



FITNESS & NUTRITION EXPERT PROGRAM

BUSINESS SESSION 3:
Marketing 101



Before we get ready to rock, just a few things

1. **Please make sure all phones are muted.**
2. **In case of tech probs, this is what to do:**
 - If you get kicked out or power out, just log back in
 - If we get kicked out or power out, we will email you a back up link to log in to asap to continue on class.
3. **Access to live class recordings:**
 1. Each class is taped
 2. Links to access the recordings will be sent a max of 48hrs post class
4. **We heart questions!**
 - Please type all questions in the chat box. If you want your question to be anonymous, please just send to "HOST"



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Business session 3: what we are going to cover



WHAT IS MARKETING?

- The 4 P's vs the 4 E's

FINDING YOUR IDEAL CUSTOMER

- What is a target market
- How to create your customer avatar – let's do a worksheet!

HOW TO CREATE EFFECTIVE MARKETING MESSAGES

- Why the quality matters as much as the quantity

GET A WEBSITE

- The only 2 options you have

SOCIAL MEDIA MARKETING

- What is engagement, how to measure and why we like Facebook best for fitness

LIST BUILDING STRATEGIES

- How to build your contacts

YOUR MARKETING TOOLBOX



SUCCESS
IS THE SUM OF SMALL EFFORTS.
REPEATED

DAY IN DAY OUT

Robert Collier (1891-1960) InspirationBoost.com



**WORK HARD IN SILENCE,
LET YOUR SUCCESS BE YOUR NOISE.**

InspirationBoost.com

What you need before we start:



1. Water
2. Put your finger tips together
3. Take 3 deep breaths



The principles of marketing

Created in 1960 by Jerome McCarthy, traditional marketing was based on the 4 P's

- Product
- Place
- Price
- Promotion

MARKETING

This was when the Marketers would tell you why you should buy their product (ie. Features and benefits, price reduction, promotion, etc)

With internet marketing, open forums, places for EVERYONE to share their opinions + rise social awareness + need for purpose + we buy on how we feel...now the customer is in control and marketing has changed!

Do you remember the Dawn Commercial :
<https://www.youtube.com/watch?v=1JRE8dlmUxs>

INTRODUCTION:

The marketing mix was first developed by McCarthy over 40 years ago. It was designed to suggest that you should have a balanced mix of marketing activities within your marketing plan.

ELEMENTS OF THE MARKETING MIX:

The 4 Ps – The main four elements of the marketing mix are described as “the 4 Ps” – product – price – promotion – place.

1. PRODUCT:

The first P is you product. This should define the characteristics of your product or service that will meet your customers’ needs.

2. PRICE:

The second P is the price of your product/service and decisions surrounding your overall pricing strategies. Pricing can be a very complex area. Most people believe they should undercut their competitors but this is not always a wise strategy. Consumers place value on higher priced products so it’s best if you test various pricing levels of your products and over time you’ll find the right pricing level that

maximises your profits. Even if you decide not to charge for a service it's useful to realise that this is still a pricing strategy.

3. PROMOTION:


The third P is about promoting your products and services. This may include advertising, personal selling (eg: Attending exhibitions), sales promotions (eg: special offers) and atmospherics (ie: creating the right impression through the working environment). Public Relations is also included within Promotion by many marketing people, although PR people tend to see it as a separate discipline.

4. PLACE:

The final P is about PLACE the location where the service is actually going to be delivered. Many retail gurus will tell you it's all about LOCATION, location and location and this still holds true today.

The 4 E's vs the 4 P's

1. **EXPERIENCE (replaces Product)**
 - stop thinking just about your product and start thinking about the full experience.
 - Think about the results of your customer and how you want them to feel
2. **EVERYPLACE (replaces Place)**
 - intercept consumers on their turf and on their terms
 - Think about where they are and meet them there
3. **EXCHANGE (replaces Price)**
 - Today's marketing leader needs to be aware of the value of things. Know what it takes for a consumer to give you precious things like their attention, their engagement and their permission
4. **EVANGELISM (replaces Promotion)**
 - creating a mission and brand experience that are so inspiring to consumers that they engage with you – and share their enthusiasm with others



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Instead of the “old school” mentality of the 4 P’s, we prefer Brian Fetherstonhaugh’s of Ogiliv & Mather view of the 4 E’s.

MANY OF US GREW UP with the Four Ps of Marketing: Product, Place, Price and Promotion. Do you know when the Four Ps of Marketing were invented? In 1960, by Jerome McCarthy. They were made leading-edge by Philip Kotler in his book Principles of Marketing in 1967.

The Four Ps thrived in a different world. It was a wonderful fantasy world. Marketers were king. Product differences lasted. Big, obedient audiences could be reached with big, efficient media.

What is the world of marketing today? The consumer has seized control. Audiences have shattered into fragments and slices. Product differences can last minutes, not years. The new ecosystem is millions and billions of unstructured one-to-one and peer-to-peer conversations.

We need a new framework. And a new tool kit. For starters, we need to throw away the Four Ps and embrace the Four Es:

For full article, please visit http://www.ogilvy.com/On-Our-Minds/Articles/the_4E_are_in.aspx

CASE STUDY: LET'S LOOK AT DOVE REAL BEAUTY CAMPAIGN



The Dove brand is over 50 years old. Its heritage was in selling simple and honest beauty products to women. It was successful, but we all believed there was more potential. It was when we linked together the brand's best self with a cultural truth about women and beauty that the business really took off.

It started with a research insight: after decades of stereotyping by the fashion and beauty industries, global research revealed that only two percent of women believe they are beautiful. The leaders of Dove took a different view – women's beauty today is much more diverse in age and size and color. Real beauty is what matters.

And so Dove's Big Ideal was articulated as: "Dove believes the world would be a better place if women were allowed to feel good about themselves."

Rather than just tell women its theory, Dove decided to engage women around the world in a debate. And so the Campaign for Real Beauty was born. It started with a website and a public relations campaign. Women were invited to join the debate, and millions did. One Dove viral video, Evolution, achieved such astonishing consumer sharing and free media support that it has been seen by an estimated 500 million viewers. And the Campaign for Real Beauty has helped drive Dove sales to record levels.

DOVE VIDEO – Evolution:

<https://www.youtube.com/watch?v=iYhCnDjff46U>

DOVE VIDEO – Beauty Sketches

<https://www.youtube.com/watch?v=XpaOjMXyJGk>





HOW TO FIND YOUR IDEAL CUSTOMER

....and why this is SUPER
important to your marketing
success!



Finding the right customers

In business, you may have heard of the term “target market” or target audience.

Here is the definition from entrepreneur.com *A specific group of consumers at which a company aims its products and services.*



Finding the right customers



Sample of FIT CHICKS Target market:

- Women age 18-60
- Stay at home moms, single women, married women
- Don't like or intimidated by the gym
- Fitness oriented but not avid athletes
- Minimal to average education in nutrition and fitness
- Looking to feel part of a community of like minded women

While a target market gives you a broad idea, it doesn't help you get into the heart, mind or speak of your ideal client (ie it can make your marketing sound generic!)

How can you really create awesome marketing messages? Create a customer avatar!

Finding the right customers



WHAT IS A CUSTOMER AVATAR?

A **customer avatar** is simply a very detailed profile of 1 target customer.

You are going to GET PERSONAL about your customer's life, dreams, wants, hopes, fears and desires so you can speak directly to them

This an amazing exercise to help you:

1. Get really focused on speaking to the right people to not waste \$ or time
2. Give you direction as to where to spend your \$ or time
3. Create marketing copy (ie facebook ads, blog posts, newsletters) that is specific and comes from a very connected place
4. It will feel personal and authentic

Let's look at your **Customer Avatar worksheet!**



Make sure to download and fill out your “Create your Customer Avatar Worksheet” in your Business Session 3 Folder



How to create effective marketing messages



Creating your marketing messages



1. Show what you believe in (and what you don't)

- What is your fitness philosophy?
- What is your brand promise?
- Make sure your messages, images, words are in line with this!

2. Use your customer avatar

- Make sure you are writing as you would be to her / him!

3. Be crystal clear and specific!

- What are you promoting (ie general awareness, specific to a program/service or a promotion) and what problem / transformation you are helping your client solve
- Example: "Shed pounds, gain energy, feel fierce: Total Body Clean Up 28 day challenge!"
Or "Whiter smile in 14 days"
- Tip: brainstorm out all of your features and benefits for ideas

4. Always include a Call to action

- Make sure everything you do has a call to action (ie sign up now, learn more, book now) and how to do that (ie a link back, phone number or email!)

Creating your marketing messages



5. Use your personal images and video

- People want to know what it is like to experience working with you – not a pic off of the internet!
- Use programs like www.canva.com for free marketing materials or Windows Moviemaker or Imovie to make workout vids

6. Create FREE, relevant and useful content

- Write weekly blog posts (ie Fitness Fridays) to build up consistency and habit with clients to know what to expect from you
- Keep inline with your brand!
- Ideas include workouts, recipes, embed videos, have guest bloggers

7. Get customer testimonials

- Ask for real life experiences, before and afters, stories you can share on social media, put on website, etc
- Post on Google reviews, Yelp.ca to drive more traffic and increase your reputation

Other marketing tips to note



1. **Set clear boundaries and expectations from the get go**
 - Make sure your all your policies are easily accessible to your clients including refunds, cancellations, credits, guarantees, contact policies, etc
 - Put it on website, invoices, PayPal, etc so they must read before they purchase (especially important for personal training clients!)
2. **Anticipate problems or objections**
 - What could go wrong and how will I handle it?
 - What complaints could a customer have
3. **Be Authentic!**
 - Don't copy as customers can sense it. Be yourself and peeps will love it!
4. **Share stories that apply with what is going on right now**
 - What are the seasons, the celebrations, something that happened to you
 - Get personal and tell them from your standpoint
 - People love what you love but they always want to know what pisses you off...if you have a stance, share it!



Get a Website!

Creating your website

When it comes to having a business, product and / or service, you must have a website to show your professionalism.

How to build a website

- 1. Hire someone to build it for you**
 - This can be expensive to start (ie may need a loan)
 - If so, make sure YOU can update the content yourself
 - Set very clear terms about what they will complete, timelines and updates
- 2. Create your own**
 - Great sites now like www.shopify.com, www.wix.com and www.wordpress.org or www.wordpress.com
 - Ask other peeps you know and set up info calls



Make sure to research web developers and designers and get them to provide you will a full quote prior to starting working with them and exact terms of what that budget covers, terms of work, etc. Look for referrals from trusted people in your industry or find websites you like and email them to see who is their designer.

When designing your own, Wordpress is the most popular platform for it's compatibility with plug ins and ease of use. However, depending on what you want to do with your site and your experience with working with a website, you definitely want to do some research.

Here is a link that breaks down the difference between wordpress.org and wordpress.com to see which one works better for your needs:

<https://en.support.wordpress.com/com-vs-org/>

Other sites that have templates and build in ecommerce (ie you can take payment online) include:

<https://ca.godaddy.com/ecommerce/online-store.aspx>

www.wix.com

www.shopify.com

www.joomla.com

Creating your website

If creating your own, look for a provider that will allow you to include all of things you need:

1. That your website converts visitors into clients
 - le people to sign up and pay, join your mailing list, etc
 - You want it working for you 24 hours!
2. Easy for YOU to change and updates images, products, programs, etc
- 3.. Make sure to include:
 - About you or your company
 - What you offer (ie products, services, pricing)
 - Sign up options and how to contact you
 - Refund policy
 - Customer Testimonials
 - Blog

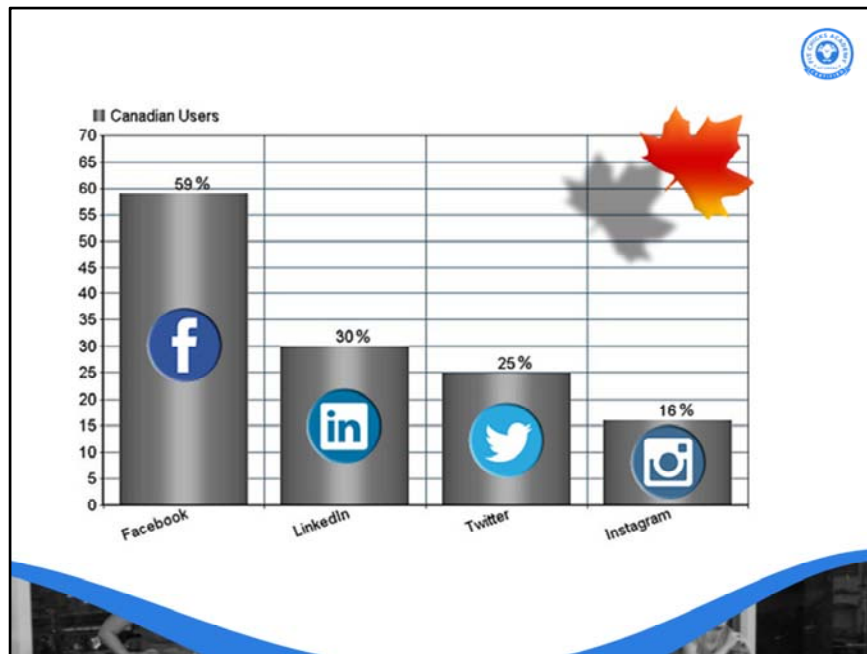


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Social media marketing





<http://canadiansinternet.com/2015-canadian-social-media-usage-statistics/>

How social media networks measure engagement



Each social media network defines engagement a little bit differently based on the features and functionality of their platform. It's important to understand how they measure engagement for you to measure the impact your social media marketing is having on your business.

Facebook defines engagement as likes, comments and shares.

Twitter defines engagement as @replies, retweets and mentions.

Instagram defines engagement as likes, comments and reposts

LinkedIn defines engagement as the number of interactions on a post plus the clicks and followers acquired divided by the number of impressions.

It's important to understand what each social network is measuring and how to interpret their insights and analytics

How to measure your social media



- The first step in measuring the impact of social media marketing is to [create a goal](#).
- Once you have defined your goal, you can determine how you will measure. There are many ways that you can measure the success of your social media marketing.
- Here are three examples of what you can measure:
 1. **Measure your likes, comments and shares on the content you share via your Facebook page.** Monitor the type of content that receives the most engagement and continue to create similar content for your customers. For example, you may find out that sharing video results in more likes and shares versus an article.
 2. **If your goal is to drive people to your website, monitor the response and engagement on the content that drives people to your website.** And measure the click throughs and traffic to your website from social media. For more measurement, look at the analytics on your website to see the behavior of those coming to your website from social media.
 3. **Create a hashtag for your business or for a specific campaign and monitor how it's used** across the applicable social networks such as Facebook, Twitter, Pinterest and Instagram

Also, always include a "where did you hear about us?" on all marketing so you can see what's working!

The first step in measuring the impact of social media marketing is to [create a goal](#). Once you have defined your goal, you can determine how you will measure. There are many ways that you can measure the success of your social media marketing.

Here are three examples of what you can measure:

Measure your likes, comments and shares on the content you share via your Facebook page. Monitor the type of content that receives the most engagement and continue to create similar content for your customers. For example, you may find out that sharing video results in more likes and shares versus an article.

If your goal is to drive people to your website, monitor the response and engagement on the content that drives people to your website. And measure the click throughs and traffic to your website from social media. For more measurement, I suggest looking at the analytics on your website to see the behavior of those coming to your website from social media.

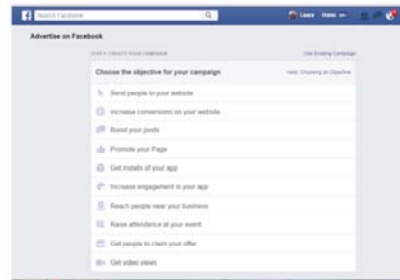
Create a hashtag for your business or for a specific campaign and monitor how it's used across the applicable social networks such as Facebook, Twitter, Pinterest and Instagram



Facebook is still the top social media sites used by Canadians

Why do we like it the best?

- Offers interaction and engagement
- Videos, pictures
- Can boost posts and create offers
- Can target to specific areas
- Various objectives
- For list building
- Add credibility to your business



Let's take a look at creating ads in Facebook!



List building strategies



What is your marketing list?



This is the MOST important thing you will own in your company!

It is the email list of ALL people who have opted in to receive communications from you (ie they want you to talk to them!)

Your goal is to get everyone you come in contact with on your list. How to start to building your list for free?

1. Set up an account with an email provider like www.mailchimp.com
2. Make sure you are inline with Canada's Anti Spam Regulation for opt in and opt out (<http://fightspam.gc.ca/eic/site/030.nsf/eng/home>)
3. Ask all of your friends and family to join your list and send them link to receive communications from you
4. Add in your sign up for clients that they will be added
5. Add "Join my list" to your Facebook page
6. Add opt in pop up to your website to collect addresses (include an offer, bonus or reason to sign up ex "Get 3 free workouts!" or "Sign up and receive a free copy of Vanessa's Vegan Delights cookbook!")
7. Tradeshow booths have "Enter to win" with a sign off for
8. Guest blog or ask other peeps in the industry to guest blog with you

Need more ideas to grow your list for free?

Check out 25 easy ways to start growing your email list

<http://blog.hubspot.com/blog/tabid/6307/bid/32028/25-Clever-Ways-to-Grow-Your-Email-Marketing-List.aspx>



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motivation straight to your inbox!

First Name Email



The screenshot shows a website interface for 'FIT CHICKS'. At the top left is a logo featuring a yellow chick with arms raised. Below the logo is a navigation menu with links for Home, About, Training, Nutrition, and Shop. To the right of the menu are social media icons for Facebook, Twitter, and YouTube. The main content area has a heading 'GET 3 FREE WORKOUTS!' followed by the text 'Sign up for your weekly dose of healthy love & receive 3 workout downloads!'. Below this is a form with three input fields labeled 'Email Address', 'First Name', and 'Last Name'. A purple button labeled 'GET STARTED HERE -->' is positioned below the form. To the right of the form is a photograph of two women in yellow t-shirts making a heart shape with their hands. At the bottom of the form area, a small blue banner reads 'FREE HEALTH TIPS, RECIPES, UPDATES & MORE! YOU MAY OPT OUT AT ANYTIME!'.

Your marketing toolbox

Below is a list of recommendations of marketing basics what you should have to help market your business and potential providers:

- Website – wordpress.org, wix.com
- Blog – wordpress.org
- Mail List provider for e-blasts and Opt in - www.mailchimp.com
- Design website – www.canva.com for marketing materials, business cards, e-posters, etc
- Facebook Page (not a friend page, a business page!)
- Twitter account
- Instagram Account
- Youtube Channel
- Linked In Account
- Pinterest Page
- Craigslist & Kijiji account – any free local class or event listings
- Social media management system: ex Hootsuite.com to manage all marketing channels at once
- Ecommerce provider – example PayPal



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Business session 3: recap



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Any questions or
inquiries, please email:

fne@fitchicks.ca



**Want to watch this
class again?**

The link will be posted
within 48 hours for
you to access.