

Analyze The Top Market Player

Target Market and Avatar:

Kinobody targets fitness enthusiasts who want to achieve a lean and muscular physique without sacrificing their lifestyle. His typical customer is male, aged 18-25, who is looking for a fitness program that wants a physique like his, or wants a hollywood physique.

Avatar for Gregory O Gallagher:

Gregory O Gallagher's avatar is a successful entrepreneur and fitness enthusiast who values masculinity, and working out and believes that fitness should enhance his lifestyle. He is ambitious and wants to keep increasing his ltv by producing various kinds of programs like the hollywood physique. This is a good marketing ploy because everyone wants to be as ripped as their favourite actor.

Reasons for Buying:

Customers buy Kinobody's products and programs because they are marketed as a Hollywood physique that can be obtained easily. He preaches fast progress

and less time in the gym to obtain a physique like his. Kinobody's programs promise a lean and muscular physique.

Getting Attention:

Kinobody uses Instagram and YouTube to get attention. He uses a combination of motivational posts, lifestyle content, and transformation stories to attract followers and customers. He is now on podcasts making clips like Tate does.

Monetizing Attention:

Kinobody monetizes attention by selling fitness programs and supplements. He also has a moviestar masterclass program, as well as clothing apparel.

Doing Better than Others:

Kinobody's success comes from its unique approach to fitness. Unlike traditional fitness programs, Kinobody's programs focus on achieving a lean and muscular physique. He talks about how achieving an amazing physique opens opportunities with women, jobs and money. He PAS's his followers, increasing his target audience.

Mistakes:

One mistake that Kinobody makes is not having enough social proof. In HU, we have interviews where we can see that students are making a high revenue. So, kinobody can follow this idea and post videos instead of photos of transformations of his clients, as well as them thanking him. I feel that a video of clients explaining how their physique has changed with their program and showing their lifestyle now is better than the past photos of transformations.

Winning Strategies:

To win in the market, other brands can focus on building a strong and unique brand identity, similar to Kino's approach. Kino features women, cars and money, like Tate does, on his instagram. They could also incorporate a lifestyle component into their fitness programs and use social media to target their specific audience. Kinobody has started going on podcasts talking about masculinity and his program, so other competing brands could do this as well. Overall, Kino has a program that targets the desires of everyone.