

Niche: Fitness And Wellness

Sub Niche: Fitness for Beginners

1st Prospect is an actor and a fitness coach for beginners.

Instagram followers : 4.6k Prospect posts daily content that averages 1000 views but very little interaction in form of comments and likes. Prospect does not have their own website rather a link to direct coaching. Their instagram posts lack CTA often not mentioning they have an online coaching program. My solution: Short form content for their SM page that promotes their coaching program alongside with a form of fitness challenges for their viewers while watching the video or short quizzes for better interaction on their SM. Prospect also does not run ads that could better promote their program.

2nd Prospect is a business selling their method of training online and in their gyms. Instagram followers : 33.8k

Prospect posts content 2 times a week averaging 2.5k views and having about 60-100 likes per post but little to no comments. Their content consists of them showing their clients working out in their gyms. Their website has a bulk of text with zero engaging video content. Their pages lack on why a potential customer would want to choose their program. They ran paid ads on a news website My solution: Paid ADs on their instagram would boost their website traffic by showing the viewer why their program is the one they need. almost 50% of their average website visitors leave after browsing one page indicating that the landing page needs engaging video content explaining their why's (program)

The 3rd prospect is a gym for trainers and physical therapists. Instagram followers : 3.4k

Prospect posts infrequently either one video a month or a couple, they average 2k views a video with little interaction. Their content is showing trainers working out with a form of a motivational speech. Their website is simple with only one page containing all the things a customer needs to see, their website lacks videos and testimonials are only a bunch of text. My solution : Drip fed content at a regular time regarding it is for personal trainers As well as normal people wanting to workout, it needs to show both trainers and clients that their gym is the best option for them. They can do that making content in their gym using their equipment showing different exercises, proper form, injury prevention tactics engaging with their viewers with fitness challenges, polls or quizzes which would improve their social media page viewer and follower count, content on their SM pages needs to be more entertaining to the customer as it is now it looks like a motivational video page. Running paid ads will drive attention to fitness trainers needing space/gym for their clients.

4th Prospect is a Health and Fitness club. Instagram followers 3.9k

Prospect posts 1-2 times a week averaging 2k views, 50 likes per post and having positive comments from their clients. Based on their website they work with a bunch of companies including a decent amount of popular ones. Their Social media pages are lacking quality editing and weekly drip fed content. Since their business is based on luxury gyms, pools and establishments their content needs to promote that lifestyle customers get when living or training in one of their establishments, which could be customer service they get while living there or show how nicely cleaned, well spaced and tidy their gyms are, or show the customer the network of people they get access to by using their establishments/gyms. All traffic from their website is from a third party promoting website which indicates their SM pages do not promote their services.

5th Prospect is a Womens fitness gym. Instagram followers 22.8k

Prospect posts 3-4 times a week averaging 2.5k views, 80 likes and a small amount of comments. Their website's landing page is unorganized lacking captivating content to keep the customer on the page. All of their website traffic is from organic non-branded search meaning they lack content promoting their fitness for women. My solution: Running paid ads tailored specifically for womens fitness, and should include how easy it is for beginners. Social media page needs improvement on content they put out, badly edited and no sense of what is being posted. They include a boxing program, spa services and sauna which is not mentioned in any of their posts

6th Prospect is a gym and a personal trainer business. Instagram followers 44k

Prospect posts almost daily promoting their gyms and personal training. Their posts average 4k views with 80-100 likes and with some interaction from viewers.

Their website does not mention their programs, why the customer should choose them, rather only a list of gyms they have in the region and to book an appointment.

Their social media pages need better video editing to capture attention of the viewer however their website needs a lot of improvement. Landing page is missing information a customer wants to see such as on why their gyms/trainers are the best in class for them, a piece of video content driving them to scroll further into the website, Testimonials from their clients and short video's to meet the staff. Running paid ads on SM is an option for the future.

7th Prospect is a crossfit gym/fitness club. Instagram followers 2k.

They post irregularly averaging 1k views and 30 likes per video with small viewer interaction with the videos. Their website is good looking and easy to read, the only thing missing is the video content for their landing page in the form of people training in the gym rather than a picture of their gym. My solution : Their SM page is left out/forgotten about. Weekly drip fed content at a regular time with the right videos promoting their gyms adding a fitness

challenge, quiz and tips videos will improve their viewer interaction with the video. Running paid advertisements can be a great way of getting a viewer to their landing page by making sure the ad is promoting the benefits of going to their gyms and following their instructors' advice.

8th Prospect is a Pilates club. Instagram followers 1.8k

They post daily content mainly with quotes averaging 300 views and 20 likes with not much viewer interaction. Their website's landing page is decent, their website is lacking video content. It needs a better "learn more" page since it is directed to a bunch of text, a well made VSL can make their website way better and easier to navigate as a customer. The VSL needs to show the customer how friendly and cooperative their staff is with their customers, showing why their pilates gyms are the best because of their special equipment. How their programs challenge the body and the mind. Their SM page lacks captivating content with a unique way of promoting their program which could get individual attention in a fun group setting that improves the mood of the clients. They run paid ads on a third party website promoting their pilates program, on that website there is not an option to click to redirect to their website which explains the organic search their website gets from google search engines. Running paid AD-s on SM is a better way of promoting their gyms than a third party website with no links.

9th prospect is a Fitness and Wellness store. Instagram followers 2.3k

They post 1-2 times a week with an average of 20 likes and little to no comments. Their Instagram content is missing on why their products are beneficial. What are the benefits of using a massage chair and what kind of pain relief it causes. Showing proper form on their gym equipment, showing how and why their equipment is the best in class for the price. Their SM page should include people using their machines with quick workouts potential customers can do on their machines. Their websites monthly visits are 300k and falling off by 15% since last month. Their bounce rate is 70% meaning most of the people visiting their website look at one page and exit the website. Their website lacks content on showing who they are and why people should choose them over someone else. They have worked with large companies mentioned on their website but it is almost hidden on the bottom. Their landing page should consist of a VSL and testimonials from commercial gyms using their equipment. My solution : Directed content put out on SM pages with their equipment showing why commercial gyms and home gyms should buy their products. VSL for their websites landing page explaining who they are and why they are the best and testimonials in form of pictures or videos of gyms using their equipment.

10th Prospect is a commercial gym. Instagram followers : 316k

Prospect posts daily averaging 30k views and 1000 likes per post with decent viewer interaction. Prospect works with a large number of popular influencers based on their SM posts. Their SM page attracts attention but they do not monetize that attention based on the website's performance. Their websites average visit duration is 8 seconds and it is simply because of one page no videos no text just a membership price and that's it. VSL for their website can captivate the viewer showing they work with big fitness influencers in their gyms which would directly improve the average visit on the website, also making testimonials from those large influencers will drive a lot of people to checkout since they are trusted in the community. They run a YouTube channel with 100k subs and 10k views per video. Videos are generic with low amounts of editing, in the videos they film influencers previously mentioned working out in their gyms. Their YouTube channel is missing captivating thumbnails which will get more views on the videos.

