# CLUB INDUSTRY EXECUTIVE SUMMIT

## Low-Cost Marketing

#### Marisa Hoff

Owner, Be Military Fit Los Angeles
Director of Operations, The Empower Group

#### **Marisa Hoff**

- Group X Instructor
- Ambassador, Women in Fitness Association
- GM at Stevenson Fitness
- Fitness Business Speaker
- Director of Operations,
   The Empower Group
- Owner, BMF Los Angeles



## The Big Picture

- Don't cut back on marketing
- Be strategic



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# Strategic Planning

January Control of the Control of t										
Date	Focus	Facebook	Flyers	Buttons	Poster	Slide	Class Annc.	Comm. Outreach	CC Blast	Newsletter Bullet
7	SteFit Evolution	Х	Х			X	Х			х
	Blood Drive	х	X				Х	X	Х	х
14	Just Lose It	х	X		X	X	Х			х
21	. Just Lose It	Х	Х		Х	X	Х			х
28	Happy Hour	Х	Х							Х
				Fe	bruary					
Date	Focus	Facebook	Flyers	Buttons	Poster	Slide	Class Annc.	Comm. Outreach	CC Blast	Newsletter Bulle
4	SteFit Evolution - Assessments	Х	Х	?		X	Х			
	Happy Hour	Х	Х			X	Х			
11	SteFit Evolution - Seminar	X	Х			X	X			
18										
25										

## Low-Cost Marketing

#### **Social Media**



#### **Events**



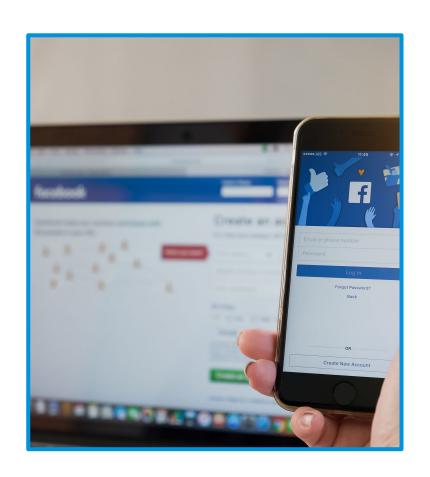
#### **Members**



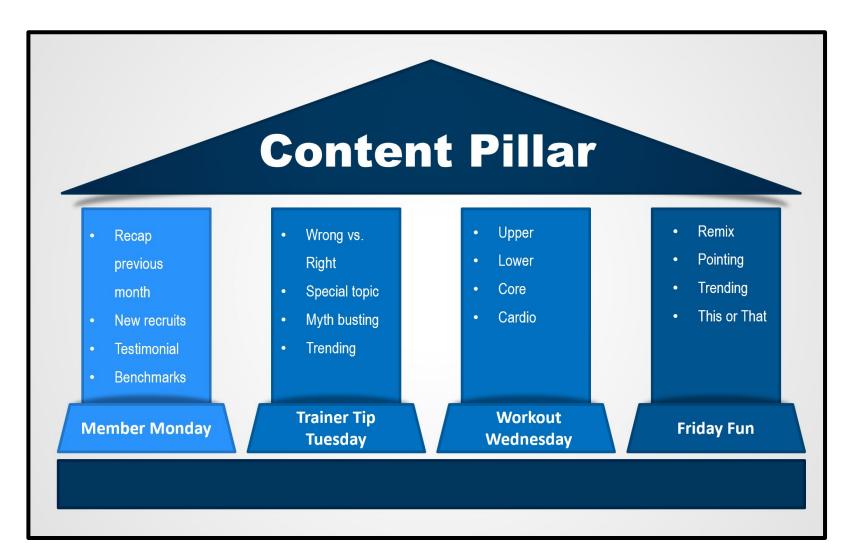


### Social Media

Use content pillars

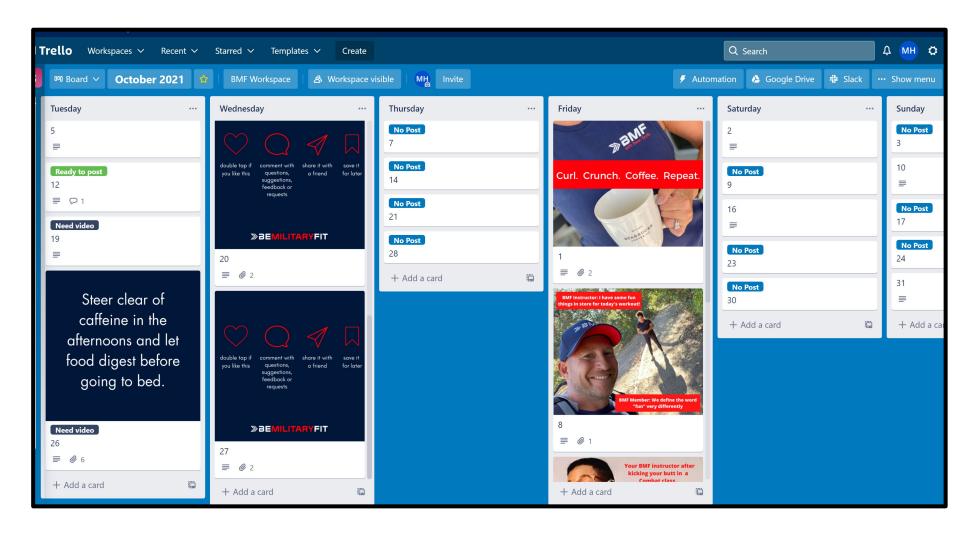


### **Content Pillars**



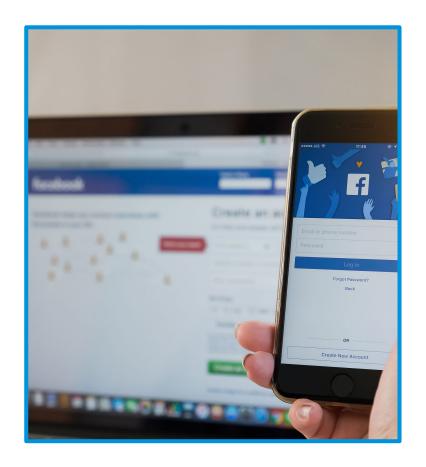
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### **Content Pillars**



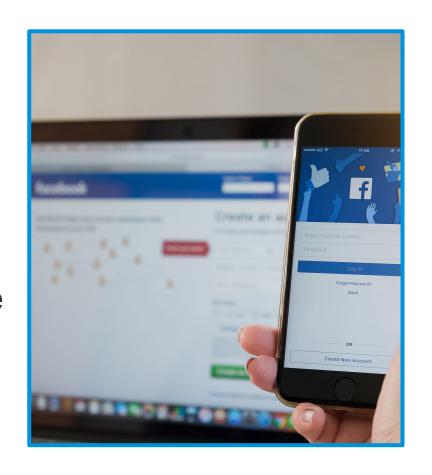
### Social Media

- Use content pillars
- Engage consistently



### Social Media

- Use content pillars
- Engage consistently
- Use images to reflect your member base



## Images





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## Images













SIGN UP FOR A
FREE CLASS
TODAY





## **Events**

- Special classes
- Charity
- Pop-up events





### Members

Testimonials



### Testimonials



Comment by Friday the 1st at noon to be eligible to win one month of small group training at Stevenson Fitness.



Have you tried

#### SMALL GROUP TRAINING?

TELL US WHY YOU LOVE SMALL GROUP IN THE COMMENTS BELOW AND ENTER IN TO WIN A MONTH OF SMALL GROUP!





Comment









Adriana Wendland Makes you accountable in a team setting



Like · Reply · 6 3 · August 28 at 7:40pm · Edited Stephanie Frank Cornick Torture in a small group is so much better than



working out on your own! Christy Kennedy Rosen is able to cause tremendous pain in just 30 minutes!



→ 1 Reply



Charisse Lee You get more personal attention in regards to proper form and you're held more accountable in a small group! You get to workout with some wonderful people weekly!! Christy Kennedy Rosen and Tyler Gosley are my trainers and they are awesome! But, they are all awesome at Stevenson Fitness!





Jackie Jorge Myers Makes going to the gym so much more fun! I have found group training to be a super effective use of my time... you learn new techniques and it goes by so quickly. I have met some pretty awesome people and get to see Christy Kennedy Rosen more often!





Jessica Dermer Meyer It makes me kick my own ass and meet wonderful woman along the way... I like it bc helps me get the proper form and makes me more accountable.





Lisa Carter Heisser Love training with a group of awesome women. We motivate each other & have LOTS of fun while getting great results! Love my trainers Christy Kennedy Roson & Kolly CrawfordIII



Reply · 6 6 · August 28 at 8:09pm

Dina Furash Love meeting amazing new women and get in great workout at a good value. Kelly Crawford and Christy Kennedy Rosen are the best at mixing it up - they inspire me and I'm certainly never bored!!!!

Like · Reply · 6 7 · August 28 at 8:15pm



wine You get more attention on your technique sweat on at the same time! Thanks Caryn Mower for always being the

### Testimonials

**AUGUST 2021** 



#### Hey << Test First Name >> ,

Congratulations to Jenna, Amy, Jack, Charlene, and Lisa for hitting the 25 session mark! Your consistency is paying off and it shows. Many of you are getting close to hitting that milestone as well, so keep up the good work.

If you haven't had a chance to review us on <u>Facebook</u> or <u>Yelp!</u> yet, please do! Reviews from awesome members like you help others feel confident about choosing BMF Westlake. We would be very grateful. Thank you Nancy. and Kim for your recent reviews!!

Finally, if you ever have any suggestions, feedback or need anything at all, please reach out! Feel free to reply to this email, or email <u>Chris</u> or <u>Marisa</u> directly. We can also call or text us at 818.570.8802.

Have a great week and see you at the park!

Chris & Marisa BMF Westlake

### Testimonials



Nancy Futterman precommends BMF Los Angeles - Westlake.

June 23 · 🔇

This outdoor workout is the best! Chris and Marisa keep it fun and always give options so I can work at a level I feel comfortable with—but not too comfortable! Triunfo Park is a beautiful place to work out. I've found that I'd rather be working out outdoors in the fresh air than in a gym. My favorite class is Combat but I also like the Military Fit for the strength training I know I need. I think the classes and instructors are great!

## Members

- Testimonials
- Encourage members to talk about you



# Encouraging





### Members

- Testimonials
- Encourage members to talk about you
- Ambassadors



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### Ambassadors

#### Lieutenant Agreement **≫**BMF Congratulations! You have been selected to be a BMF Lieutenant for the next six months. Your Lieutenancy begins upon signing. It includes the following: · Free access to all BMF programming BMF gear MyZone belt In return, we ask that you proactively promote BMF in several ways. We expect you to promote us primarily through your social media platforms. As we are getting ready to launch, we ask for you to be an active social media supporter! When we post, please like or better yet 💙 our posts on Facebook and/or Instagram. We also would really appreciate comments (to help increase our visibility) and shares which also help to increase our reach and engagement. Once we launch, we are looking for the following: . Take classes at least two or three times a week. Invite friends to try a free class. Promote BMF frequently by liking, commenting and sharing our social media posts. · You could also do your own posts, which could include: Posting your selfies before, during and after your workouts Shout outs to instructors or other members o Posts about something you've done with BMF Posts about classes you've enjoyed Review us on Facebook and Yelp. Create a video testimonial of why you love BMF (we can help to create when the time comes). . We ask you to wear our merchandise during your sessions and around the community. . We also ask you go 'Selfie' mad with photos of you in your merchandise. We may also ask you to repost specific promotions or events that we may host. We expect that in conversations with members of the community you will promote the club. Any people you recommend to try us will receive a one week VIP pass, whereas we typically only offer a one day pass. We look forward to having you as our lieutenant. Please sign below to agree to the terms and conditions of this sponsorship. Ambassador Date BMF Los Angeles Westlake | 5776 Lindero Canyon Road, Suite D259, Westlake Village, CA 91362



## Low-Cost Marketing

#### **Social Media**



#### **Events**



#### **Members**



## Let's Connect marisa@stevensonempowers.com instagram.com/marisahoff facebook.com/marisaghoff linkedin.com/in/marisahoff

**Marisa Hoff** 

