

What content works well for gyms?

From what I've seen, the best ads for gyms are the ones that are the most intense such as short videos that show people working hard. However, I see a good bit of variety in my research. I see a lot of good photos of people working hard and infographics providing important information about discounts. I think some of the best advertisements I'm seeing are ones that include experience from a member. That's super effective because it gives the audience something that they can relate to.



"At first I was a little scared to come in, but Kevin has been such a great Personal trainer I'm not anymore. Kevin is so calm and relaxing, which makes it so easy to train with him. He's tough but in a way that pushes me to my limits, and helps me to become the best version of myself. Ever since starting training with Kevin, I've seen a positive change in my own lifestyle. I'm feeling a lot better day to day, eating better and just feeling a lot happier. It's a step by step process but I'm becoming better every day"

-Gary Tse

One thing unique I want to do in my content is using rap songs and syncing them up with my video. This could really do a good job at appealing to younger audiences. For older audiences, I would use something more informational like showing the newest equipment with some peaceful music during the video. Overall, I have a lot of ideas of what I want to do and I'm very excited to get started.

Sources: <https://www.trainerize.com/blog/gym-advertising/>
<https://invideo.io/blog/best-gym-ads/>