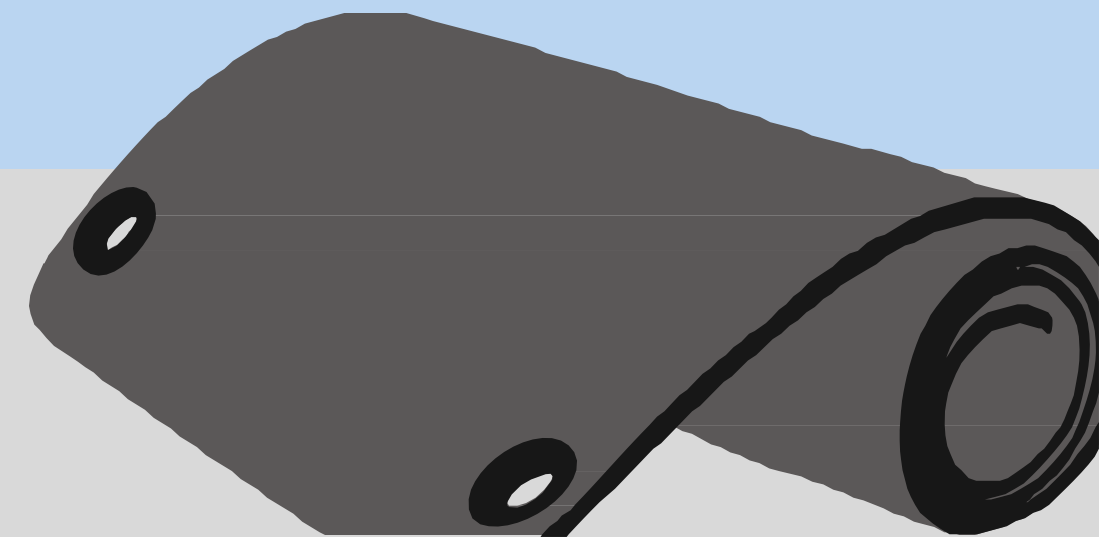
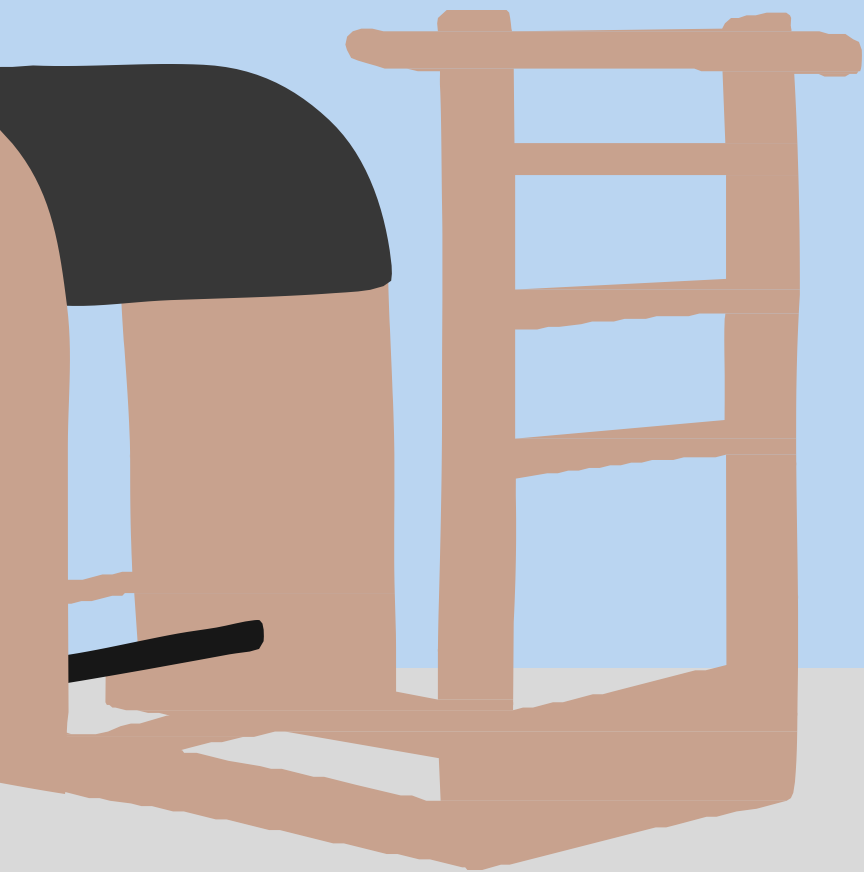
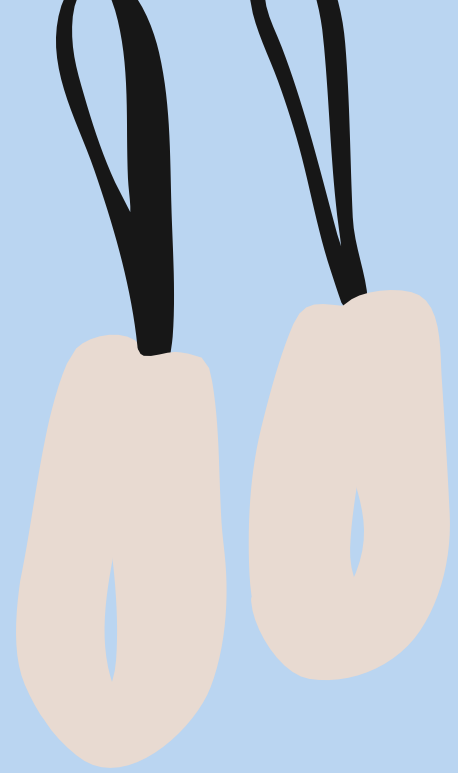


Precision Pilates



Our Team



Abby



Isabella



Sara



Ethan



Liam

Summary of Presentation



Overview



**Survey &
Analysis**



**Competitive
Analysis**



**Positioning &
Strategy**



Media Channels



Campaign Ideas



**Measurements of
Success**



Final Remarks



PRECISION

PILATES

OVERVIEW

Background

- Precision Pilates is a mother–daughter–led studio rooted in community, strength, and welcoming instruction.
- Founded in 1998, it was originally known as West Street Studio.
- The first Pilates studio to open in the North Shore
- 3 current locations:
 - Newburyport
 - Danvers
 - Ipswich



Business / Marketing Goals

Broaden awareness &
grow Newburyport
Clientele

Drive new customers from
social media and
referrals.

Raise average class
attendance per month

Build strong relationships
with the community via
partnerships

Core Services

Individual & Group
Reformer Classes

Barre,
Sculpt &
Mat

Private Training/
Instruction

Specialized Programs

Pilates For:

Neurological Conditions

Breast Cancer

Pre & Post Natal

Amputees

Pelvic Floor Health

Osteopenia & Osteoporosis

Audiences

Primary:

Women 25 to 70 in the North Shore and Newburyport who value community, expert guidance, and fitness.

Secondary:

Men 30 to 55 seeking low-impact strength and mobility training.

Finally:

Teens and student athletes who are interested in core and injury prevention.

Individuals of all ages who have medical issues/illnesses.



PRECISION
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**SURVEY &
ANALYSIS**

Survey

- A survey was conducted in October 2025
- The survey aimed to understand the target audiences behaviors, preferences, and motivators.
- The goal was to gather enough data to accurately shape effective marketing recommendations.

Total Responses: 169 Respondents

Survey Takeaways & Actions

Conclusions From Respondent Data:

Build Strength, Relieve Stress, & Weight Management

Campaigns, outreach, & posts focused on these themes.

Social Media & Friends/Family Referral

Focus heavily on social media campaigns & member referral deals.

Instagram, Tiktok, & Facebook

Focus on these channels

10-20 Minute Radius

Keep paid ads within a 15 minute radius of studio.

Workout 4-5 Times a Week

Promote class packages



PRECISION
PILATES

**COMPETITIVE
ANALYSIS**

Competitive Analysis Overview

	1 Precision Pilates	2 Portside Pilates	3 Club Pilates	4 B-Tone Fitness	5 Kiki Studio
Prices Per Class	\$33	\$35	\$39	\$38	\$39
Facebook Followers	2.6K	N/A	1.1K	240	1.6K
Instagram Followers	3.7K	986	2.3K	1.1K	1.8K
Average Engagement Per Post	40	45	37	50	20

Competitive Differences

- Precision Pilates offers the **most competitive price per class** in the local market, making it attractive for cost-conscious clients.
- Social presence is **strong**, with the **highest number of Facebook and Instagram followers** among competitors, supporting brand awareness and community reach.
- Average engagement on posts is **healthy**, showing that current social strategies are effective, but there may be room to increase engagement to match or exceed top competitors.

Turning Weaknesses & Threats to Strengths & Opportunities

1. Outdated Website

Updated and improved website

2. Difficulty With Newburyport Market

Partnerships with local businesses to improve word of mouth.

3. No Facebook Access

Gaining access to reach that market

4. A continuous Growth in Competition

Building a community of invested & loyal customers



PRECISION

PILATES

**MARKETING
POSITIONING &
STRATEGY**

Marketing Goals



Broaden awareness & grow Newburyport clientele



Drive new customers from social media & referrals



Raise average class attendance per month



Build strong relationships w/ the surrounding communities via partnerships.

Brand Positioning

Precision Pilates is a premier Pilates studio that honors the classical foundations of Pilates while offering fun, results-driven classes tailored to every body and every level.

Value Proposition:

- Experienced classical Pilates blended with modern science
- Specialized programs for injury, neurological support, and menopause
- Personal, expert guidance in an inclusive community
- Focus on wellness with reformer and mat Pilates

Strategy

Focus on driving class enrollment at Precision Pilates by utilizing digital marketing to highlight the competitive edge and showcase how clients prioritize their physical well-being through personalized guidance in the supportive and healing environment that is within Precision Pilates.



Highlight Competitive Edge

Emphasize the supportive & healing environment

Showcase personalized guidance & prioritization for well being

Branding

Cohesiveness creates brand recognition & identity:

Cohesiveness across all studio, digital platforms, & print.

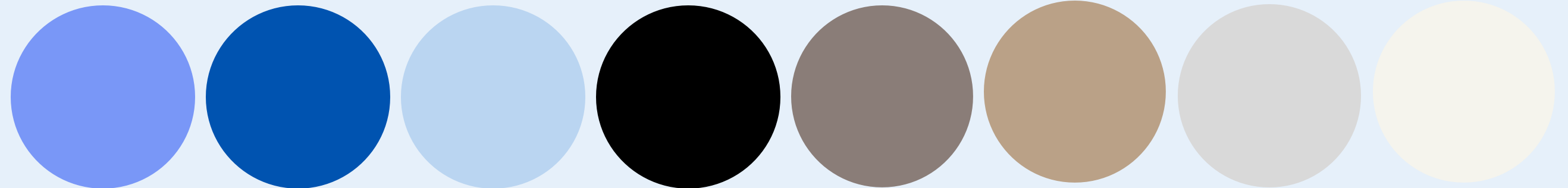
Including:

- Instagram, Facebook, TikTok, Email, Flyers, Posters, Signs, Cards, & Building Signs.

Brand voice, tone, & message:

- “Strong from within”
- “Community through movement”
- “Rooted in care & expertise”
- “Movement with meaning”

Example of set
brand colors



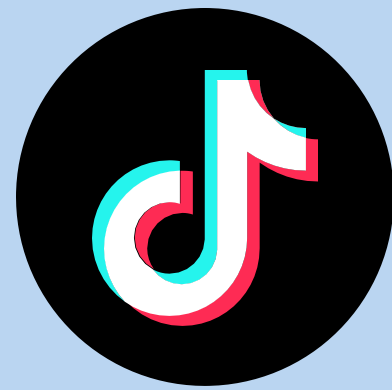
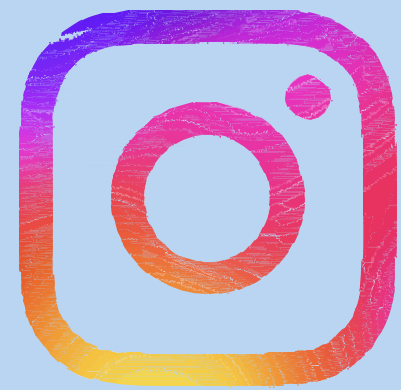


PRECISION

PILATES

**DIGITAL
MARKETING
CHANNELS**

Digital Marketing Channels



Marketing Channels

Earned

- Local Press
- Partner Spotlights
- Member Referrals
- Community Events



Owned

- Website
- Email
- SMS
- Instagram
- TikTok
- Facebook
- Google Business Profile



Paid

- Facebook and Instagram Ads
- TikTok “view to lead”
- Google Brand & Near Me
- Local Newsletter Placements



Media: Initial Observation

- **Instagram**
 - Seems to have a lot of followers and appears effective
- **Facebook**
 - Need to gain access to the business account.
- **Website**
 - Needs to be updated
- **Signage**
 - Needs to be more consistent throughout all studios
 - This will help improve brand recognition
- **Email**
 - Email marketing needs to be revamped



TIKTOK



PRECISION

PILATES



Goal & Why Use TikTok

Goal: Increase brand awareness, attract new clients, & showcase the Precision Pilates experience through authentic, engaging, & visually dynamic short-form videos that highlight the studio's energy, expertise, and community.

Why Use it?

- Reach new audiences & younger demographics
- Build trust & credibility through authentic, relatable content
- Drive traffic to classes, events, & the website
- Strengthen brand identity with engaging visuals & trends
- Boost organic visibility through the TikTok algorithm & viral potential



How To Use It

How is it used?

Examples:

- Behind-the-scenes clips of classes & instructors
- “Day in the life” or “before and after” transformation stories
- Trend-based videos using popular sounds
- Quick tutorials, tips, & challenges encouraging participants
- Member testimonials or group class highlights

TikTok showcases the personality and passion behind Precision Pilates, turning viewers into curious visitors and loyal community members.



Recommendations & Measuring

Our Recommendations:

- Post 4–5 times per week to stay visible
- Use trending sounds & hashtags relevant to the business
- Keep videos short, high-energy, & visually branded
- Include clear calls to action
- Engage with comments

Measuring:

Track views & engagement rate (likes, comments, shares)

Monitor follower growth & profile visits

Measure clicks to website/booking page from bio



Examples



How to do a side plank hold on the reformer

Side planks aren't just about strength— they're about balance, focus and breath.

Here's how to properly execute a side plank on a reformer!

You've got this!

#precisionpilates

Precision Pilates original sound - mvtherv...

Just now

Add comment...

0 0 0 0

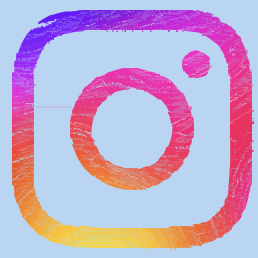


INSTAGRAM



PRECISION

PILATES

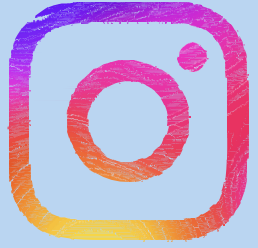


Goal & Why Use Instagram

Goal: Build brand consistency, increase engagement, and convert followers into members through authentic, aesthetic, and educational content.

Why Use it?

- Strengthen brand identity through cohesive visuals & storytelling
- Build relationships with clients through comments and interactive posts
- Drive traffic to class bookings & special events
- Showcase credibility & expertise with real stories



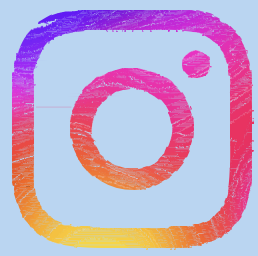
How To Use It

How is it Used?

Examples:

- Consistent feed posts
- Instagram stories for updates, polls, & behind the scenes content
- Reels for quick tutorials, challenges & trend based videos
- Use of branded hashtags and geotags to reach local audiences

Instagram highlights the lifestyle and community of Precision Pilates, keeping followers inspired, connected, and ready to book their next class.



Recommendations & Measuring

Our Recommendations:

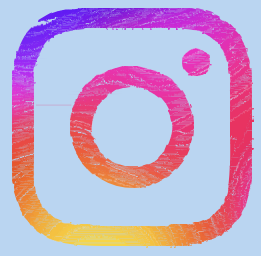
- Post 5–6 times per week with consistent, on-brand aesthetic content
- Maintain a mix of reels, stories, & carousel posts for variety
- Use captions that inspire action
 - “Tag your pilates partner” or “Book your next class today”
- Include branded hashtags & location tags
- Keep stories active daily with polls, countdowns, & Q&A’s

Measuring:

Track engagement rates (likes, comments, shares, & saves)

Monitor follower growth & reach

Review conversion rates to class bookings or website visits



Example

precision_pilates

DANVERS

GROUP CLASSES

Sun	10AM Mat Pilates 4PM Reformer Pilates
Mon	7AM Mat Pilates 6PM Reformer Pilates
Tue	8AM Barre Pilates 4PM Reformer Pilates
Wed	7AM Mat Pilates 5PM Reformer Pilates
Thurs	8AM Barre Pilates 4PM Reformer Pilates
Fri	7AM Barre Pilates 6PM Reformer Pilates
Sat	9AM Mat Pilates 7PM Reformer Pilates

PRECISION PILATES

30

precision_pilates

Join us this week in Danvers for these very special classes!!

Book your classes for the week today! 🌟

#PilatesStudio #Classes #StrongerTogether



FACEBOOK



PRECISION

PILATES



Goal & Why Use Facebook

Goal: Strengthen community connections, promote events and class offerings, and drive engagement among both current and potential members through consistent, informative, and community-focused Facebook content.

Why Use it?

- Reach a slightly older & local audience
- Share detailed updates, event information, & class schedules
- Build credibility through reviews, testimonials, & instructor spotlights
- Encourage interaction through comments, shares, & local groups
- Drive traffic directly to the website or booking links



How To Use It

How is it Used?

Examples:

- Share posts about upcoming classes, events, & promotions
- Post photos & videos of studio life, instructors, & member stories
- Use Facebook Events to promote special sessions & events
- Engage followers through polls and Q&A's
- Respond to messages & comments to enhance relationships

Facebook helps keep the Precision Pilates community informed, connected, and engaged, while encouraging new members to join through trusted local visibility.



Recommendations & Measuring

Our Recommendations:

- Post 3–5 times per week
- Use Facebook Events to promote workshops & events
- Encourage reviews & check-ins from members to build credibility
- Share longer-form posts that tell & highlight stories
- Use targeted paid ads to reach local audiences

Measuring:

Track page followers and audience demographics

Monitor reach and impressions of organic vs. boosted posts

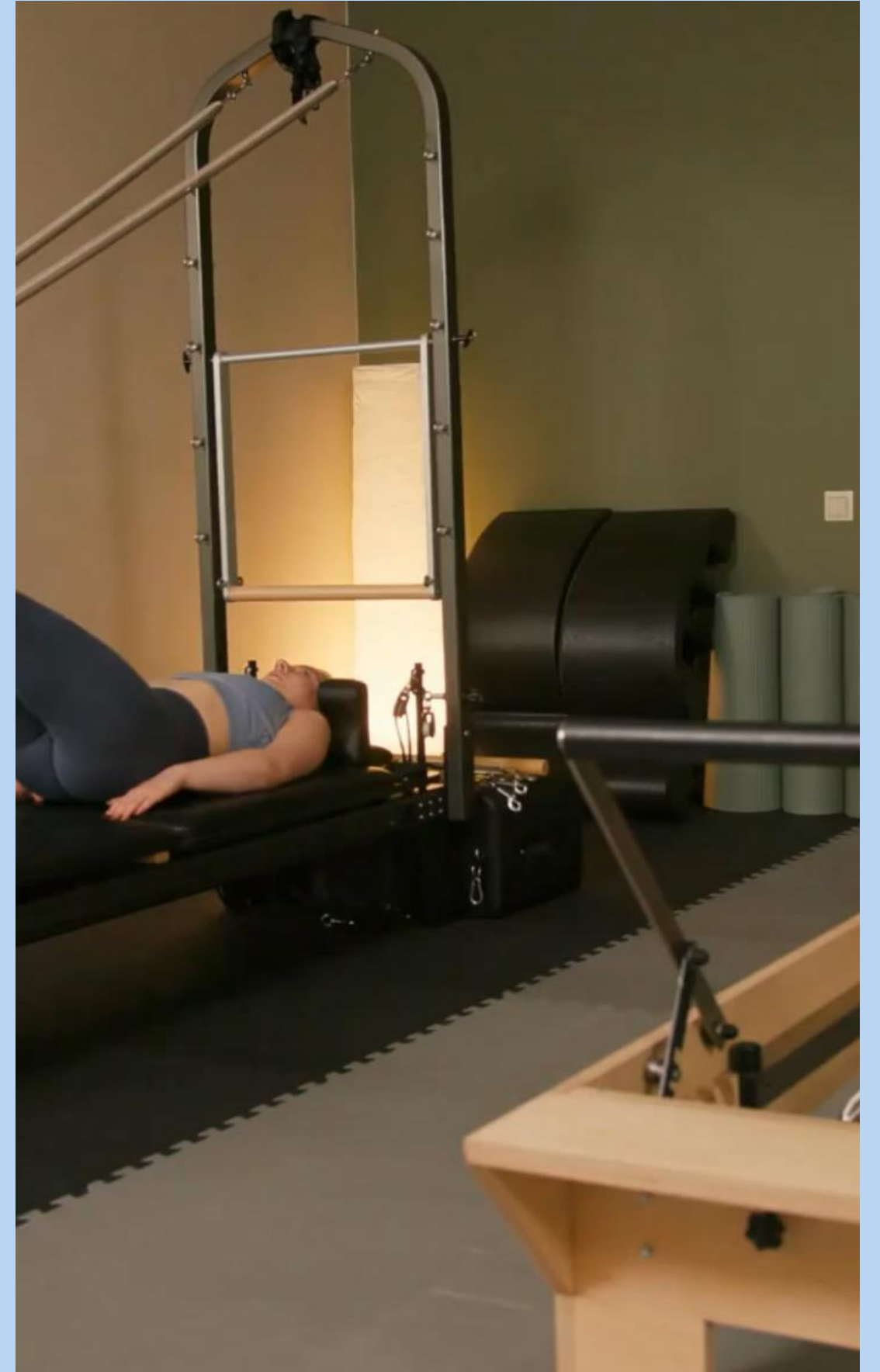
Review website clicks and conversions from Facebook links



Examples

TIP:

Facebook posts could be the same or similar to Instagram posts, as the two channels can be connected.



SOCIAL MEDIA THEMES



PRECISION

PILATES

WEEKLY CONTENT CALENDAR

INSTAGRAM
&TIKTOK

Monday

Instagram Post

- Customer Quote
- Group Class Photos

Instagram Reel

- Members in Class
- Short video of specific members highlighting what precision means to them
- Upbeat short member interviews

Tiktok

- Fun montage of members answering why they love precision
- Upbeat short member interviews

Tuesday

Instagram Post

- Teacher photo w/ short bio & teaching philosophy
- Teacher fun facts

Instagram Reel

- 10-15 second video w/ experience & education
- Short video with teacher specific upcoming classes
- Show teachers in action

Tiktok

- "Day in the life" vlog style videos

Wednesday

Instagram Post

- Highlight pilate benefits
- Each week a new concept: "Pilates benefits ___ by ___, ___, and ___."

Instagram Reel

- Exercise demonstrates & what it does

Tiktok

- Educational clip w/ trending audio

Friday

Instagram Post

- Special studio features
- Special events

Instagram Reel

- Studio tours (each location)

Tiktok

- Studio tours
- Before & after of studio setup w/ trending audio.

Thursday, Saturday & Sunday

Instagram Post

- Weekly schedule (each location)
- Announcements
- Event pushes

Instagram Reel

- Recap of week's classes, events, etc.

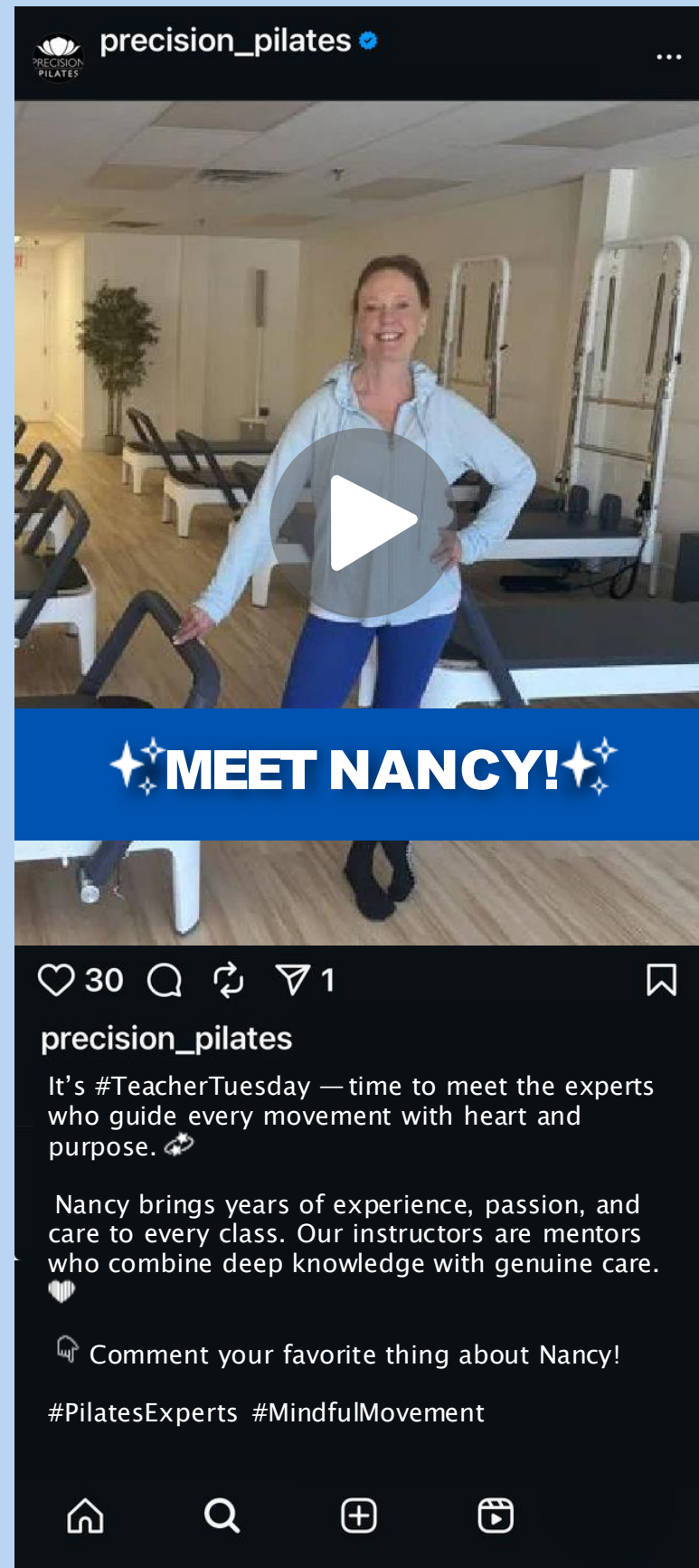
Tiktok

- Behind the scenes
- Event & class videos
- Videos following trends

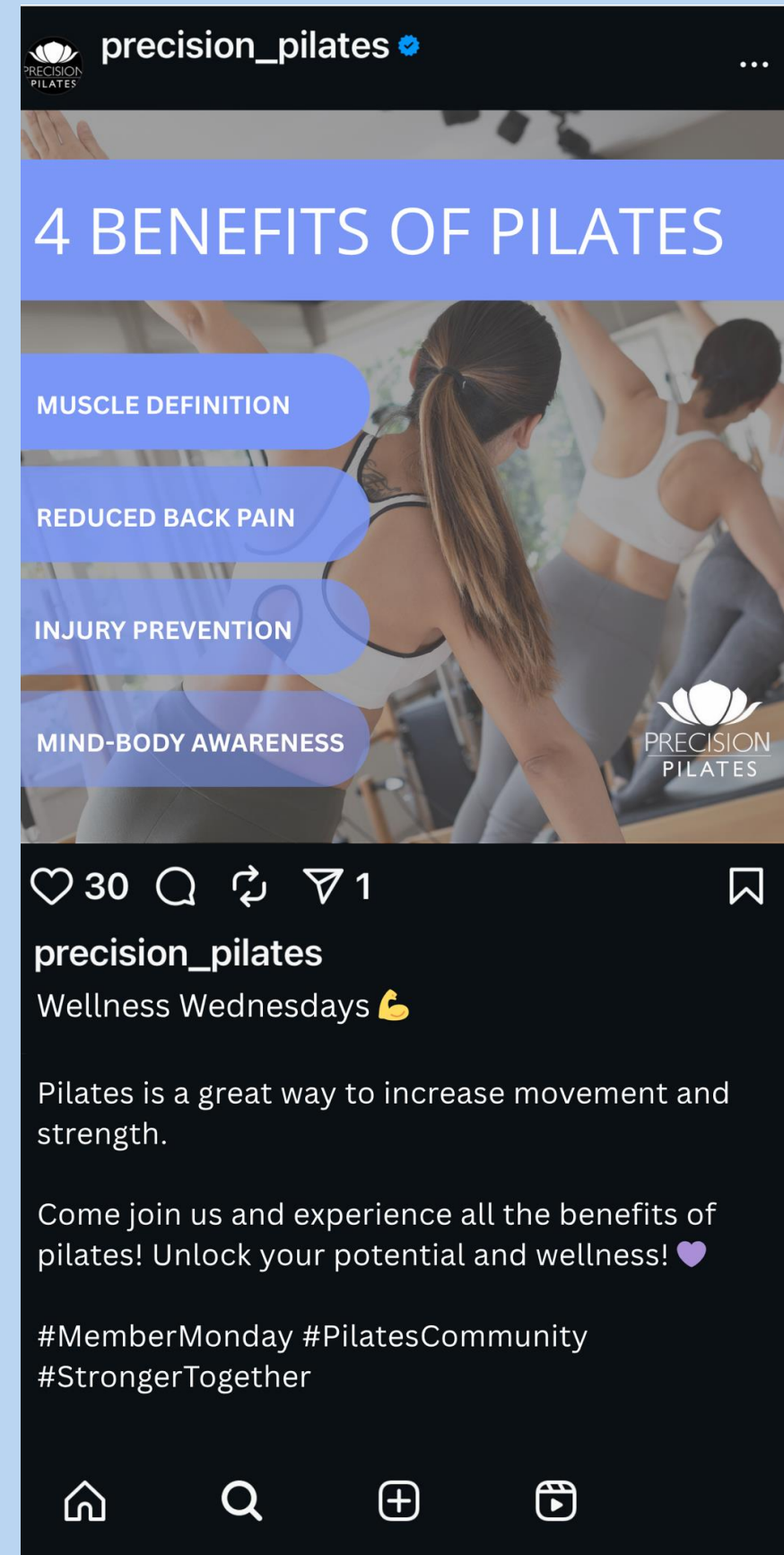
Use a platform to schedule out the content weekly.



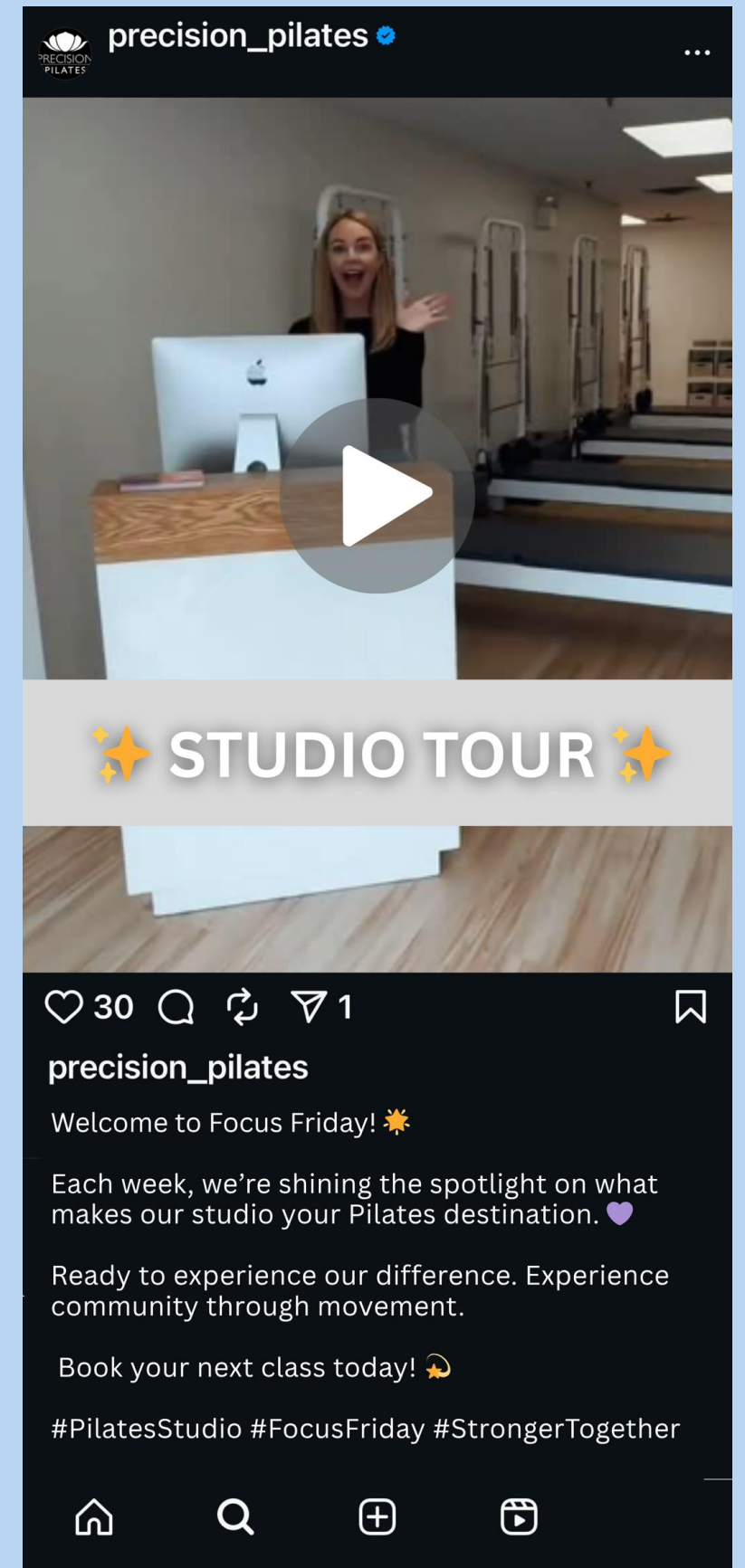
Member Monday



Teacher Tuesday



Wellness Wednesday



Focus Fridays



EMAIL



PRECISION

PILATES



Goal & Why Use Email

Goal: Increase client retention, referrals, and event participation through consistent, personalized, and visually branded email campaigns that keep Precision Pilates top-of-mind for every member.

Why Use it?

- Create a personal connection outside of the studio
- Drive more bookings and keep members coming back
- Convert leads into class attendants
- Cost effective



How To Use It

How is it Used?

Examples:

- Monthly newsletters
- Seasonal events
- Updated offers
- Stories from the Precision Pilates community
- Class Schedule reminders / links

Email keeps our community connected, turning one-time visitors into lifelong members.



Recommendations & Measuring

Our Recommendations:

- Send at least two target-specific emails per month
- Post a monthly newsletter once a month
- Make sure to personalize your emails and grab consumer attention with the subject line
 - We Miss You on the Mat — Come Back & Earn Precision Points!”
- Include a call to action in every email
- Make sure emails are optimized for mobile phone users

Metrics:

Track the rates at which emails are opened

Track click-throughs

Track monthly conversions



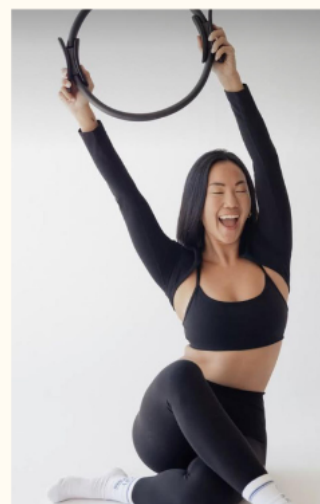
Example

PRECISION PILATES



NOV. 2025

WELCOME TO OUR
Monthly Newsletter
we're so glad you're here!



MEET EMMA!

Member Highlight

We love celebrating our amazing clients!
This month, we're shining the spotlight on Emma,
who's been part of our Precision family for 3 years.

"I came for the workout, but I stayed for the people.
Pilates has truly changed the way I move — and feel
— every day."

Want to be featured next month?

Tag us on Instagram @PrecisionPilates or email us
your story!

With love,
Nancy & The Precision Pilates Team

Join Us Today!

[BOOK HERE!](#)

978-312-3123 / info@precisionpilatesplus.com

WWW.PRECISIONPILATESPLUS.COM



WEBSITE



PRECISION

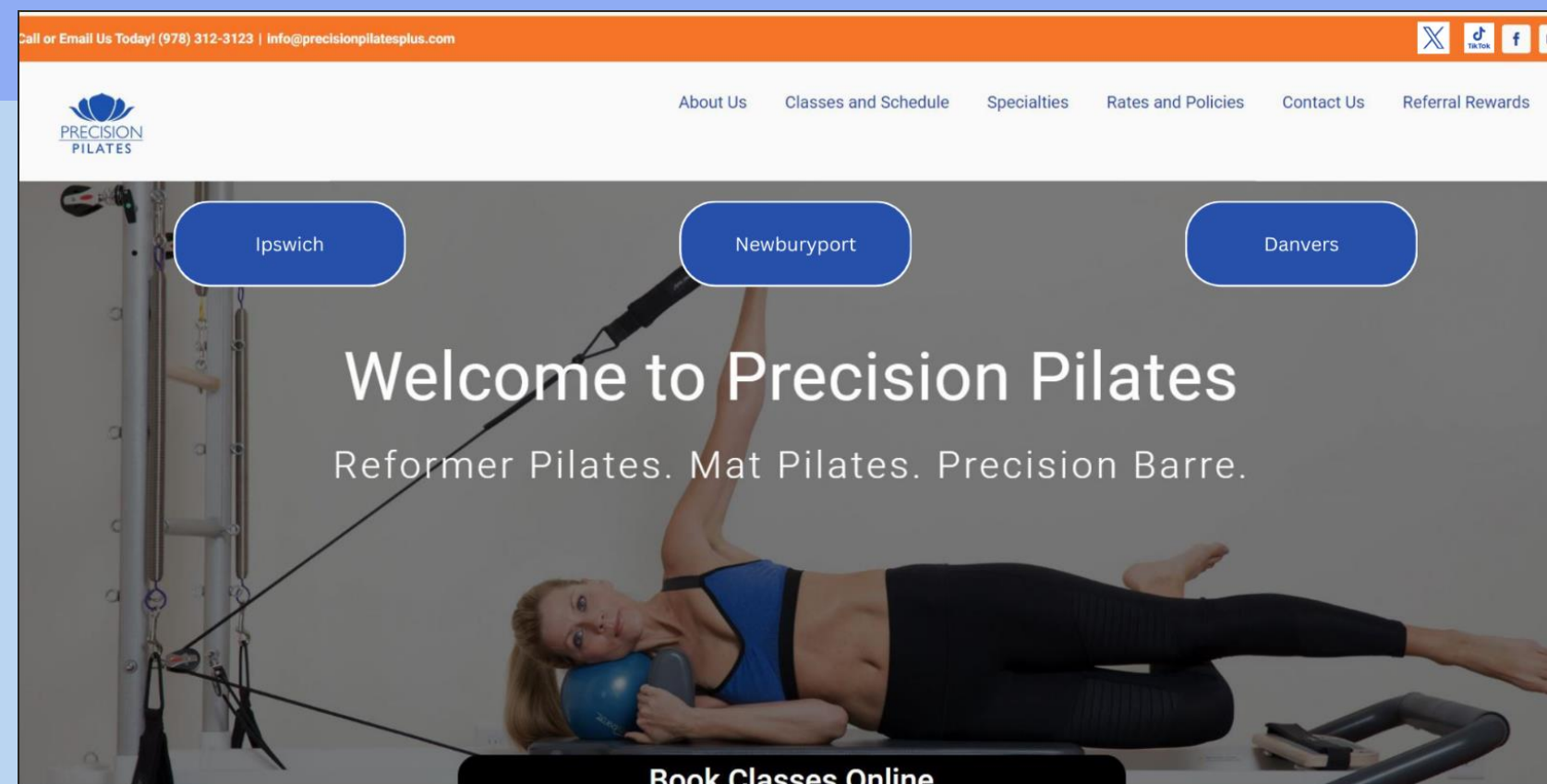
PILATES

Website Recommendations

- Consistent fonts, colors, and branding
 - High-quality photos of studios, equipment, employees, customers, & owners.
 - Emphasize healing & supportive environment on the home page & feature specialties briefly on the home page.
- Implement an “Our Team” section where there are images of each instructor & their specialties.
 - Add a client spotlight section where there are testimonials & life stories of real clients
- Improve FAQ section (answer more questions, newcomers information, etc...)
 - Referral rewards section needs to have images & a more thorough description

Scheduling Recommendations

- Link Mind Body on each page so visitors can book without looking too hard.
- Under Classes & Schedule, make sure Newburyport classes are showing up on the website because they currently only show up on the physical MindBody app.
- Link social media platforms on all tabs of the website at the bottom of each page
- Migrating to a platform that allows ease of updating on their own
- Enhance the location page with each location's contact information, address, map, photos, parking instructions & Google business link



TODAY'S SCHEDULE

Find a Class My Account

S	M	T	W	T	F	S
9	10	11	12	13	14	15
16	17	18	19	20	21	22

[Full Calendar](#)

Friday, November 14

10:00 AM – 10:50 AM EST POWER (Athletic Level Class) Carly Goodhue (<i>substitute</i>) Ipswich View details	Book
10:00 AM – 10:50 AM EST POWER (Athletic Level Class) Jenny Groth Danvers View details	Book

**Search Engine Optimization
(SEO) / Search Engine
Marketing (SEM)**



PRECISION

PILATES

SEO

See photos See outside

Precision Pilates
5.0 ★★★★★ 19 Google reviews
Pilates studio in Danvers, Massachusetts

Website Directions Reviews
Save Share Call

[Book online](#)

Address: 110 Newbury St #5, Danvers, MA 01923
Phone: (978) 471-8111
Hours: Closed · Opens 6 AM Mon ▾

See photos See outside

Precision Pilates
5.0 ★★★★★ 10 Google reviews
Pilates studio in Ipswich, Massachusetts

Website Directions Reviews
Save Share Call

[Book online](#)

Address: 1 Topsfield Rd, Ipswich, MA 01938
Phone: (978) 312-3123
Hours: Open · Closes 7:30 PM ▾

See photos See outside

Precision Pilates
5.0 ★★★★★ 10 Google reviews
Pilates studio in Newburyport, Massachusetts

Website Directions Reviews
Save Share Call

[Book online](#)

Address: 253 Low St, Newburyport, MA 01950
Phone: (978) 395-1029
Hours: Closed · Opens 6 AM Mon ▾

- Update photos & include at least 10 photos of the studio, signage, and instructors
- Have every social media platform connected, not just Instagram.
- Promote Google reviews after each class.
- Make sure hours are always updated, even for holidays
- Include local keywords in the description (pilates, northshore, reformer pilates)
- Make sure Name, address, and phone number are everywhere

SEM

Paid Ads may be a great idea as pilates is starting to become a saturated market.

- **Location targeting:** target a 10–13 mile radius around each studio. Exclude regions outside that area
- **Keyword Strategy:**
 - Pilates Near me
 - Reformer Pilates Newburyport
 - Pilates studio Ipswich
 - Best pilates studio in the North Shore
- **Ad Extensions:** Include phone number, class schedule link, Google business listing link, or social media

Example Pop Up Ad:


@precisionpilates
www.precisionpilatesplus.com

Best Pilates Studio in the North Shore

Strengthen, stretch, and move with expert instructors at Precision Pilates.

Book your intro class today — 3 convenient North Shore locations!

Newburyport
Ipswich
Danvers





PRECISION
PILATES

**PARTNERSHIP
OPPORTUNITIES**

Partnership Opportunities

Newburyport is filled with small businesses, boutiques, & coffee shops.

- Opportunity for pop-ups at the studio such as boutique
- Collaborate with creative Chixx and work with them for Newburyport's First Fridays
- Having events like permanent jewelry events or coffee during a class could drive in customers.
- Community Wednesdays would create an opportunity for a few local businesses to come in & sample products to the pilates class attendees
- An opportunity to work with health and wellness would be great
Precision already offers classes that are meant specifically for people struggling with different health issues
- Over the summer, it would be great to offer occasional outdoor sessions in a local park Make sure the public is capable of getting eyes on a Precision Pilates class
This could trigger curiosity



PRECISION

PILATES

**REFERRALS &
LOYALTY
PROGRAM**

Loyalty/Referral Programs

Referral Program

"Refer a Friend, Earn Rewards"

- Receive \$20 studio credit for every friend who joins and purchases a package within 30 days
- Your friends get a discount on their first class or membership
- Unlimited referrals – the more friends you bring, the more you earn!
- Credits can be used towards future classes, merchandise, or private sessions

Loyalty Program

"Loyalty Pays Off"

- Earn points for every class attended
- Redeem points for discounts on memberships, merchandise, or special events
- Tiered rewards: Reach Silver and Gold levels for exclusive perks and early class access
- Special surprise rewards on milestone visits (e.g., 10th, 25th class)



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PILATES

CAMPAIGN IDEAS

12 DAYS OF MOVEMENT



PRECISION

PILATES

12 Days of Movement

A holiday wellness challenge designed to keep the community active and inspired through the busy holiday season.

Drives: brand awareness, social engagement, and class retention during a slower time of year.

Goal:

- Increase Engagement and visibility on social media for the holidays
- Encourage consistent participation
- Build community Spirit

Channels:

- Instagram & Tik Tok – primary engagement channels used for daily challenges and reminders
- Email Marketing– Send weekly reminders of the movements of the week as well as the campaign
- Facebook– Engage older audiences and share updates
- In Studio Signage – Display campaign posters and QR links

Examples of Content



Email Example



Website pop-up



Instagram / Facebook Post Example

WELCOME TO NEWBURYPORT



PRECISION

PILATES

Welcome to Newburyport

This campaign introduces Precision Pilates' newest location to the community.

Highlights: the studio's family-owned roots, expert instruction, and inclusive approach to Pilates, while attracting new members through open houses, intro sessions, and local collaborations.

Goal:

- Build strong local brand awareness for the Newburyport Studio
- Drive First time class sign ups
- Strengthen Precision Pilates community presence

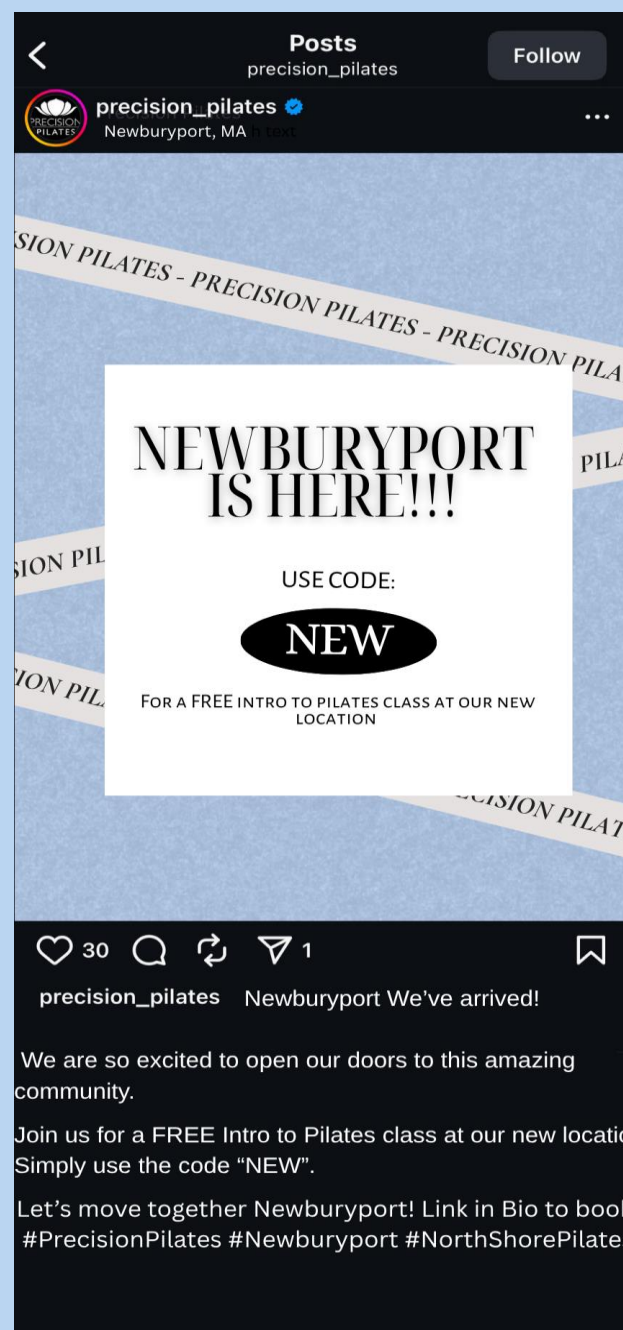
Channels:

- Instagram & TikTok – Showcase the opening & instructor intros
- Facebook– Reconnect with older demographic & local residents
- Email Marketing – Announce the opening & offers

Examples of Content



Email Example



Instagram / Facebook Post Example



Instagram / Facebook Story

PILATES & COFFEE



PRECISION

PILATES

Pilates & Coffee

“Pilates & Coffee” campaign is a brilliant, community-driven idea for Precision Pilates because it combines two things people love: movement and connection.

It's social and local, which boosts community engagement and partnerships.

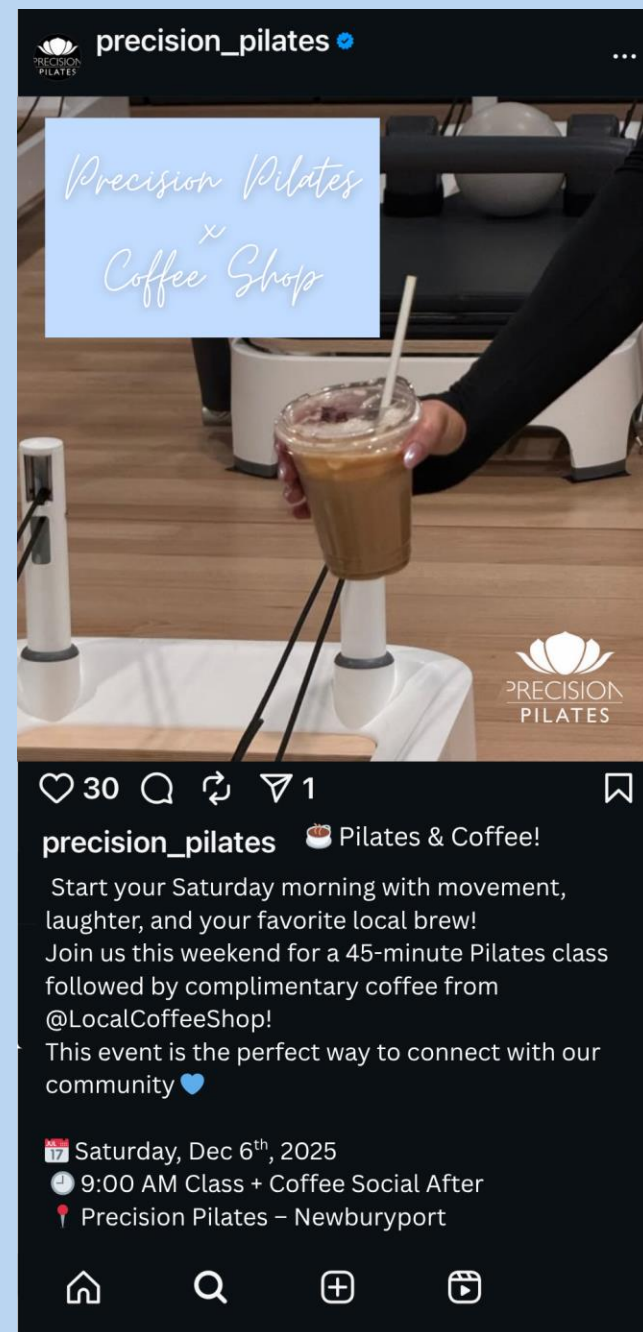
Goal:

- Increase brand awareness in the local community
- Attract new clients through a low-barrier, fun, and social event
- Strengthen community partnerships

Channels:

- Instagram – showcase the event through reels, posts and stories
- TikTok – Create a video regarding the partnership
- Facebook– Promote the event and post it on their profile, community groups and RSVP invites
- Email Marketing– Send invites and follow-ups to subscribers
- Local Partnership Marketing – Shared flyers, window posters, cross-promotion

Examples of Content



Instagram / Facebook Post Example



Instagram / Facebook Story Example



TikTok/Reel Video Example

ANNIVERSARY MONTH



PRECISION

PILATES

Anniversary Month

The Anniversary Month Campaign celebrates Precision Pilates' years of movement, community, and family ownership.

An opportunity to thank loyal members, attract new faces, and highlight what makes the studio different.

Goal:

- Celebrate the studios milestones
- Increase engagement on social media
- Promote giveaways, events and gratitude messages
- Strengthen community connections

Channels:

- Instagram & Facebook – Celebrations. Giveaways, instructor stories, client appreciation
- TikTok – Nostalgic throwback and storytelling videos
- Email Marketing – Thank you messages, event invites
- Local Press – Notify story in community publications

Examples of Content

Precision Pilates

BREAKING NEWS

30 YEARS OF MOVEMENT



Thirty years ago, Precision Pilates began as a small dream — a mother and daughter with one reformer and a deep passion for movement.

Today, that dream has grown into three thriving studios, a family of talented instructors, and a beautiful community of clients who inspire us every single day. Whether you joined us last week or 25 years ago, you're a part of our story — and this month, we're celebrating YOU!

FROM OUR FAMILY TO YOURS, THANK YOU!

This month consists of:

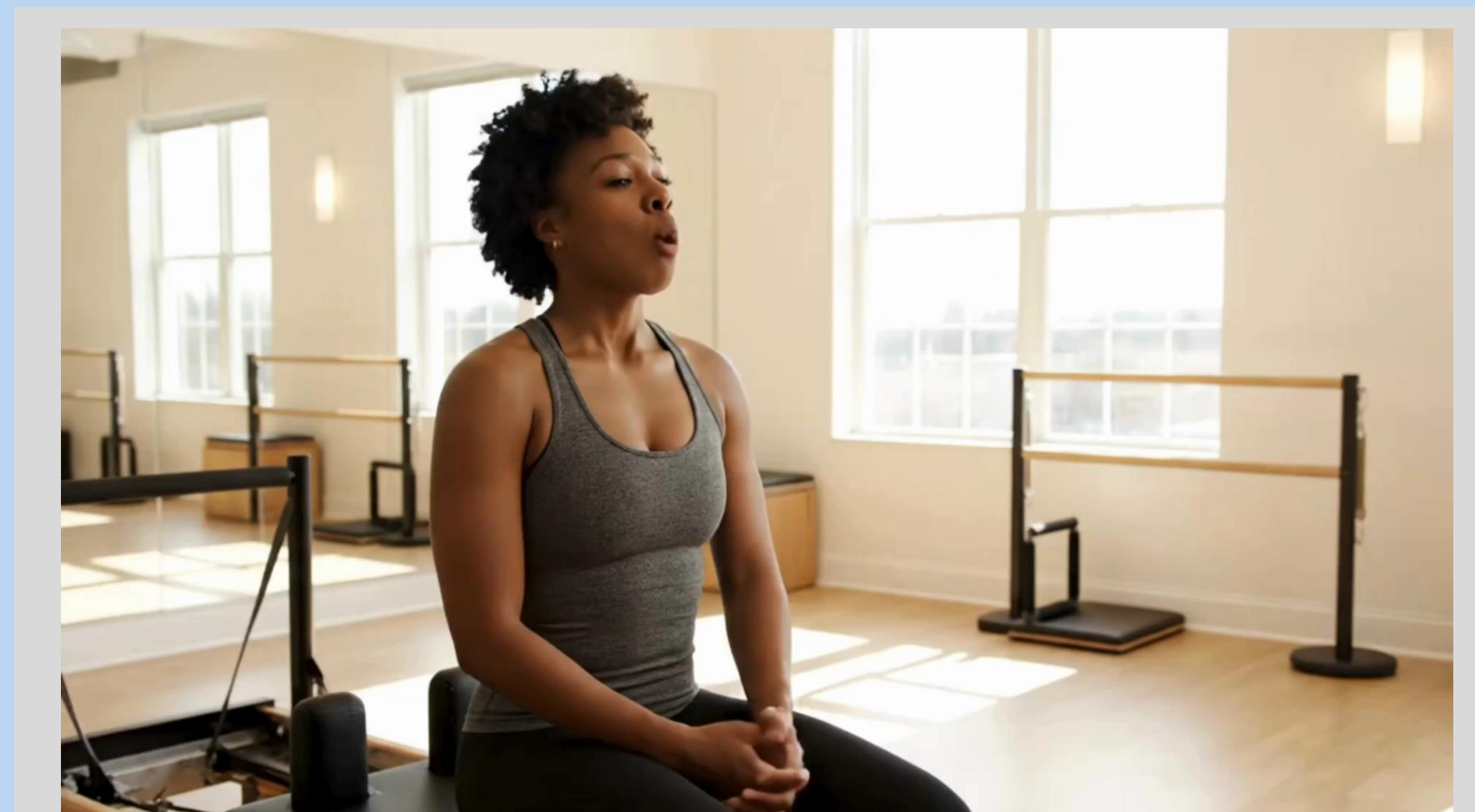
- ✔ **Weekly Giveaways:** Free classes, merch, and local gift cards to celebrate our amazing clients.
- ✔ **Community Classes & Pop-Ups:** Join special sessions designed to move, connect, and have fun.
- ✔ **Client Spotlights:** We'll be featuring stories from our incredible members all month long.
- ✔ **A Special Open House:** Meet our instructors, enjoy refreshments, and celebrate three decades of movement.



[Contact Us](#) | [Manage Preferences](#) | [Unsubscribe](#)

Precision Pilates
Newburyport, Ipswich, Danvers
© 2025 Precision Pilates. All rights reserved.
You're receiving this email because you signed up for updates from Clean Living Co.

Email Example



TikTok/Reel Video Example



precision_pilates

Danvers

FIRST WEEK FREE

VOTED BEST PILATES 5 Years in a Row!

Ipswich

Newburyport

30

precision_pilates 🎉 It's our Anniversary Month! 30 years ago, Precision Pilates started with a vision for movement and a passion for helping people feel their best. Today, we're proud to celebrate three studios, thousands of incredible clients, and a community that feels like family. ❤️ To celebrate, we're hosting giveaways, community classes, and special events all month long! Stay tuned for surprises — and thank you for being part of our story. 🎁 Here's to the next 30 years of strength, movement, and connection.

Instagram / Facebook Post Example



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**MEASUREMENTS
OF SUCCESS**

KPIs & Metrics to Measure

- **Social Media**

- Follower count increases on TikTok, Instagram, and Facebook
- Social media engagement rates

- **Overall Business Growth**

- Average class attendance increasing
- Waitlists for booking classes
- Increase in local partnerships
- More class packs and monthly memberships are being purchased
- Customer retention rate

- **Client Experience**

- Goal achievement rate
- Client satisfaction score
- Referral rate



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FINAL REMARKS

Final Remarks

Precision Pilates has a strong foundation between the passion for what they do and the relationships built with their clients.

Leveraging social media platforms, especially TikTok, will allow Precision Pilates to be seen on a wider scale and attract new or returning clients to come check out the new studio.

By utilizing these new marketing campaigns, Precision Pilates will be able to attract new clients with the advertising and keep them coming back as they participate in different events like the 12 Days of Movement.

Consistent content on social media pages (whether coinciding with a campaign or just regular posts) will continue to generate online growth which in turn will drive clients in the door.



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THANK YOU!



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APPENDIX

Survey Results

33.7% of respondents answers they workout 4-5 times a week.

58% of respondents answers they are willing to travel 10-20 minutes to a gym/studio.

How did you hear about Pilates?

46.9% : Social Media.

36.2% : Friends/Family Referral

What social media platforms do you use most?

89.3% : Instagram

60.4% : Tiktok

30.8% : Facebook

What are your top fitness goals right now?

81.7% : Build Strength

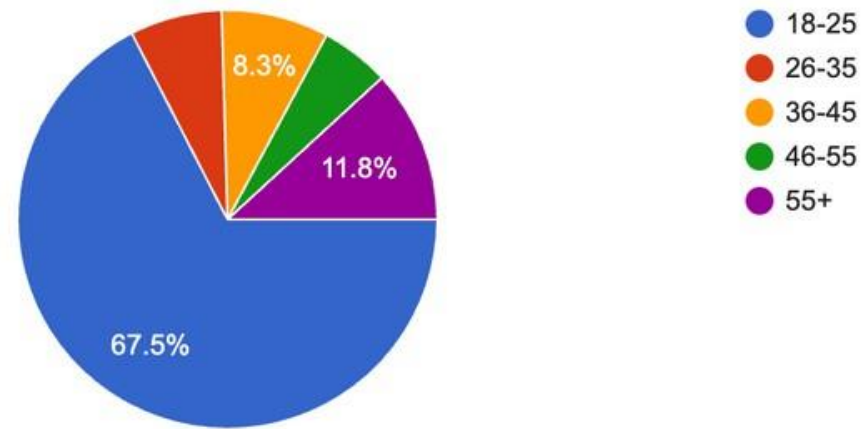
58% : Relieve Stress

50.9% : Weight Management

Survey Data

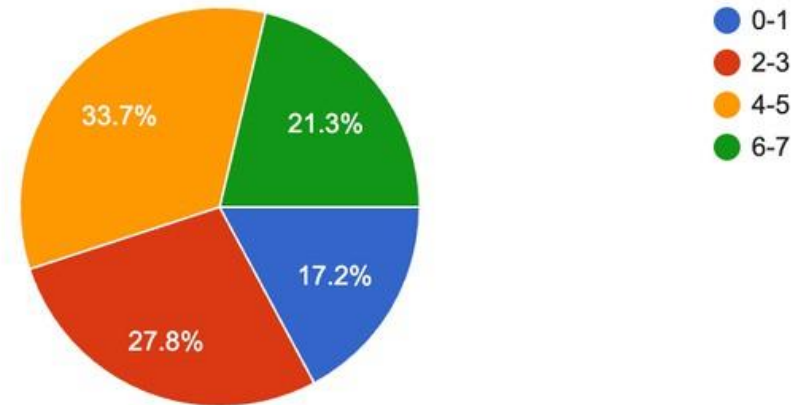
What is your age range?

169 responses



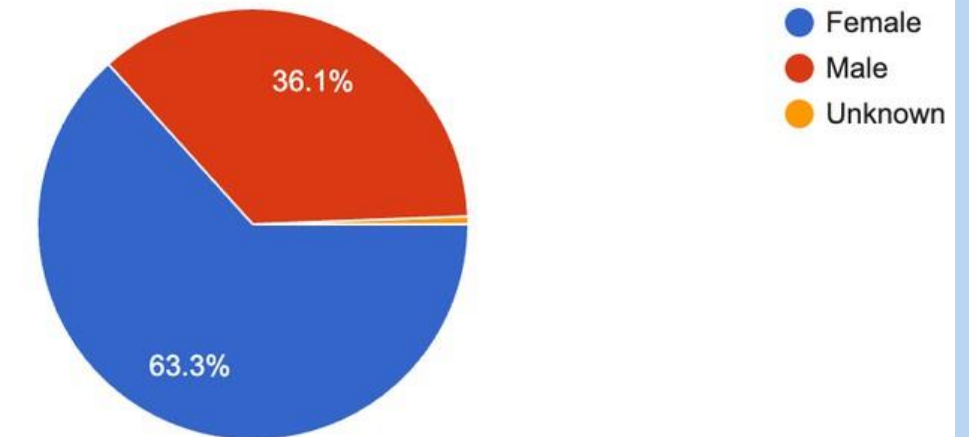
How many days per week do you currently exercise?

169 responses



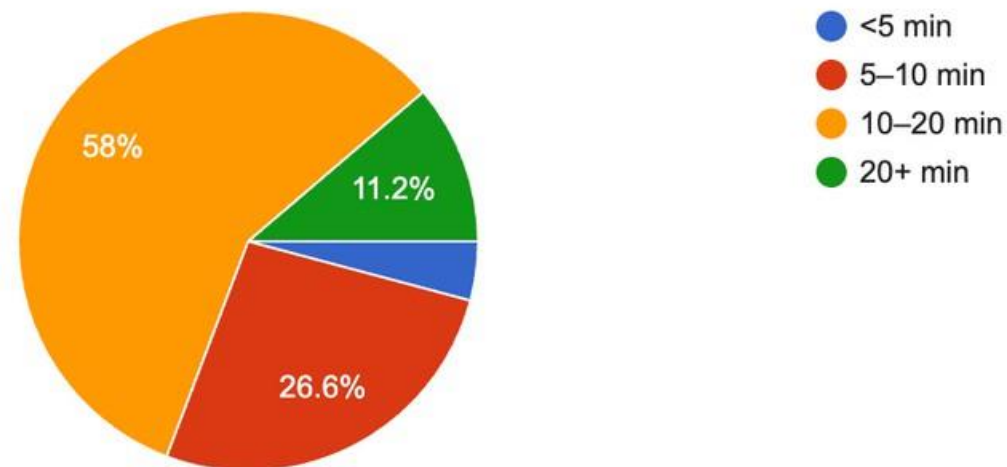
What is your gender?

169 responses

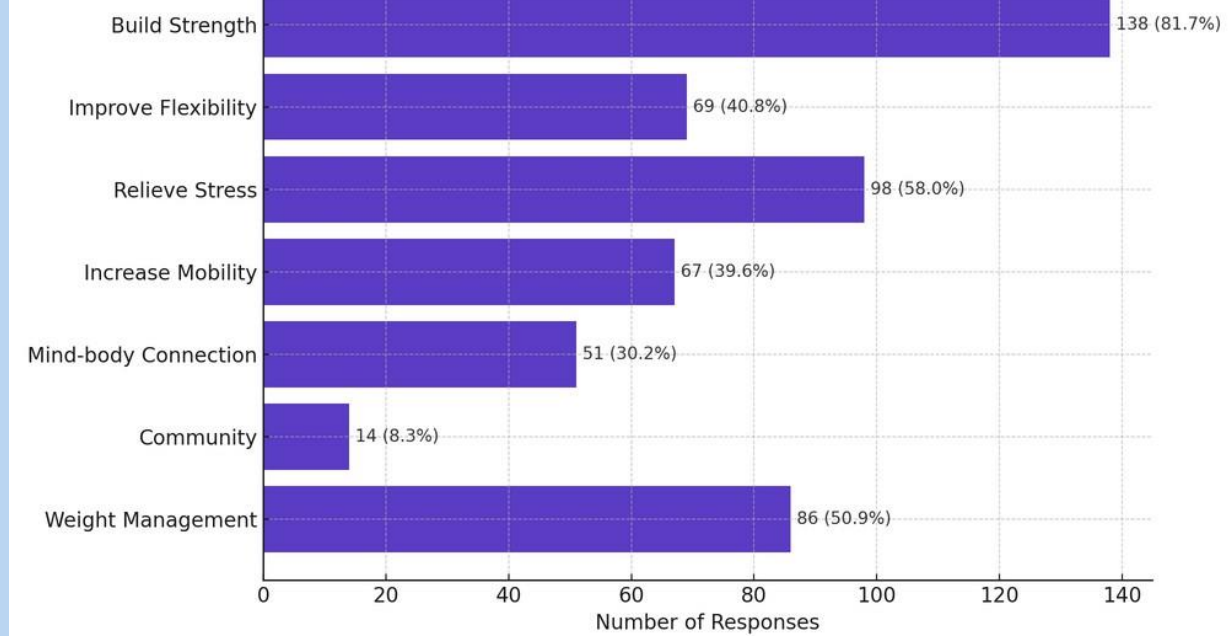


How far are you willing to travel for a gym/studio you love?

169 responses



Top Fitness or Wellness Goals (Combined 169 Responses)



SWOT

Strengths

- **Passionate**
- **Open to all adult ages, genders, and skill levels.**
- **Different specialties that differentiate them from competitors.**
- **Takes time to train teachers properly.**
- **Teachers that genuinely care.**
- **Relationship & community focused**
- **Multiple locations**

Weaknesses

- **Outdated website in terms of easy booking.**
- **Hard to break into Newburyport market.**
- **Digital marketing lacks cohesiveness & strategic content focused.**

SWOT

Opportunities

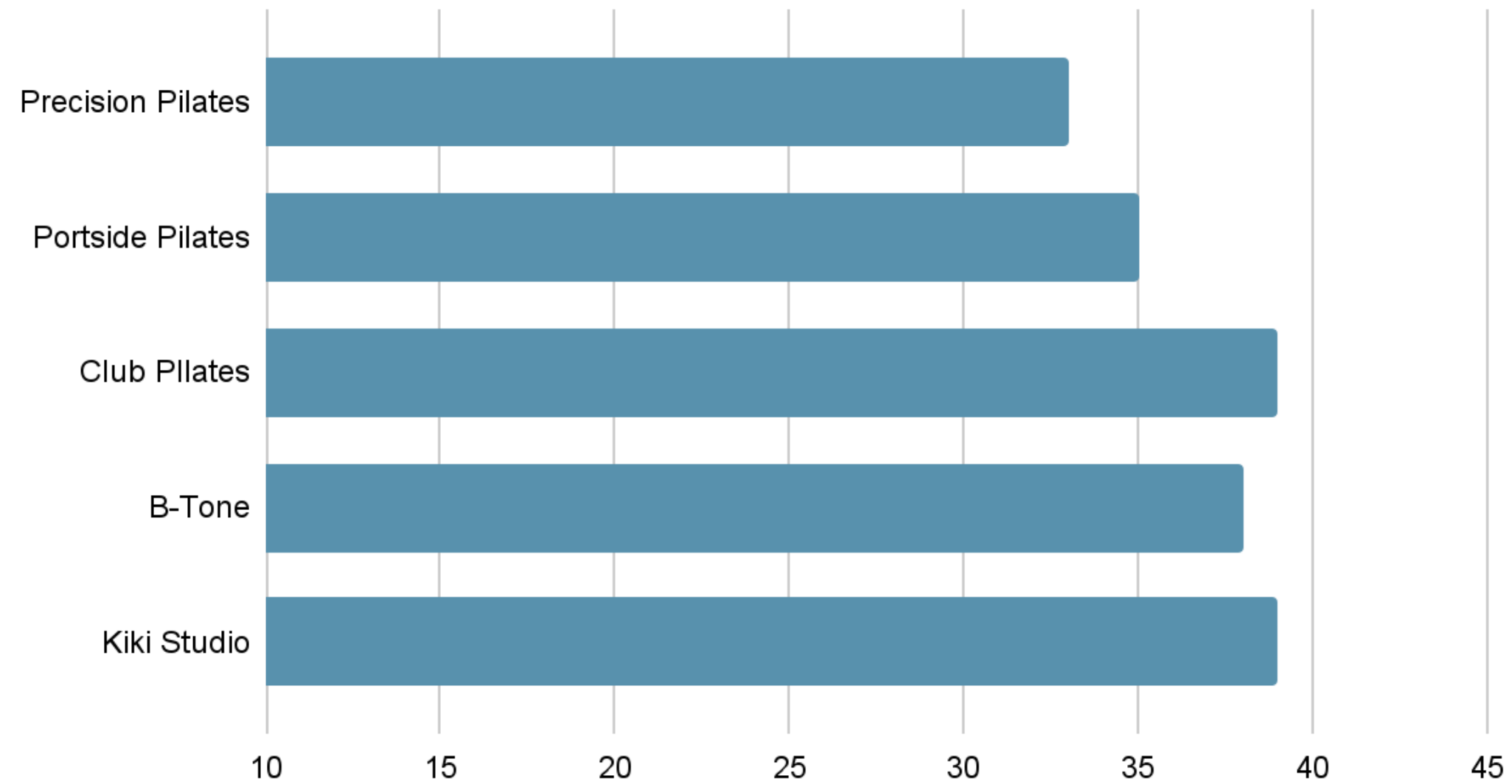
- **Grow on social media**
- **Collaborate with local businesses**
- **Showcase brand identity**
- **Promote deals**

Threats

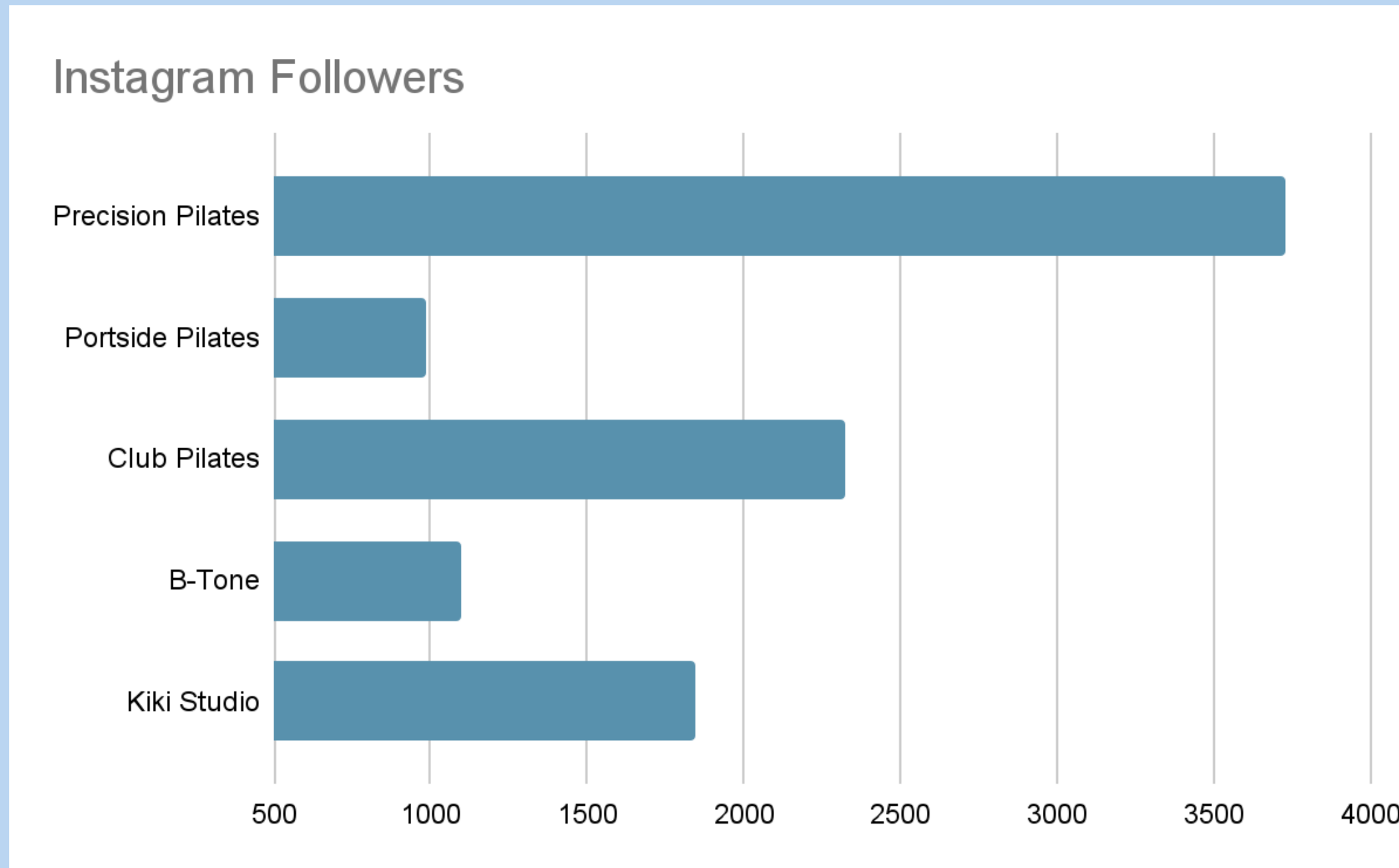
- **Over-saturated market.**
- **Gyms with memberships.**

Price Per Class

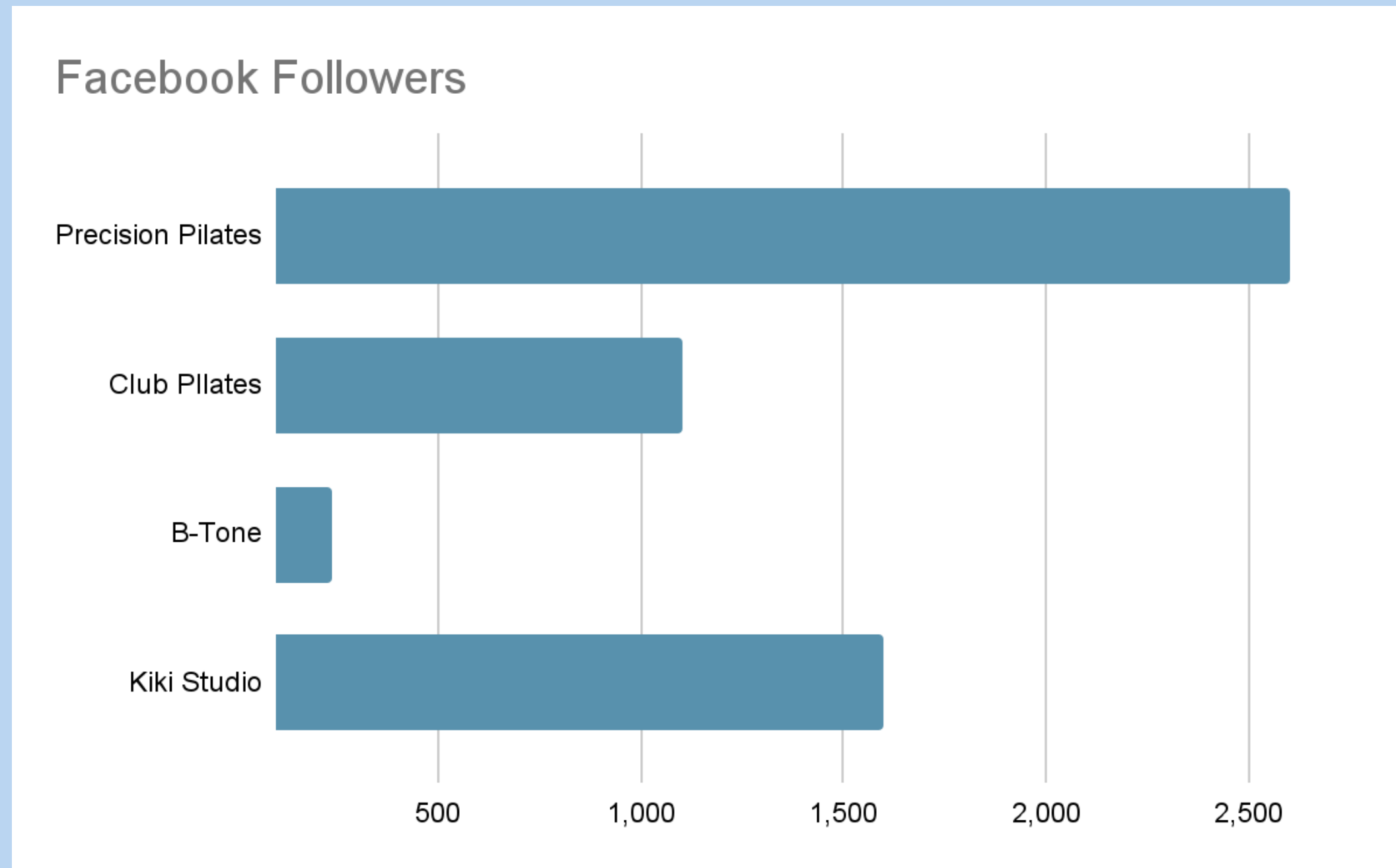
Price Per Classes



Instagram Followers



Facebook Followers



Average Engagement Per Post

