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The background of the image is a dense field of 3D-rendered numbers in various shades of blue and white. The numbers are scattered across the frame, creating a sense of depth and movement. Some numbers are larger and more prominent, while others are smaller and recede into the background. The lighting is soft, highlighting the three-dimensional quality of the digits.

# MARKETING WITHOUT MONEY

Christine Conti, M.Ed, BA

# MARKETING WITHOUT MONEY



## Brand Awareness

Logos  
Mission  
Value



## Reach

Target Demographic  
Unique Selling Point  
Promoters



## Return on Investment

Time Spent  
Client Retention  
Money Earned

# The BEST kept secrets...

- ◆ You DO NOT need a ton of money to successfully grow your business and increase brand awareness!
- ◆ Most businesses have VERY LITTLE money to invest in marketing!
- ◆ Many new fitness companies DO NOT see a return on investment when it comes to paying for marketing!
- ◆ Social Media Platforms ARE NOT always the best way to market your business!



# Marketing Without Money!

Christine Conti, M.Ed., BA

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## **Session Description:**

No money? No problem! Learn the tricks to grow your business and increase brand awareness with little to no money. Work smarter, not harder! Implement and execute these valuable marketing methods to navigate your social media platforms, grow your audience through podcasts, blogs, and more.

## **Outline:**

- I. Welcome & Introductions
- II. Most Effective Forms of Marketing for the Fitness Industry
  - a. TV, Print, Social Media, Conferences, etc...
- III. Cost-Effective Forms of Marketing
  - a. Social Media Platforms
    - i. Navigating
      1. Facebook
      2. Instagram
      3. Twitter
    - ii. Algorithms
    - iii. Content
- IV. Creating Catchy Ads and Promos
  - a. Canva and beyond
  - b. Pixaloop, SnapSeed, etc...
- V. Be more Social
  - a. Contests
  - b. Promos
  - c. Giveaways (Products vs. Tips)
  - d. Groups
- VI. Networking Really Works
  - a. What's the ROI?
  - b. Set Realistic Goals
  - c. Patience is Key
- VII. Closing Remarks and Q & A.