

Hydrow

Hydrow Indoor Rowing Machine | Live & On-Demand Classes

Analyze The Top Market Player

1. Perform full research on their target market and avatar.

It is based on individuals who like to row canoes and are about 20 -35 years old, they are rich because the product costs 1.5K or 2K dollars and sports athletics competition

2. What are the reasons their customers decide to buy?

Simulation to row and feel with nature, product style that looks a bit like a canoe or a boat the color of the product looks professional and design

3. How are they getting attention?

Through social media, I do not see this advertising and a bit worrying

4. How are they monetizing their attention?

Through social media and their products, in images and videos, they are depicted that they are in nature with various people doing athletic weights laws, swimming canoeing

5. What is this brand doing better than anyone else?

The product and the illustrated images and videos seem to try to simulate if you were in a real canoe and doing the exercises in fact the product also has a screen to do what in short simulates with a screen and sounds the shape, colour, design of the product

6. What mistakes (if any) are they making?

Their product seems to me that it costs too much to make such a movement for minutes and hours, they do not advertise in fact I found it thanks to some site, the video images seem right to me but they seem to come out of a movie, and they are like a community and seem to be more private than open

7. What can other brands in the market do to win?

They could post more to be more alive and real by posting real things, advertising with real living things real live posts, lower prices and advertising on it and publishing multiple days, making youtube shorts, in short, show it, be real, lower costs