

Crossfit Social Media Marketing

- Main Goal For Instagram and X/Twitter Pages
 - Driving attention
 - Getting attention
- Baseline Ideas For Growing
 - Same posts as posts on Instagram
 - Reconfigure posts that are on Instagram and put on X/Twitter
 - Motivational posts
 - Get ideas from other popular fitness brands/companies
 - Take some from instagram and reconfigure them
 - Giveaways/ Percentage off of membership
 - Do this sparingly and only after you have a decent following
 - Market X/Twitter page on Instagram and Facebook pages
- Goals Per day
 - 10 ideas for posts per day(During G worksession)
 - Either
 - One Motivational/ Informational post
 - One Post of Daily Gym activity
 - Possible Motivational Posts
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- Ideas
 - Run a giveaway for equipment
 - Involve people by having them engage with your social media
 - Have a discount on a crossfit membership
 - Do this every once in a while
 - Maybe 10 % off for enaggaing with social media page
 - Talk with Alan about finer details
 - Run ads on social media
 - Ask Alan about finer details
 - Create a newsletter
 - Have deal for newsletter
 - Promote newsletter on social media
 - Have a part of the CrossFit website where products can be sold(protein powder bcaa's, etc.
 - Start an online course for fitness
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1.

"Early bird or night owl? 🌅🌙

Share your gym time preference and let's motivate each other on our fitness journey.

Share your workout schedule below or use #FitTogether to connect with the community. We're in this together! 💪 #FitnessMotivation"

2.

Tap (Heart) If Monday has you feeling like this... (Used Already)

(insert image of someone at Crossfit Flexing and feeling powerful) or (clip of an intense workout in the morning)

3.

In The Face Of A Barbell, We Discover Our True Strength...

(Picture of someone exercising with barbell)

4.

The Two Human Extremes:

Underestimation and Overestimation

A Majority of people on this planet overestimate what they can accomplish in 3 months and to an extreme degree, under-estimate what can be accomplished in 3 years... (Clip of Alan from Instagram)

These are tips to help you stay consistent and achieve amazing long term results

5.

Monday is a fresh start to a new week!

Start strong with a great workout and set the tone for a productive week ahead.

Don't wait for motivation to come to you – create it yourself! #MotivationMonday #FitnessGoals" [Accompanied by an image of someone doing an exercise or a motivational quote]

6.

"Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come."

-Dwayne "The Rock" Johnson (**Used already**)

When you find out that once you get in shape, you still have to stay in shape



7.

Make sharp choices today! (USED ALREADY)

Working out pairs well with healthy eating habits!

Remember...

"Abs are made in the kitchen"

-Steve Mellor



8.

At the end of each day, week, month, year, decade...

You'll have to ask yourself: "Did you do everything you could?"

Say yes to yourself and sign up today!

CTA:(Link to crossfit website)

9.

At Crow River Crossfit, We are more than just a gym..

We are a family!

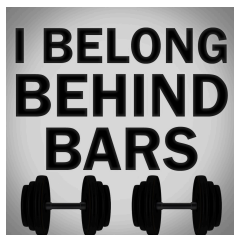
(Picture of a family working out or a group of people together)

10.

If You Belong Behind Bars

Check out our Barbell, CrossFit and Powerlifting classes at...

(link to crow river crossfit)



11.

Why Settle for a few classes a week when you have endless workout opportunities every day? (Used Already!)

Unleash The Power Of Choice At Crow River Crossfit

New Schedule(photo from instagram)

12.

Youth Sport Performance Tips

(video from instagram)

Maximizing performance requires more than just practicing your sport.

Rest, recovery and nutrition all play key roles

13.

Fitness Myths Debunked (potential thread)

Myth: Stretching before a workout can improve performance and prevent injuries

Truth: Dynamic stretching or a light warm-up is more effective before a workout.

Static stretching is better after exercise

(Video of kids class doing dynamic warm up)

14.

Don't Limit Your Fitness Journey...

Embrace variety and conquer your goals with us

From Sunrise To Sunset We've Got Your Back

Join The Movement, And Let's Crush Those Workouts
(link to crowrivercrossfit.com)

15.

There Are 7 Days In Each And Every Week...

"Someday" Is **NOT** one of them!

16.

There Are Inverses Of Every Good And Bad

Everyone assumes clean means good and dirty mean bad

When it comes to fitness,

Eat clean

Workout Dirty

17.

The Power of Rest:

Rest and recovery are essential in any fitness journey.

When we exercise, tiny tears in our muscles are created

It is during rest and recovery that our bodies repair and rebuild our muscles

Incorporating rest and recovery doesn't have to mean days off...

It can be as simple as stretching after a workout or making sure you are getting enough protein.

Remember that rest is just as important as exercise when it comes to achieving your fitness goals and promoting health.

🧘‍♀️ #SelfCare"

18.

Whole Body Exercise:

Engaging in whole-body exercises helps in overall fat loss.

Incorporate a mix of cardiovascular exercises and strength training

19.

Balanced Nutrition:

A balanced and sustainable diet is essential...

Focus on a mix of macronutrients and eat in moderation

20.

Sustainable Lifestyle:

Combining exercise with balanced nutrition leads to sustainable fat loss.

Stay consistent and make gradual changes.

21.

Goal-Setting:

Setting clear fitness goals is key to success.

Without a clear idea of what you want to achieve, it's easy to get sidetracked or lose motivation.

Whether you're looking to build muscle, lose weight, or simply improve your overall health, setting specific, measurable, and achievable goals is key to success.

Share your current fitness goals and how you plan to achieve them. Let's inspire each other to aim high! #FitnessGoals #Success"

22.

What Do You Do When Nobody Is Watching...

If you want your body to look good in front of others

You must do the work behind closed doors when nobody is watching

The work you must do will set you apart and you will improve.

23.

Treat Your Body Like A Bank Account...

The calories you consume are your cash flow

Fat is your consumer debt

Muscle is your investments and insurance

What does your "account" look like?

24.

Myth: Reading and brain exercises are the best way to pro-long life

Fact: Exercising and maintaining a healthy diet are the best ways to pro-long your life and make it worth living for decades to come.

<https://www.health.harvard.edu/heart-health/extra-exercise-may-lead-to-a-longer-life#:~:text=Those%20who%20did%20two%20to,between%2026%25%20and%2031%25.>

25.

Be Ok With Being Boring:

Get at least 8 hours of GOOD sleep

Eat the same meals EVERYDAY

If you want to have any chance of getting in shape, you must be ok with Boring.

26.

Transforming Your Body = Transforming Your Life:

It's not just about the physical changes...

It is also about mental and emotional growth

As you push yourself to Transform your life, you gain confidence, discipline, and a sense of self-accomplishment.

These qualities you gain will spill over into other areas of life as well...

Careers, relationships, and many more

This will lead you to a more satisfying and fulfilling life.

Transform today at...

CTA:(Link to crossfit website)

#transformation #selfimprovement #mindbodyconnection

27.

You Always Tell Yourself And Others What You Want...

BUT,

You are not willing or prepared to:

-Workout at least 2 hours per week(INCREASE and stay CONSISTENT)

-Make more HEALTHY homecooked meals

-Quit eating junkfood

-Get more steps in each day

If YOU are unable to help YOURself, nobody else can help YOU.

It is all on YOU.

28.

Sweat it Out Saturday:

At Crow River CrossFit we are all about those weekend workouts (video of Saturday's workout). **(Used Already)**

29.

Take The Opportunity That Lies In Front Of You: **(Used Already)**

Each NEW day is a NEW opportunity to improve yourself.

Take It!

And make the most of it!

30.

Humans Are Not Like Dogs...

So stop rewarding yourself with food

Working out is about discipline

Your reward should be self improvement.

31.

Transform Your Life, One Rep At A Time...

Consistency Is ESSENTIAL

Becoming disciplined ESSENTIAL

We can help you with both

Sign Up Today.

CTA:(Link to crossfit website)

32.

Tired Of Feeling Like Crap All Of The Time?

Then STOP eating crap all of the Time

It can hard,

That Is why we are here to help you

Get expert training and nutrition coaching today.

CTA:(Link to crossfit website)

33.

Treat Yourself Like A Superhero:

Believe in your powers to become better

Trust your instincts

Never forget that you have the ability to conquer any challenge that comes your way.

So go ahead and put on that cape

Today is the day to pro-long your life (Super hero and muscle emoji)

34.

Are You Getting Into Fitness, But Don't Know Where To Start?

We can help you...

Build new habits

Reach new fitness heights

Maintain Nutrition

And Much More!

Start Your Journey By Signing Up Today.

CTA:(Link to crossfit website)

35.

Feeling Like You Have No Time To Start Working Out?

Well,

At Crow River Crossfit we can help with that by:

- Providing structured workouts
- Providing workouts that help you get done in less time

We Help You Make Time

Sign Up Today

CTA:(Link to crossfit website)

36.

Are You Ever Feeling Lost In The Gym?

At Crow River CrossFit you can:

Gain your confidence back

And Learn how to prevent injury,

All with the help and guidance of our knowledgeable coaches

CTA:(Link to crossfit website)

37.

Are You Sick Of Doing Boring Workouts Alone?

If so, we have an alternative for you

Immerse yourself inside a community of like-minded people while working out together to motivate and lift eachother up.

Become a part of our outstanding community today!
CTA:(Link to crossfit website)

38.

YOU will only have one regret when YOU decide to start working out...

“Why didnt I start sooner?”

39.

“If you don’t find the time, if you don’t do the work, you don’t get the results.”
– Arnold Schwarzenegger

Find YOUR Time

Do the work

Get YOUR results

40.

Are YOU Pushing Through When It Gets A Little Bit Hard?

“The real workout starts when you want to stop.”
– Ronnie Coleman

Dont Stop,

Pereservere and Think Of Everyhting You Will Achive If You Continue

41.

There Is No Success Without Failure...

Just ask one of the greatest to do it in sports.

“I’ve failed over and over again in my life and that is why I succeed.”
-Michael Jordan

42.

"The secret of getting ahead is getting started."

—Mark Twain

"I'll do it tomorrow" is the WORST possible mindset to have

Tomorrow turns into next week, next month, next year.....

Eventually it becomes never

So get ahead in your workout journey by getting started NOW!

43.

"All progress takes place outside the comfort zone."

—Michael John Bobak

Me: *Steps outside of my comfort zone*

My shadow:



44.

Don't feel the need to grab seconds every time!

When in a social situation,

There can be a lot of pressure to eat more and more.

Just because someone offers you more, doesn't mean you need to accept.



45.

At The End Of Each Day, Week, Month, Year, Decade...

You'll have to ask yourself: "Did you do everything you could too..."

Lose that stubborn weight

Increase your muscle

Get those looks from jealous people

Make sure you can look back and say yes to yourself!

46. (Used)

Transform Your Pain into Power:

🔥 We all know the pain of self-doubt,

of feeling trapped in a body that doesn't reflect our true potential.

But remember this...

Every drop of sweat is a step closer to unleashing your inner strength 💪

47.

Will Your Desire Into A Reality:

Your desire for a healthier, fitter you is a flame that can never be extinguished

Embrace the pain, for it is the fire that molds your body, your spirit, and your life

48.

(Still needs a Title)

with each rep, you're chiseling away weakness, sculpting raw determination, and igniting the spark of transformation

Embrace the burn, for it's a testament to your dedication

49.

Pain and desire are the twin engines of progress:

Don't shy away from them;

Harness their power to propel yourself toward your ultimate goals.

You've got this! 🔥💯

50.

Envision your dream self:

Strong, confident, and bursting with vitality.


That's the vision of your deepest desire for fitness, and it's within your reach.

The pain of not being your best self is the fuel that ignites change.

It's the voice that says, "You deserve better."

51.

Embrace The Necessary Steps That Lie In Front Of You:

 Each workout, each healthy meal is a step toward the life you long for.

Embrace the journey, the sweat, the soreness,

For they are proof that you're on the path to greatness.

52.

Your Desires Are a Roadmap...

Your pain is a compass

They guide you toward becoming the person you were always meant to be

With each step, you're rewriting your story

Keep moving forward!

53.

Small Steps Lead To Big Changes:

Everything is about the finer details...

The food you eat

The things you say to yourself

The form you use when working out

The mindset you have

The beliefs you hold

Consistently make small decisions that lead you forward

54.

The Battle Within:

Everyone has their inner problems

Self doubt

Excuses

Anger

The most successful people channel these inner feelings and emotions into a consistent and concentrated flow of energy and power that propels them forward

Use your emotions as tools

Not as excuses

55.

The Difference Between Discipline And Motivation...

Have you ever noticed someone who always shows up and seems as though they want to be there every time?

They have become disciplined

They don't need a spark of motivation

They don't rely on external forces to determine the action they take

They create their own action

They have mastered the art of showing up, regardless of how they feel

Dont wait for the “right moment”

