



Marketing Plan for FitLife Coaching

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SWOT ANALYSIS

Strengths:

- Flexible online training that accommodates any schedule.
- Personalized coaching with a focus on fitness and nutrition.
- Low overhead due to the online-only model.

Weaknesses:

- Lack of physical interaction, which some clients may prefer.
- New business with low brand awareness.
- Highly competitive market with numerous online fitness options.

Opportunities:

- Growing trend towards online fitness programs, especially post-pandemic.
- Demand for personalized, flexible workout plans and virtual coaching.
- Partnership opportunities with health influencers and wellness brands.

Threats:

- Saturation of the online fitness market.
 - Economic downturns may impact consumers' willingness to invest in fitness services.
 - Technology dependence; any tech issues could disrupt service delivery.
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SMART GOALS

1. Build Brand Awareness and Engagement

- **Specific:** Grow social media presence by posting fitness tips, success stories, and engaging content.
- **Measurable:** Increase Instagram followers by 1,000 and YouTube subscribers by 500 within 6 months.
- **Achievable:** Use targeted ads and collaborations with fitness influencers to reach the audience.
- **Relevant:** Social media will drive brand awareness and client inquiries.
- **Time-bound:** Achieve these results within 6 months.

2. Launch a 14-Day Free Trial Program

- **Specific:** Offer a 14-day free trial of online coaching to attract new clients.
- **Measurable:** Convert 20% of free trial participants into paying members.
- **Achievable:** Promote the trial via social media, website pop-ups, and email marketing.
- **Relevant:** Free trials encourage clients to experience the service before committing.
- **Time-bound:** Launch the program within 2 months and track results over 3 months.

3. Increase Recurring Revenue with Subscription Packages

- **Specific:** Offer tiered subscription packages for fitness coaching and nutritional planning.
 - **Measurable:** Secure 100 monthly subscribers within 6 months.
 - **Achievable:** Create affordable, flexible subscription models that fit different client needs.
 - **Relevant:** Subscription models provide consistent revenue streams.
 - **Time-bound:** Reach 100 subscribers within 6 months of launching the subscription plans.
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4. Build Partnerships with Wellness Influencers and Brands

- **Specific:** Partner with 5 wellness influencers and brands to co-host events and fitness challenges.
 - **Measurable:** Increase client inquiries by 30% through these partnerships within 6 months.
 - **Achievable:** Offer influencers and brands free coaching sessions or joint wellness events in exchange for exposure.
 - **Relevant:** Collaborating with influencers will expand FitLife's audience and credibility.
 - **Time-bound:** Form partnerships within 6 months.
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