

Vana Fitness!

VIDEO COURSES PRIVATE SESSION CHALLENGES PLANS & PRICING ABOUT CONTACT

WELCOME TO VANA FITNESS

My dedication is getting you to levels of fitness and well-being you never thought possible.

LEARN MORE



Website contains:

- **Free E-book download**
- **Video on getting to know you and training style**
- **Client testimonials**
- **Social media links**
- **Booking portal**
- **Blog posts**

Social media strategy:

- **Keep to the same aesthetic and colour scheme: Black on light beiges and neutral tones.**
- **Have a content creation schedule for 6 x months. Schedule posts for peak engagement times and then track the posts which do best. (This will require scheduling app and basic camera equipment like tripod and light)**
- **Produce content of immense value to your target audience. This will involve a thorough research project beforehand**
- **Re-format the same content for your social media channels: The same video / blog should be advertised differently based on it being Twitter / Facebook and so on**

- **Post a blog on your site with valuable content too and then use best practices to drive traffic (Can elaborate more on this in discussion)**

Examples:

<https://www.prevention.com/fitness/a20500817/6-ways-your-workout-should-change-when-you-hit-30/>

<https://www.kbpersonaltraining.co.uk/blog>

Landing Pages:

Create ad campaigns around your target audience with a killer landing page:

<https://ceobull.ck.page/518789f41f>

SEO / ANALYTICS

Set SMART GOALS (Specific, Measurable, Attainable, Relevant and Timely)

And then monitor KPI's (Key performance indicators) such as Organic traffic, Content Shares, Click / bounce rates, Revenue from sales pages and key engagement times and post styles.

Adjust your content and marketing strategy according to these KPI's on a regular basis.

Research

Ask your current clients and community exactly what they would want from an online trainer.

Conduct a research project to identify the desires, pain points and preferences of your target audience. This will make your branding and content creation 10 x more effective.

