforms could decrease the chances of converting consumers into members.*
- *Competitive clubs in the area continue to expand internally and externally as well to new locations. Many of them are linked to larger corporations that offer facilities across the country.*
- *Home gyms and equipment that deter new members.*
- *Boutique gyms are becoming more popular.*
- *Continued member growth requires expansion and growth structurally to meet the needs of the staff and members.*



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**PRAIRIE ATHLETIC CLUB
TARGET MARKET**

AUDIENCE

STATISTICS

TARGET MARKET



Women ages 25-49 in Sun Prairie within the Madison area. Those who live closest to Prairie Athletic Club are most likely to participate, visit, and attend classes.

- Females age 25 – 34 outnumber men 5:1 as fitness industry users.
- Millennials are especially becoming more actively involved in joining fitness clubs. They are willing to spend money, value their time, and research before purchasing.
- In Sun Prairie: 51% of the population is female. 54.2% of the population are between the age of 19 and 64 and the median age is 34.3.
- In Dane County: 50.3% is female and 39.7% are between the age of 19 and 64.
- Women between 25-49 spend the largest amount of time on mobile devices.

WOMEN & TECHNOLOGY USAGE

73% of women use social media.

• Out of that 73%

• 78% are between the age of 30-49.

• 88% are between 18-29 years of age.

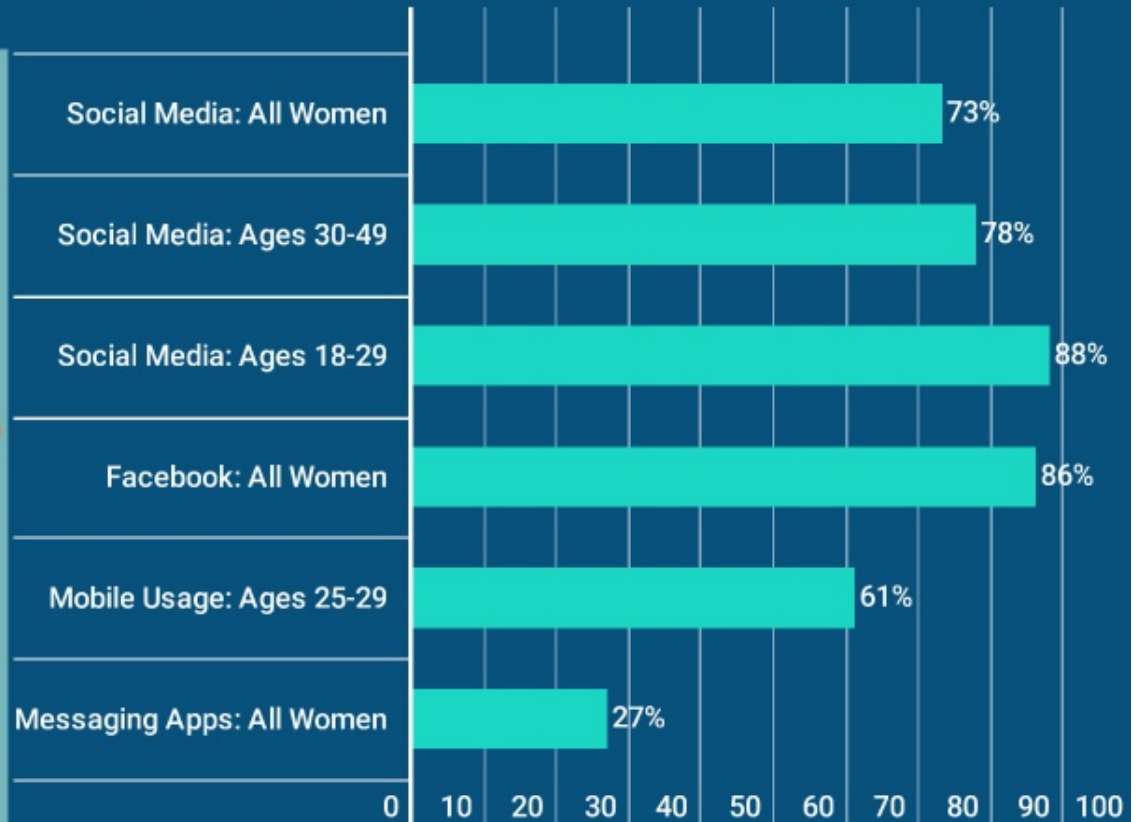


On average 86% of women use Facebook.

61% of women ages 25-29 spend most of their time on mobile devices.



27% of women use messaging apps.



Source: www.xmultiple.com/xwebsite-women.php & www.pewinternet.org/fact-sheet/mobile/



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**MARKETING
STRATEGY**

**THE
FOCUS**

OBJECTIVES

**THE
PLAN**

THE FOCUS

Our market strategy focuses on women ages 25 to 49. Women in this demographic are becoming more actively involved in fitness clubs.

They are willing to spend money to stay healthy, value their time, and a majority of them spend most of their time on mobile devices.

This is an opportunity to connect with women who want to be active, are frequently using their mobile devices, and are willing to spend money to meet their fitness goals.



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SMART GOALS



Specific: We are aware of what demographic we are specifically targeting, how we will target them, and how we will improve.

Measurable: We have outlined how we will generate more memberships and fill current programs at Prairie Athletic Club. This can be measured by using the increase in membership and program enrollment.

Attainable: These objectives can be reached by using the outlined steps within this marketing plan.

Realistic: An increase in membership and new program enrollment is a key aspect to the success of an athletic club. It is a realistic goal to gain more members and program attendees at Prairie Athletic Club.

Time-Related: This can be monitored and tracked from November 2018 through March 31, 2019.



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MARKETING TACTICS

**GEO-
TARGETING**

**DIGITAL
DISPLAY**

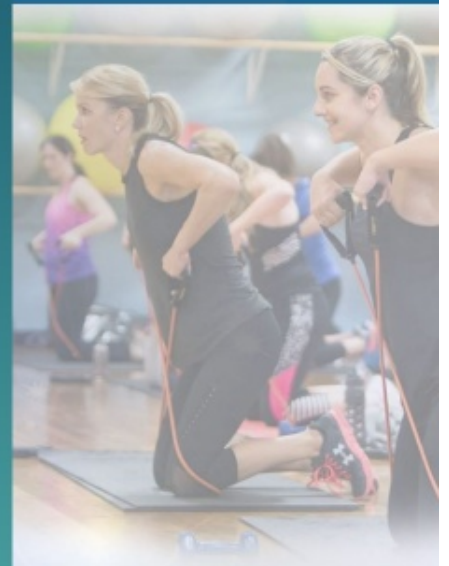
**SMS
CAMPAIGN**

**SOCIAL
MEDIA**

QR CODE

DIGITAL GEOTARGETING

Use Google Video and Mobile App Ads to promote free 1 week pass and 3 free class pass. Use geotargeting to target members at local health clubs: Princeton Club East, Dragonfly Yoga, YMCA locations within a 20 mile radius. Create the display ads to appeal to women between 25-49 who are interested in health and fitness. Showcase the spa, Hot Yoga, Crossfit, Childcare, After School Clubs, restaurant and coffee shop. Showcase how great PAC is and highlight items that other clubs do not have they might be looking for a new gym in the future. Link google display ads to a landing page form that will request their email and contact information. Ensure it is made clear that this offer is solely for non-members. Automate an email response so consumer will receive free passes and must use them between November 1, 2018 - March 31, 2019. This will provide Prairie Athletic Club with contact information for future use and retargeting for those who are undecided and for those who become members. This offers the ability to track the consumer throughout the funnel and conversion process. Using mobile and desktop advertising offers the ability to targeting and reach women ages 25 to 49 that are interested in staying healthy.



DIGITAL BILLBOARDS

Work with Adams Outdoor to add digital display and standard billboard ads in Madison. Use this display to highlight their Programs. Use a rotation of at least 4 different images of women between the ages of 25 to 49 participating in the Yoga Class, Group Fitness Class, Child at the Childcare at PAC, and getting a massage at the spa within PAC. On the display ads add a text code to receive a 3 FREE Classes of choice. This would provide exposure and brand awareness for the Hot Yoga, Group Fitness Classes Childcare, and Spa Services. It would offer an opportunity to build new member relationships through text messages. Combining traditional billboards with digital will increase awareness within the community.



TEXT MESSAGING

Bring-a-Friend program starting on November 1, 2018 through March 31, 2019. Promote this on social media and mobile advertising through display ads and mobile app ads. Current members can bring a friend who is a non-member with them to PAC. Only message those who have opted in.

This is a one time offer per friend per day and the visitor will receive a “gift bag” filled with branded items: water bottle, elastic hairband, earbuds, and coupon for a free pass to a program of their choice.

Current members are great advocates for Prairie Athletic Club and this will provide them with the opportunity to showcase all the great benefits that the facilities have to offer. If they are able to have their friend become a member offer the current member a \$10.00 gift card per friend. Limit this to max referral of 20 friends per member. Promote this opportunity through emails to members and printed flyers throughout the club. Combining text messages with email and print advertising will reach a wide range of members who engage in different ways with PAC.



SMS Message: *Bring-a-friend! Members receive 10.00 gift card for each friend that becomes a PAC member. Click to learn more. STOP 2 quit Msg & data rates may apply*

SOCIAL MEDIA

Promote Limited Time and New Program: **Yoga-Wined-Down** Events at PAC. \$15 per person for the event, which includes a 45 minute Yoga session and 2 complimentary glasses of wine and a tour after the class. Also this event will offer free childcare.

Partner with local winery to coordinate sponsorship for wine donation to event. Host this event once a month on the third Tuesday of the month for the months of November 2018 through March 2019.

Donate all funds raised from these events to: Sun Prairie Downtown Disaster Relief. Goal is to give women and men an opportunity to relax, drink wine, and support the Sun Prairie Community.

Promote this on Facebook and Instagram using paid promotional advertisements. Target both mobile devices and desktop, promote to target age range within a 20 mile radius of Prairie Athletic Club, and do not promote to current Facebook or Instagram Followers.

Using Facebook and Instagram promotional tools will offer the ability to reach the target audience and bring non-members into the facility. Distribute flyers throughout local businesses throughout Sun Prairie.



Yoga Wined Down

NETWORKING & QR CODE

Attend Sun Prairie chamber events and visit these businesses to provide information and resources about PAC. Bring handouts with PAC information and a website link to receive a week free trial that includes childcare. Include a QR code that can be scanned and would offer a quick and convenient way to link to the site without having to type in any information. The link would direct to a landing page signup requesting name and email address in order to receive the digital coupon.

Offer free branded lip balm and hand sanitizers when they come into the PAC for their free week trial. Share and distribute this information and resources from November 2018 through March 31, 2019. Adding the web link and QR Code is a great way to integrate mobile marketing with traditional marketing tactics. Younger generations are more likely to use the QR Code and older generations will feel comfortable using the website link. This offer is it is a good way to connect with women and men who aren't aware of the range of services at PAC and the child-care program. These individuals work in the area and this partnership would improve awareness and increase membership enrollment as well.





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