

30-Day Marketing and Content Strategy Plan

PLAN 1.

Phase 1: Prep and Discovery (Days 1-3)

1. Define the Offer:

- **Discuss pricing and program structure:** Offer a clear and appealing package designed specifically for bodybuilders and photoshoot clients. Ensure the program is time-sensitive (8-12 weeks) and includes:
 - Tailored nutrition plans
 - Workout regimens designed to build muscle or cut fat
 - Supplementation advice
 - Posing practice and presentation guidance
- **Incentivize sign-ups:** Consider offering early-bird discounts, limited spots, or a free week of coaching for those who sign up within a specific time.

2. Clarify the Ideal Client Persona:

- **Age Group:** 25-40-year-old men
- **Goals:** Bodybuilders prepping for a show or photoshoot
- **Pain Points:** Struggling with final-stage conditioning, finding the right coach, not seeing the final results, etc.
- **Platforms:** Where they spend time online (Instagram, Facebook, YouTube, TikTok, Bodybuilding forums, etc.)

3. Develop a Customer Journey Map:

- Outline the process from awareness to action.
- Example: Social media posts (awareness) → DM lead (interest) → free consultation (decision) → closing the deal (action).

Phase 2: Social Media Strategy (Days 4-10)

4. Social Media Content Creation:

- **Instagram/Facebook Reels/Stories:**
 - **Reels:** Create short-form content focused on training tips, nutritional advice, and motivational clips of the personal trainer working with clients.
 - **Before and After Showcases:** Use transformation photos (past clients or hypothetical) to highlight the trainer's expertise.

- **Pose Tutorials:** Quick posing tips to engage bodybuilders. These should end with a CTA encouraging viewers to sign up.
- **Behind-the-Scenes Stories:** Showcase yourself prepping a client for a bodybuilding event or photoshoot. Use polls and Q&A stickers to engage the audience.

5. Testimonials & Success Stories:

- Gather testimonials (written and video) from past clients who have seen success through your programs. Include specifics like how much weight they dropped, muscle gained, or conditioning improvements. Post these throughout the 30-day period to build credibility.

6. Run a Social Proof Campaign:

- **Instagram/Facebook Stories Polls:** Ask users if they're preparing for a bodybuilding show or photoshoot.
- **Facebook Group Strategy:** Join bodybuilding/fitness-related groups and provide free tips on contest prep or nutrition while subtly promoting the trainer's services.
- **Email Marketing:** Start an email list (if he doesn't already have one) and provide exclusive tips for contest prep and offer a discount to early subscribers.

Phase 3: Paid Ads & Lead Generation (Days 11-20)

7. Launch Paid Ads Campaign:

- **Instagram/Facebook Ads:** Run targeted ads focusing on 25-40-year-old men in the area, interested in bodybuilding, fitness, or health. The ad copy should directly address their goals (e.g., "Ready to step on stage with 5% body fat?") and include a CTA offering a **free consultation**.
- **Google Ads:** Run targeted Google Ads for keywords like "bodybuilding prep coach," "photoshoot fitness coach," and "contest prep program."

8. Lead Magnet & Landing Page Setup:

- **Lead Magnet:** Offer a free 7-day training plan, posing guide, or e-book on final-stage bodybuilding conditioning. This encourages people to sign up via email, generating a list of interested leads.
- **Landing Page:** Create a dedicated landing page (on Canva, Wix, or Squarespace) for contest prep and bodybuilding programs. Ensuring it has:
 - Strong headline
 - Client transformation photos
 - The trainer's credentials and testimonials
 - Clear CTA (e.g., "Sign up for a free consultation")

Phase 4: Organic Community Building & Outreach (Days 21-30)

9. Engage with the Fitness Community:

- **Join bodybuilding forums/communities:** Participate in Reddit forums, bodybuilding.com forums, or Facebook groups by sharing useful advice on contest prep and nutrition. Subtly introduce your services by offering value first.
- **Instagram DM Outreach:** Personally reach out to potential clients who are prepping for shows or photoshoots (either following relevant hashtags like #bodybuildingprep or searching for individuals who mention show prep in their posts).
- **Influencer Collaborations:** Reach out to micro-influencers in the fitness niche. Offer them a trial program or discounted rate for a collaboration that promotes your services to their followers.

10. Referrals & Testimonials:

- **Referral Program:** Offer existing clients and the first few to sign up a reward (like free sessions or nutrition consultations) for referring friends.
- **Video Testimonials:** Ask current and past clients to record short testimonial videos sharing their experience, and share these on social media throughout the final days of the campaign.

Meeting with the Personal Trainer: Talking Points

Present these ideas during your meeting on Sunday:

1. **Clear Value Proposition:** "You're offering a program specifically designed for competitors in bodybuilding shows and photoshoots. Your niche is highly focused, which makes the messaging powerful."
2. **Social Media Strategy:** "We'll focus on Reels, IG Stories, and Facebook Ads to engage your target audience. We'll leverage transformation stories, live training clips, and posing tutorials to showcase your expertise."
3. **Paid Ads Campaign:** "With paid ads, we'll drive traffic to a landing page where we'll convert them into leads with a free consultation or lead magnet. This will allow us to target those specifically looking for show prep."
4. **Client Testimonial Focus:** "Social proof is everything. Let's build your authority by showcasing client transformations and testimonials."
5. **Community Outreach & Referrals:** "We'll engage with communities where bodybuilders spend time, like Reddit forums and Instagram, while offering a referral program to grow your client base organically."

Metrics & KPIs to Track During the 30 Days:

- **Consultations Booked:** Number of free consultations booked via landing page or social media.
- **Client Acquisition:** Number of clients signed up through ads and outreach.
- **Click-Through Rate (CTR):** CTR of paid ads.
- **Conversion Rate:** Conversion rate from leads to clients.
- **Engagement Rate:** Likes, comments, and shares on social media content.