

Analyze The Top Market Player

FENIX FITNESS

1. Perform full research on their target market and avatar.

Target Market: People who are looking to lose weight

Avatar: Teens or young adults who have gained lots of weight, and are now looking to lose weight as fast as possible while being able to focus on school/work and other daily things.

2. What are the reasons their customers decide to buy?

“Everyone at FENIX treats me like a family member and this makes me feel very much at home.”

“I’ve never achieved a result like this in my life until starting at FENIX.”

“My coach Johanna has always been there for me – physically and mentally.”

3. How are they getting attention?

- They have an Instagram page which has 1697 followers and they post pictures with the copy of words to convince them, which then make them press the CTA button
- They have testimonials which attracts new leads
- Their consultation is free

4. How are they monetizing their attention?

- By allowing them a free consultation
- By convincing them through their instagram page

5. What is this brand doing better than anyone else?

- Most of the coaches they have are good at training their customers
- They have all the social media platforms
- They have loads of information and clear guide on their web page

6. What mistakes (if any) are they making?

- They don't have newsletters to offer for getting leads

7. What can other brands in the market do to win?

- Make sure that they actually help the customer lose weight and achieve their dream state
- Develop their website to have enough information in a convincing way