

3 WAYS TO BUILD A CULT FOLLOWING FOR MILLENNIALS AND GEN Z IN 2020

cracking the millennial code

1. Get with “the times.”

Millennials and Gen Xers are looking to express their values (social justice, environmentalism, fair labor, feminism, etc) when making a purchase. We’re also a lot more skeptical about being “sold to.” To market to a younger audience, it’s essential to create a brand that truly speaks to our values.

2. Leverage evangelists.

In an age marked by pay-to-play celebrity endorsements, Instagram influencers, 24-hour news cycle, and an overwhelming access to information, nothing stands out like a passionate referral from a friend. If you give people something to talk about, they will. Delivering on the experience and really knowing your people are key. Make it easy for your people to refer others.

3. Create shareable moments.

(At least for now) Instagram remains a major hub of discovery and connection for Millennials and Gen Z. Get creative online to curate a “shareable moment” before, during, or after class.

first things first....

WHO AM I? AND WHY AM I HERE?



ABOUT 305

inclusive and playful



305 Fitness is a dance cardio workout with resistance training that invites everyone to express themselves fully and loudly, free of judgement!

High energy, **diverse instructors** are the ultimate **party-starters**.

Party lights create a fun environment where people can **shed their shame!**

Our powerful message of **body-inclusivity** is all about **self-acceptance** and celebration!

FIVER INFO

they're "addicted"

KPI	305	Industry
Average Lifespan (months) ¹	24.1	< 12
New client repurchase rate	35%	27%
Repeat client 30-day retention ²	85%	< 70%
Newsletter open rate ³	38%	22%



Our clients stick around for longer, repurchase faster, and want to hear from us more than our competitors.

1 Data obtained from iKizmet, partner with Mindbody, from analysis of over 1,000 boutiques in the U.S. 2. Measuring retained clients (e.g. 3 visits or more). 3. From Mailchimp data survey. Subscriber list over 50,000.

1. GET WITH "THE TIMES"

#1: *disruption*

THE OLD WAY

Tastemaker writes the rules

The face of fitness is white, wealthy, and thin

Luxury, glamour, haves vs. have-nots

Lose weight, be loved

Be quiet, do as told

Assumes everyone wants to change their body

THE MILLENNIAL WAY

Friends bring friends

Fitness is white, black, brown, big, small... everyone!

Inclusivity, reclaim your power

You are loved, be powerful

Be yourself, be bold

Celebrates how exercise makes us feel!

THE 305 VOICE

we're not playing it safe

305 FITNESS



Heyyyyy << Test First Name >>,

What's better than twerkin' with your bestie? (answer: NADA!)

We're hooking your new-to-305* friend up with a free class! No strings attached, obvi.

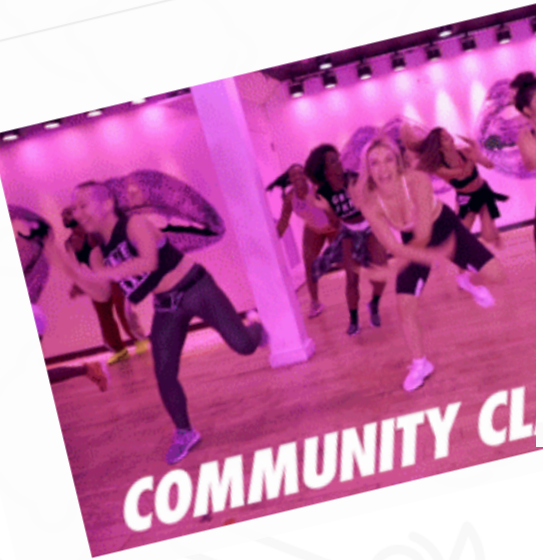
Fill out the quick form below with their deets and we'll gift them a class from you!

Hurry, you gotta do it by Friday Dec. 7th!

THE 305 VOICE

we're not playing it safe

305 FITNESS



Community Classes: The signature 55-minute blast of endorphins you know and love, but for a dope cause.

When you sign up for an \$18 Community Class, a portion of proceeds goes to **Time's Up Legal Defense Fund**, which helps survivors of sexual assault in the workplace can get the legal help and PR support they need to take back their power, seek justice, and make their voices heard.

THE 305 VOICE

we're not playing it safe

305 FITNESS



STANDING IN SOLIDARITY

The Black Lives Matter movement isn't asking for your sadness or your guilt. It's asking for you to stand up for what is right.

Don't know what to say? Don't know where to start?

Start by speaking out. Say something. Get involved in the conversation.

2: LEVERAGE

EVANGELISTS

#2: referral marketing



Newspaper Ads, Print Marketing, or Flyers

- Not really a thing anymore
- There are some cool ways to do this though



Facebook Ad/Instagram Ad

- Great for discovery
- But not great for cool factor



Press

- Powerful
- But expensive/unreliable



Word of mouth

- 70-80% of our traffic. Repurchase rate is higher.
- Free! But a labor of love!

We ask explicitly:

At the end of class, all instructors remind the class “refer 3 friends, get a free class.” Front desk support staff also remind clients about free classes for bringing friends.

We offer Bring-A-Friend Classes:

Especially during slower seasons or class times.

We really know our people:

We know Betty-Sue, who takes every Wednesday at 7 am, is hosting a party that Friday. We check in with Daryl how their new job is going. We know when Anthony goes on a night the night before class. Authentic connection and community-building goes a long way in 2020.

We make bachelorettes, birthdays, and office parties really affordable:

It’s a bit more work for us, but it’s well worth the exposure.

Most of all, we deliver on an unforgettable experience:

“Everyone at work is tired of hearing me talk about 305.” or “I told everyone at dinner the next day.” → these are sentiments we hear often.

CREATE SHAREABLE MOMENTS

#3: *instagram*



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#3: *instagram*



CREATE SHAREABLE MOMENTS

#3: *instagram*



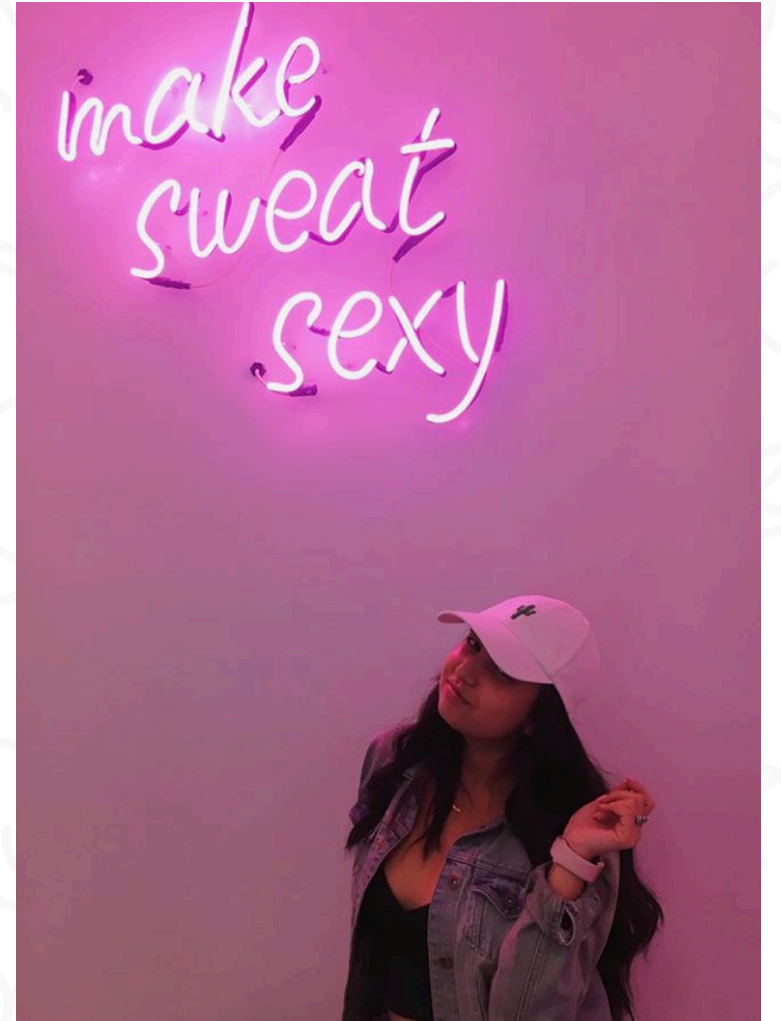
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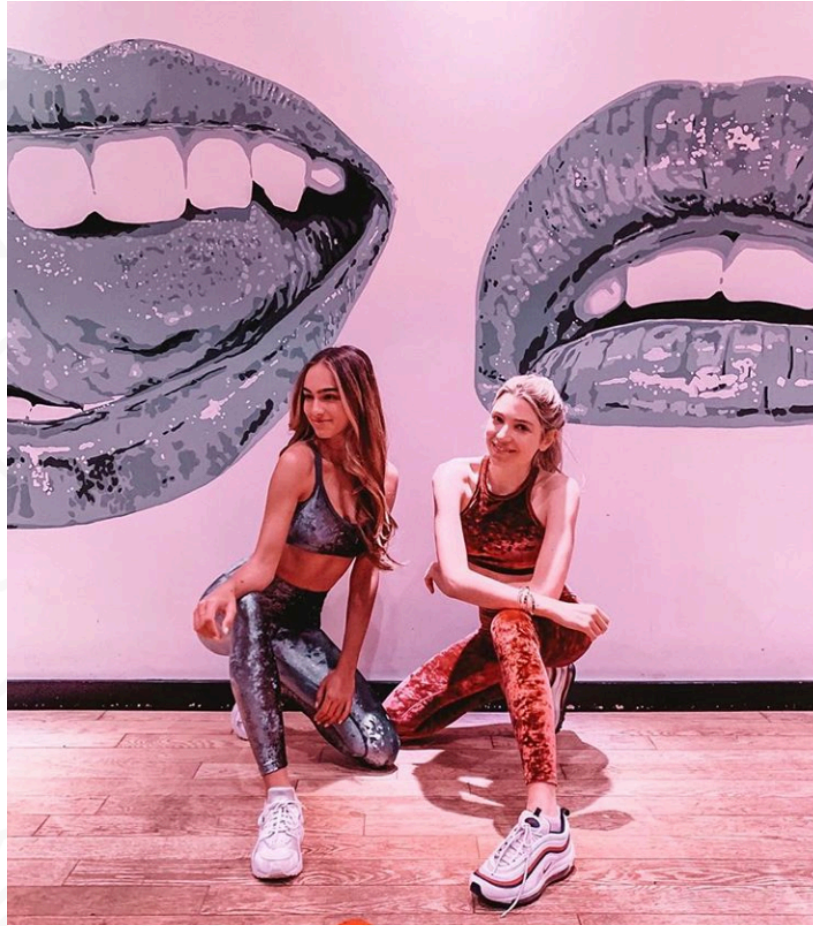
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CREATE SHAREABLE MOMENTS

#3: *instagram*



We engage in an authentic way:

We show authentic appreciation with DMs (e.g. “Yas, Katie! Thanks for posting!”). We also repost photos/videos on our instastory as a way to compliment stand-out posts.

We ask for the photo:


At the end of the Zoom have everybody pose – give them specifics if you have a group who doesn’t love being put on the spot (i.e. Today, everyone throw their hands in the air. Today, we are doing a boomerang with X move). Ask them to tag you in their sweaty selfie.

We remind clients constantly about our instagram:

We offer a reason to follow our instagram (e.g. “discounts and new class announcements!”)

We curate and teach special content:

We have talked a lot about Instagram. Don’t forget about TikTok! Come up with a fun combo and create a post challenge – winner gets 3 free classes!



3 WAYS TO BUILD A MILLENNIAL / GEN Z FOLLOWING ONLINE IN 2020

let's review!



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THANK YOU!

I'd love to hear from you!

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