

Analyze The Top Market Player (Fitness)

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

- Every range of people who want to lose weight, build strength,
- People who are already on a fitness journey but need supplements.
- People who want to lose weight without exercising with a diet
- People who want to achieve any fitness goal they have,
- People of the age of 18 and above
- Both men and women

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

- Easy to follow
- Interactions feel family based
- Fast replies to questions
- Supportive in every step especially in the community
- Easy to learn
- Plans are flexible and easily personalizable
- Accessible to any person with a fitness goal in mind
- Cheap as possible
- The results of others are presented and on the preview
- Gives a clear time frame for expected results

- Offers various ways to achieve goals

3. How are they getting attention?

- Preview of something they desire like an in-shape body
- Valuable lessons and insight
- Reference to well-known businesses they have partnered with
- A clear statement of the service they provide

4. How are they monetizing their attention?

- Offering their services to what they advertise which is memberships and programs
- Giving solutions to what they desire
- Teasing what they actually do

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

- Personalizing everyone experience
- Giving every information needed in order for the people to better make their decision
- Gives assurance of no money loss if dissatisfied
- Motivational message to any considering the service
- Video of the successes achieved so as to cancel any doubt
- Plays on the desires and dream outcome
- Gives a story of himself to better relate to the audience
- Gives facts on what it is they provide and how it is beneficial
- Provide a link tree to different programs so as to better navigate on what the person is actually looking for

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

- Different links for the same website

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

- Apply some of the tactics they used
- Be consistent on every social media platform
- Tease desired outcome through posts and pictures