Project: Getting more customers to my clients fencing program

I want to see things from the other side and believe that parents are vital for getting more youth to join the course

Target Market Roleplay:

Mother of 2 boys looking for a club for them to go to

Boy 1: 9

Boy 2: 12

What would I be looking for: Something that would help my boys grow up to be big and strong. All they want to do right now is play video games on their game consoles and scroll social media on their phones.

I worry that all of these distractions are going to make them unhealthy and unfocused, leading them to get poor grades in highschool. I think that they need a different way of enjoying themselves, society has changed so much since I was a child it's hard to keep up with everything.

It's hard to relate to my children when our upbringings were so radically different to me.

I want my children to be high achievers and that our family can be proud of them.

I don't want my children to have health issues because they never go outside or do any physical activity

I struggle to find the correct answer for this

NOTE: Talk to some of the parents at the club to see why they signed their children up to the course, this will give me more insight to my target market and make my roleplay more accurate the next time.

Realistic:
I think the health of their children will be the most prominent reason for signing their children up for a sports club. Although I do also believe that getting children away from social media and video games is also a big reason for these decisions

Critic:
I'm not convinced that parents are signing their children up for these clubs just for their perceived status, while I'm sure some parents think it's more important to focus on the lower levels of the hierarchy of needs. This will lead to a stronger sensation of emotion.

Actions:
I will focus on the core benefits of physical and mental health while creating ads for my client. I will also discuss the reasons for join with the children and parents alike to gain a greater understanding of my target audience