



February 2019

“What marketing strategies, platforms and concepts must (health, fitness and wellness) companies now utilize to effectively and optimally engage their target markets in 2019?”

[www.thefitsummit.com](http://www.thefitsummit.com)



### Tim Hawkins

Global Vice President, Sales  
and Marketing  
Core Health & Fitness

“The best part of being a marketer in 2019, is that it’s now fully possible to know which part of your marketing spend is working. (As an old marketer, that was not always the case.) Yet, it’s intriguing to me that in 2019, there are still companies that have not deployed a meaningful digital marketing strategy to reach new customers, deliver new and relevant content, create leads and know which part of your marketing spend is working. Having a website is far from enough, in fact, it’s the most minimum cost of entry. Look at our industry’s use of social media and affiliate marketing vs other consumer goods. We are years behind. In the equipment industry, we are finding huge success with inspiring and leveraging user created content to generate lead activity. On top of that our influencer strategy has been a major boost to general marketing activities providing exposure and creditability. We are finding that the traditional messaging and advertising tactics continue to decline in performance, therefore we rapidly pull \$’s away to fund better performing marketing. For us, it’s all about the brands and the lead. If marketing doesn’t create convertible leads, we’re not going to participate in it.”



### Gary Wise

Regional Marketing Director  
Pure Group

“The growth of the fitness and wellbeing industry represents a positive and sustainable change in peoples’ lifestyles. We should market that with the respect it deserves – not devaluing it with big discounts and quick-fix transformations, and instead focusing on the natural high that wellbeing gives us and the great community spirit that it creates. I believe that good marketing in our industry spreads the word by cultivating community in and out of the gym/studio, showcases genuine positive emotion (videos and stories of real people, no fakes!), opens fitness up to new audiences (breaking down barriers of intimidation) and maximizes the power of existing customers to recommend friends. It’s not about telling people what they should do, it’s about giving them every opportunity to discover it for themselves.”



### Jaslyn Koh

Founder

[BrocnBells.com](https://brocnbells.com)

(Social Fitness Platform based in Asia)

“Consumers continue to seek purpose driven companies – messages that they can connect with and communities that they want to be a part of. For companies, building a community and brand which they can call their own is imperative; a voice which can resonate with their tribe authentically. Relevant content delivery and continued strategic collaborations with both established names and regional start-ups to engage the online-offline communities is key, for a healthier and more connected world.”



### Jake Anderson

CEO

[One Life Social Media](https://onelifesocialmedia.com)

(The World's No. 1 Fitness Membership Accelerator)

“Paid Social Media Marketing is essential for all local studios / gyms in 2019. The aim of any marketing is to drive in-store sales. With the positive paradigm shift towards health, fitness and wellbeing over the last few years, your perfect local audience is there to be targeted effectively with the telling of brand stories and an ultimate offer to those paying attention to your activities on Facebook and Instagram. It is then essential to follow interest with an effective follow up and sales process to maximise return on ad spend.”



## Chantal Brodrick

Host

The Fitness Business Podcast

“With social media and technology advancing faster than ever before, pin pointing the right marketing strategy, which platforms to use and how to deliver your message, can leave you feeling confused and overwhelmed. Yet amongst the whirlwind of constant evolution, there is one thing far more important to consider, and that is understanding what your customer truly wants and needs. Put simply, effective and optimal engagement with your target market starts first with knowing your customer. All too often we see marketers create award-winning ad campaigns, strategies for specific platforms or solutions to suit a mobile app, but if none of those elements speak specifically to your customer - then what’s the point? Ask yourself this: 1) Where are your customers ‘hanging out’? What platforms do they use the most? Where do they go to find information and who do they trust? 2) How do they enjoy consuming information? Written, Video, Images, Audio, In person? Don’t assume because Video is “hot” in 2019 that is the best option for your market – communicate to them in a way that is most relevant to them. This customer centric information should always remain the central point of your marketing strategy. The second component to this formula is constant learning. Information is vital to your success. Do your research, understand what technology is available and keep up to date with social media trends so you can make an educated decision on what is the best solution for your customer. Here are a few of my favourite resources to stay up to date on tech and social. Social Media: <https://www.socialmediaexaminer.com>, <https://www.digitalmarketer.com/podcast/digitalmarketer>, <https://www.digitalmarketer.com/podcast/perpetual-traffic>. Technology: <https://techcrunch.com>, <https://www.theverge.com>





**Lynsey Keyes**  
Head, Marketing  
UFIT

“UFIT has grown largely through word of mouth since its inception in 2011, but a recognition of the changing Fitness and Wellness industry landscape in the last few years has driven us to look internally at our organisational structure and brand architecture. In 2018 we created a vision as the Industry’s Best Employer for the Industry’s Leading Team which has become a guiding principle to plan and deliver a successful marketing strategy for the next level and beyond. 1. We are a people business. Client retention comes from Team retention. Our Team happiness makes us a success, so they always come first. We believe that if our team is happy, passionate and motivated and clients see that, then they in turn will want to be a part of it. It’s infectious. So last year we created the role of Team Director for Declan Halpin to realise this ambition - give our team the tools to be their best and deliver their best, and that could be in the form of CPD, training, nutrition programs, digital tracking tools or innovation. 2. Community and relationships lead to loyalty. I am often asked about the influx of competitors and especially the class aggregators such as ClassPass. ClassPass is a tech company not fitness. They are experts at developing platforms, but we are experts at developing relationships and community, and this will always be at our core. We keep our business leaders close to the ground so that feedback is always accessible, and we use this in our business planning, as we exist to serve our clients. They are highly engaged and WANT to feedback, want to do more with us, want to see UFIT succeed and that is the measure of a great relationship with your clients. 3. Digitising whilst Humanising. As Head of Marketing my job is to harness these values and concepts, and navigate UFIT through the ever changing communications landscape. One of the main challenges is translating our very personal, interactive approach into the online space without losing those relationships. There is a proliferation of online videos, regimes and fitness gurus to follow but as with most industries the content available to our consumers is of varying quality. It’s our job as market leaders to maintain standards and push the boundaries online without losing touch in the real world. We must develop our own tech, website and CRM systems to remain accessible as we grow and have watertight quality control. Content may still be King but Consistency, Relevance, Community and Engagement are the army that will drive us forward to success.”

## A big thank you to this month's contributors



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