



Fitness Business Playbook for Growth

 **ThriveHive**

CLASSPASS

ThriveHive helps people working in local business do what they love by combining actual human guidance with easy-to-use technology to make marketing your business easy, effective, and affordable. With ThriveHive's Guided Marketing Platform and digital marketing services, you can eliminate the guesswork, maximize your time, and get back to what's really important—running your business.





How to strengthen your fitness business.

1. Presence & Reputation
2. Personalization
3. Influencers



Online Presence & Reputation



1. Online Presence & Reputation

What

Use online directories and client reviews to enhance your online footprint and ensure you are aware of, and able to manage, your reputation.

Why

- Increase your chances of being discovered online by prospects
- Insight into what others are saying about your gym/studio online
- 61% of customers seek out online reviews before making a purchase decision*

*Source:

<https://econsultancy.com/blog/9366-e-commerce-consumer-reviews-why-you-need-them-and-how-to-use-them/>



1. Online Presence & Reputation

How

- Claim your Google, Yelp and other industry profiles to ensure accuracy of business name, location and contact info
- Monitor your reputation to engage with customers and align with values and improve business

Example

Business gets a negative review, responds to it and ends up looking better.



1. Online Presence & Reputation

Planet Beach West Los Angeles

1914 S Bundy Dr, Los Angeles, CA

Write a review

4.8 ★★★★★ 18 reviews

Sort by: Lowest rating ▾



2 reviews

★★★★★ a year ago

Still waiting to hear back from this location after being misled about pricing.

Like

Response from the owner 3 months ago

Hey John sorry about the confusion we were training new staff. Glad we were able to get this resolved.



1. Online Presence & Reputation

yoga studio west los angeles

Keyword difficulty: **68.69%** (for google.com database) — View full report for this keyword

All Maps Images Shopping News More Settings Tools

About 1,060,000 results (0.73 seconds)

Laughing Frog YOGA | Serving West LA & Santa Monica
Ad www.laughingfrogyoga.com/
Vinyasa, Yin, Power Yoga and more. Beginners and advanced yoga classes for all! Free Parking.



Rating Hours

Laughing Frog Yoga
Ad 5.0 ★★★★★ (23) · Yoga Studio
12217 Santa Monica Blvd



Laughing Frog Yoga
5.0 ★★★★★ (23) · Yoga Studio
Cheerful studio with group yoga classes
12217 Santa Monica Blvd #205



yogaraj
5.0 ★★★★★ (34) · Yoga Studio
2001 S Barrington Ave





Personalization



2. Personalization

What

Clients/members are bombarded and usually overloaded with messaging of all kinds. Capture their attention with more personalized and relevant content.

Why

- Get better engagement and results
- More efficient use of your resources (time and tools)



2. Personalization

How

Use behavior or actions to provide relevant content to groups of members/clients, and prospects. The goal is to deliver an experience specific to the individual.

Examples

- Cater a live chat greeting or popup to the specific source
- Segment email lists to target specific groups with specific deals.
- Targeted advertising based on website visits or social interactions



2. Personalization

Happy Anniversary from MyStryde

Inbox

MyStryde
to me
Mar 6 [View details](#)

MYSTRYDE

Dear Mike,
It's your anniversary with MyStryde! As our client you are very important to us and we greatly value your business. We truly hope that you have enjoyed your experiences at MyStryde and will continue to in the future.

WE MISS YOU! TAKE 20% OFF THIS WEEK ONLY [Inbox](#)

Sweat Fixx
to me
3 days ago [View details](#)



WE'VE MISSED YOU! SO.....

SWEATFIXX
ROW • SCULPT

WE MISS YOU!
20% OFF YOUR
NEXT PACKAGE!
USE CODE:
"BackToFixx"
NEXT 7 DAYS ONLY



2. Personalization

The screenshot shows a fitness website with a dark header bar. The header includes links for HOME, GIFT CARDS, MY ACCOUNT, TURNSTYLE (the main logo), PACKAGES, SCHEDULE, and FAQ. Below the header, there's a large image of a gym interior with stationary bikes. Overlaid on this image is a white rectangular box containing a deal alert. The text inside the box reads:

DEAL ALERT

If you're an active customer, and haven't taken a bootcamp in the last year, we've got a deal for you.

Try a bootcamp for ONLY \$2.

[BUY NOW](#)



Inside & Outside Influencers



3. Inside Influencers

Who are Inside Influencers?

Trainers, coaches and instructors who interact directly with your members/clients and maintain an active online presence.

Why

- Capitalize on the “buy-in” associated with the endorsement
- Take advantage of the relationships that exist to get your current clients/members to engage or act



3. Inside Influencers

How to Use Inside Influencers

Encourage, or possibly incentivize, your employees to promote a business objective on social media.

Examples

Trainers post their schedules, workout previews and number of class openings for the week and/or day.

Use code 'Coach Mike' in our online store to save 15% on new merchandise they wear in class or in-studio.



3. Inside Influencers

mslali1 7h CLASS SEARCH 1 FILTER

APR 27-03 MAY 04-10 MAY 11-17

F S S M T W T

MAY 04 FRANKLIN STREET

THE CUT: JUMP ROPE
1 SPOT LEFT
ALI BALDASSARE
11:30 AM-12:00 PM BOOK

FIRESTARTER
2 SPOTS LEFT
ALI BALDASSARE
12:00-12:30PM BOOK

EQX BARRE BURN
ALI BALDASSARE ADD TO CALENDAR
Few spots opened up for this afternoon NEW

BEST ABS EVER
ALI BALDASSARE (SUB)
5:15-5:45PM ADD TO CALENDAR

Two black arrows point from the "Few spots opened up for this afternoon" text to the "FIRESTARTER" and "THE CUT: JUMP ROPE" class descriptions.

emboslice Boston, Massachusetts



Love Comment Share

Liked by kjk227, alb_feld and 234 others

emboslice Feeling so good after a week recharging the batteries. Ready to kick some ass and finish this year with a bang! Back to your regular scheduled programming this week:

MON: 5:15pm Recycle//6:30pm Barrys
TUE: 7am Recycle//11:45am & 12:45pm Barrys
WED: 6am Barrys//6pm Recycle
THU: 4:20 & 5:20pm Barrys (bdy edition)
FRI: 6:30am Recycle//4:20pm Barrys



3. Inside Influencers

BARRY'S, IT'S COLD OUTSIDE.

 



xlodde • Follow

Barry's Bootcamp Boston

xlodde ...but nice and toasty in the red room



•

'Tis the season for the Barry's Holiday Sale - starting today through Saturday, 12/16. Give the gift of lift!! Classes as low as \$20. Say byeeee moneyyyy. In studio or online now.

•

•

•

#dontbeacheaphohoho #buyitatbarrys
#barrys #barrysbootcamp #barrysbonston
#barryschn #bostonfitness #giftoflift
@barrysbootcamp
□: @etgphotography



232 likes

DECEMBER 13, 2017

Log in to like or comment.

...



3. Outside Influencers

Who are Outside Influencers?

Individuals, preferably locally-based, with a robust and very loyal online following similar to your target market.

Why

- Leveraging the power key individuals to help you achieve a specific goal
- Introduce your fitness business to new, like-minded or relevant audience
- Capitalize on the “buy-in” associated with the endorsement



3. Outside Influencers

How to Use Outside Influencers

Connect with local microinfluencers in your area to spread a very specific message to a new audience.

Examples

Offer a free class and/or swag for a fitness blogger to review your class on their blog.

Have a well-known personality run a contest on their account for the chance to win a free trial membership to your gym.



3. Outside Influencers

Turnstyle Cycle Ink Block 3.9

Boston • Spin, Bootcamp

INSTRUCTORS & CLASSES (CLICK TO READ REVIEWS)

BRITT	DANI	KATRINA	HEATHER
MAGGI	JESSIE	CAITLIN	LAUREN
BRITTANY	STEPH	MATT	JOE
BOOTCAMP: FULL BODY W/ BRITT	BOOTCAMP: ARMS, ABS & CARDIO W/ JILL	BOOTCAMP: FULL BODY W/ NICK	BOOTCAMP: FULL BODY W/ TAYLOR
ERIN C.	ASHLEY	BOOTCAMP: ARMS, ABS, CARDIO W/ JENN O.	BOOTCAMP: ARMS, ABS, CARDIO W/ MICHELLE

REVIEW:

 by TORI SCOTT, DECEMBER 29, 2017

Three studios. Three different locations. Three completely different experiences. Rejoice! It turns out, third time's finally a charm for the crew of Turnstyle Cycle. Don't expect the down and dirty "Velo-City" experience from Back Bay, and don't expect the intimate neighborhood feel from Kendall in Cambridge. The modern, sleek, two-story space left us for the first time in Boston boutique-fitness history not plastered against the wall trying to navigate the studio. Whoever is responsible for convincing Britt Vitello to make the commute from the North Shore to teach at Turnstyle deserves an award—a big one. Overall we were impressed, and you already know that ain't no easy thang.



3. Outside Influencers



HOBOKEN GIRL

EVENTS + NEWS

FOOD + DRINK

CULTURE

FASHION + BEAUTY

BRIDAL

LIFESTYLE



Search...

Location:

RushCycling has two locations — at the [Brunswick Center in Jersey City](#) and at 1422 Grand Street in Hoboken. It is just one of many exercise and wellness businesses found in this convenient location {a quick [Uber ride](#) from downtown Hoboken}. The likes of ballroom dancing, colonics, and iron man training can all be found just steps away from the studio. If you are looking for a one-stop shop location for all your fitness needs in Jersey City, the center is definitely a place worth checking out.

Share this:



Trying the Class as First-Timers:

After being in the class for just five minutes, we began to wonder how any other 'regular' [spin class](#) was going to cut it any longer. When moving the bike from side to side, muscles in the back and arms start firing up. When hovering over the seat, the abs and glutes are engaged to stop the bike from swaying. This is all while your legs are working like they would in a typical spin class — AKA holy burn.

Read More: [Soul Cycle HBKN is Open! Take a Peek Inside + Hear About Team HG's Ride](#)

Your first class is basically spent learning and getting used to the bike since it's so different from a regular spin class. Because of this, Heidi recommends giving the class a second try {and we did!}. The second time around was much easier and allowed for a better workout as we had the hang of the bike a bit more. She also shared that it will typically take about 5-6 classes to build muscle memory and feel truly comfortable on the bike.

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3. Outside Influencers



christopher_cuozzo • [Follow](#)
Sweat Fixx

christopher_cuozzo Tag a guy (or yourself) for a chance to win one of the best CUSTOM dress shirts in the industry - 4-way stretch, machine washable, dryer friendly, wrinkle resistant, and sweat friendly. Winner chosen this Friday. Go!

#custom #bespoke #menswear #shirt #tag
#contest #sweat #health #fitness #lifestyle
#core #suit



383 likes

JANUARY 17



3. Outside Influencers



christopher_cuozzo • Follow

Sweat Fixx

christopher_cuozzo This ain't a scrimmage.



#fitness #mens #menswear #health #suits
#sweat #shirt #LFG

moved_by_love Bravo 🙌

christopher_cuozzo @moved_by_love 🙏

tom_vs_tom Can I really get through one of
@elisecairafitness Row classes in a suit?

eszaki_ Powerful. Nice



379 likes

JANUARY 17



3. Outside Influencers

How to Measure Influencer Campaigns

- Benchmark number of Instagram followers before and after promo.
- Track discount code links for any merchandise, class, gym or other sessions.
- Utilize a unique landing page or tracked website link for visits and/or conversions
- Measure your total 'spend' against the findings.



Questions?

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<http://classpass.thrivehive.com/signup/>**