



IMC Project

24 HOUR WORKOUT FACILITY FOR
WOMEN

Candice Hatch
EAST TENNESSEE STATE UNIVERSITY

SUMMARY

An Integrated Marketing Campaign, or IMC is a plan to create a unified and seamless experience between a brand and its consumers. It recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines such as advertising, public relations, personal selling, and sales promotion.

Our goal with this IMC plan is to provide a well thought out and consistent communication between our brand, WomenWorks, and our target audience. WomenWorks is a 24-hour workout facility, dedicated to women and only women, in hopes of providing a safe and friendly space for women to come and exercise.

To create an effective way of communications, this plan will discuss certain strategies through owned media, earned media, paid media, and sales promotions. As well as conclude with what will be best for the success of this campaign.

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SWOT

Strengths

- ◇ Women focus more on collaboration than competition
- ◇ Will create a safe and comfortable environment for women
- ◇ Less problematic/violent
- ◇ Like-minded individuals
- ◇ Open 24 hours

Weaknesses

- ◇ Smaller target audience
- ◇ Male dominated activity
- ◇ Will be brand new to the area
- ◇ Start-up costs \$
- ◇ Potentially risky

Opportunities

- ◇ Use of social media to advertise
- ◇ Campaign new facility at local events
- ◇ New memberships & connections & sponsorships
- ◇ Potential city recognition

Threats

- ◇ Other local gyms = competition
- ◇ Judgmental people
- ◇ Costs of operations
- ◇ Covid-19

TARGET AUDIENCE

Our target audience adheres only to females ages 16 and up. These are women from most generations who have the capability of working out. They will live in Johnson City or within the surrounding areas.

These females will most likely enjoy working out or want to get to that point. They are health conscious and enjoy using a workout as a way of relaxing. They want a way of staying healthy and active in a safe and comfortable environment. These women will range from high school and college students to mothers or happily singled women. They might already have a workout facility or are looking for one.

We are looking at women who enjoy the presence of other women and who are looking for new friends or activities to enjoy. When targeting women with children, we will make sure they know of the childcare services provided.

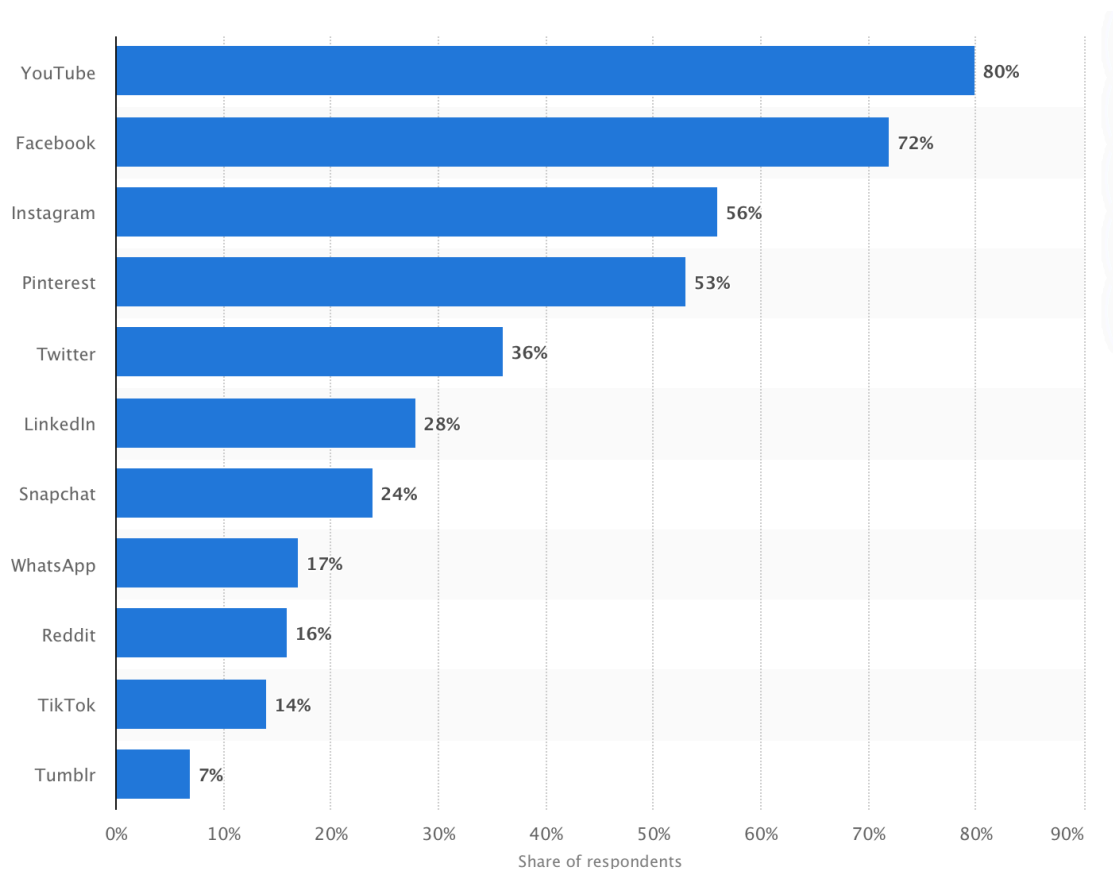
Our target audience is willing to spend money on achieving their workout goals and will remain loyal to our brand as long as we remain loyal to them.

RESEARCH

Our main aspect of research is to understand our target audience to the full possible extent so we can establish ways of communication that would not only benefit our company but be seen efficiently and often by our consumers.

Conducted research will also define the demographics and psychographics of our target audience, therefore making our communication strategies justifiable in who sees it and why.

Below is the Percentage of female internet users in the United States who accessed select social networks as of the third quarter 2020.



GOALS AND OBJECTIVES

We have 3 primary objectives for this campaign plan:

1. To develop and increase brand awareness for WomenWorks through the use of social media sites.
2. To build a greater number of customer traffic to our website and to our facility.
3. To create an atmosphere where women feel comfortable and safe to be themselves while they workout.

The main objective for this plan is get the WomenWorks facility up and running smoothly, as well as to keep the brand consistent with trends and our target audience in order to obtain the successful amount of revenue we need to stay in business.

MARKETING STRATEGY

Our main marketing strategy will be our use of promotion. Our target audience tends to lean towards digital promotion rather than in person. Therefore, our use of social media and making sure our website is a top answer in the search engine will be vital to our success. Our social medias include but are not limited to Instagram, Twitter, Facebook, and Youtube.

Instagram, Twitter, and Facebook will be ways for us to create close relationships with our consumers. On these sites we will post news, flyers, deals, and more. Special offers will also be posted on these sites that are only offered online.

Youtube will be used as a subscription service for our members, as well as to post videos promoting our gym. We will have at least one influencer who will post to these sites as well as create a vlog for everyone to see on Youtube.

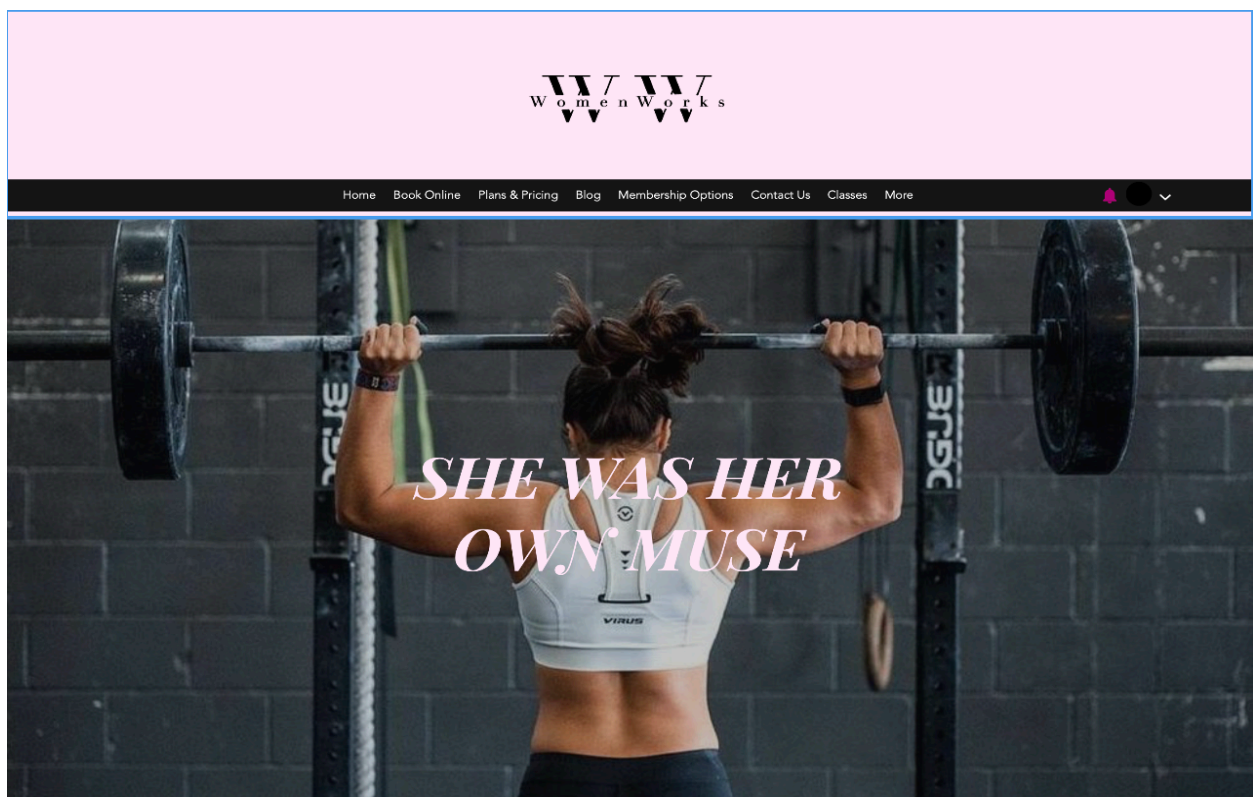
No matter what social media site we use, all of our content will be sharable in order to create the Word-of-Mouth aspect.

OWNED MEDIA

Website:

We will create a website with the URL **womenworksgym.com**. The website will be as user friendly as possible and will feature a home page with news and events, tabs detailing the different amenities, forms, costs, and events, and a “who we are” section so guests can see why we do what we do. Furthermore, there will be photos, a Q&A section, and a page of links to workout videos. It will also include a tab meant for members only where they will have the ability to change their account as well as see any work out videos they are subscribed to. Our main goal with this website is to give our audience an idea of WomenWorks before they step foot in the building itself. We also want the people who visit this site to be able to stay up to date with our business and what we are doing.

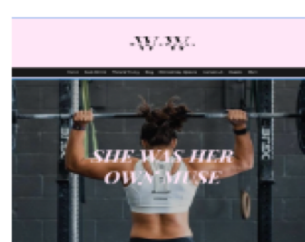
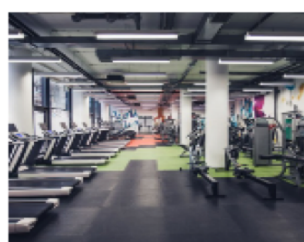
Our website will also be available via cellphone.



Social Media:

Social media presence will be an important part of our marketing strategy. A majority of our target audience uses apps such as Instagram, Facebook, Twitter, and Youtube so it will be vital to use these apps in order to connect and create closer relationships with them.

We will use Instagram and Facebook to post flyers and information regarding the gym itself and what events/specials we have going on. Twitter will be a great way for us to respond and keep close connections with our audience. YouTube will be a great source to adhere to our audiences using videos with content including announcements as well as workout videos to try at home. YouTube will also feature vlogs from ladies who work or workout at WomenWorks.



EARNED MEDIA

Participate in Industry Events:

We will use people within our company to provide an opportunity to engage in face-to-face communications with potential prospects and clients, all while practicing social distancing and following community guidelines. As our employees give talks about our company and what we do, they'll gain earned media in the form of social media mentions and references. Therefore, spreading our company's name through word of mouth to our audiences.

Shares:

Using our social media pages, we will encourage our audiences to share what we post to their friends/family and anyone else who might be interested in being a part of our community. Our name will be seen and promoted at no cost. We can also use a hired influencer in order to earn these shares.



PAID MEDIA

Out-of-home:

We will advertise using billboards, posters and flyers. These will build brand awareness within our company as well as broadcast our business to the public. They will be placed in crowded locations where people are more likely to see them than not. They will include specials we are offering, big changes, and any other important information that will catch their attention.



Sponsorships:

We will partner with local/national sport businesses such as Academy or Nike. This will help improve our business credibility, public image and prestige. Partnering with certain sponsors will also give us the capability to reach certain demographics within our audiences. If these companies sponsor certain events we hold, we will have special exclusives for the guest attending these events.

Radio Ad:

We will pay for a 30 second ad to be heard on the local radio stations within the Johnson City and Tri-Cities areas. This radio spot will be a brief rundown of who we are and what we offer. The ending sentence will state our address, website, and phone number.

Influencers:

We will hire influencers to market our company in order to create closer relationships with our audiences. We will work with these influencers to create engaging content, announce giveaways, and host Q & A sessions. They will be highly active on our social media sites.

SALES PROMOTION

Membership Exclusive:

Those who sign up to become a member of our gym will receive a certain amount of merch that will include our name and logo. This package will include a t-shirt with our name on it, a water bottle, a personal ID card and lanyard, two sweat bands, and a bottle of hand sanitizer. These items are great as when our members use or wear these items, they promote our brand.

Lifestyle Discounts:

We will offer membership discounts to students, veterans, and senior citizens. They will either be offered year-round or during a specific time point such as the month of August as that is when students return to school.

Online Coupon:

We will advertise a discount only found online or in email that will give new members a free guest for 1-3 months free of charge. This discount will be a code they will need to enter or show when signing up.

Loyalty Program:

Our members will be given the chance to accumulate points through our rewards program. These points will be given when members check in, like us online, refer a friend, top performer in class, etc. The rewards can be used for a free class or session within our gym, discounts on their membership fees, healthy snacks, etc.

CONCLUSION

In conclusion, we have created and will exploit many different ways of communication in order to get our brand noticed by the correct target audiences. We have three set goals for WomenWorks, which are to develop and increase brand awareness for our company through the use of social media sites, to build a greater number of customer traffic to our website and our facility, and to create an atmosphere where women feel comfortable and safe to be themselves while they workout. Through the use of earned media, paid media, owned media, and sales promotion, we will successfully accomplish these set goals which in the long run will prove to be prosperous for our company.

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