# Marketing & Building Your Brand

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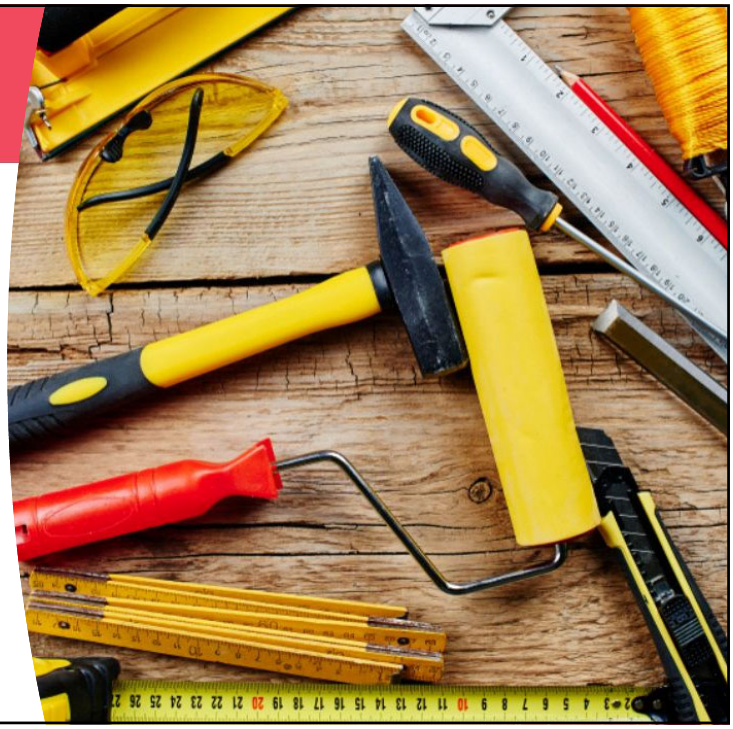
**www.scwfit.com**

## 10 + Tools to Grow Your Business

1. Figure out Your Brand
2. What is Mission & Product
3. Discover Who are Your Clients
4. Include QR Codes & FREE
5. LinkedIn - Connect with People
6. Keep Your Team Performing
7. Build a Brand Large to Small
8. Be smart w/Newsletters & Emails
9. Use videos Wisely
10. Engage with Social Media
11. Text, Text & Text



# @SCWMANIA

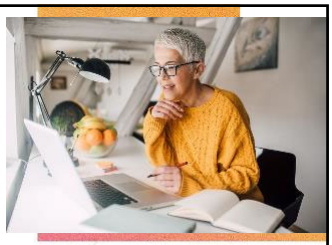
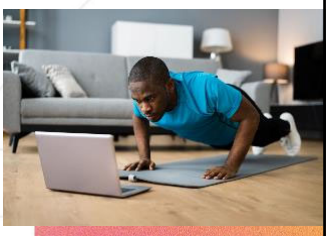
# #SCWMANIA

SCW

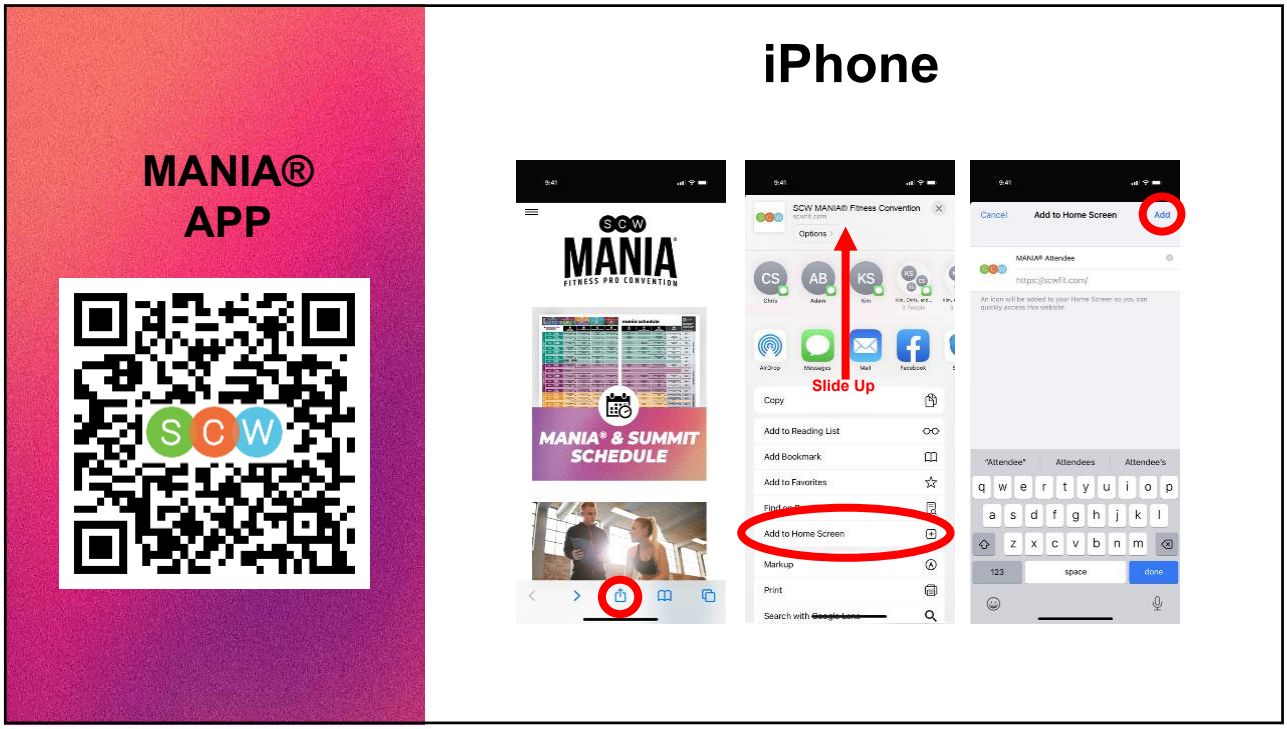
## ONLINE CERTIFICATIONS

- Manual
- Videos
- Exam
- LIVE COURSE FREE

**scwfit.com/certs**

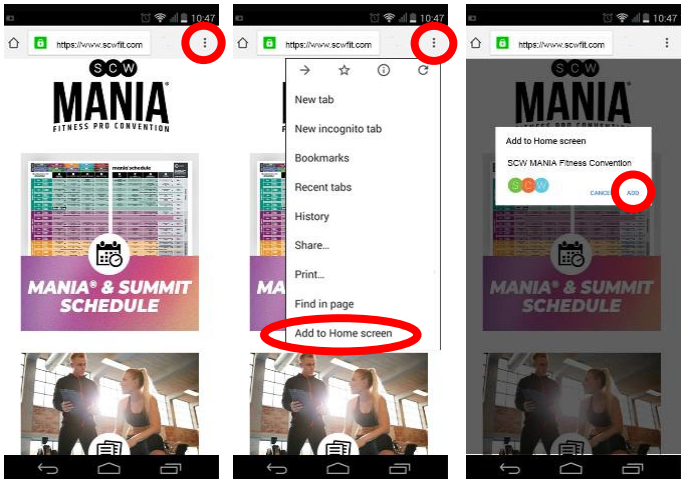



SCW spotlite
SCW FREE RESOURCES
SCW Tidal Waves
THE AQUA NEWSLETTER
MARCH 2022
SCW HEALTH & FITNESS BUSINESS NEWS
• eNewsletters
• Webinars
• Podcasts
SCW PODCAST


MANIA® APP
SCW
iPhone
SCW MANIA FITNESS PRO CONVENTION
MANIA® & SUMMIT SCHEDULE
SCW MANIA® Fitness Convention
Slide Up
Copy
Add to Reading List
Add Bookmark
Add to Favorites
Add to Home Screen
Markup
Print
Cancel
Add to Home Screen
Add

**MANIA® APP**

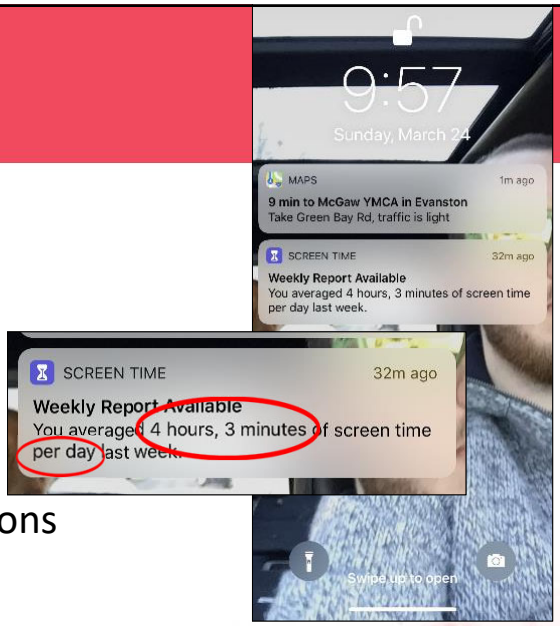
## Android




## Marketing in 2023

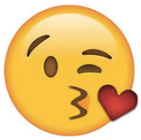
- Connecting
- Influencing
- Sharing
- Reaching prospects & clients

- Automation is driving connections



## Branding Your Business

- What is your Mission?
- What is your Culture?
- Who are your Users?
- EXPERIENCE ???



- KISS – Keep it Smooth, Simple, Succinct ….

## Define the Product!

- What are you selling?
- Clear concise
- What does is DO for them?
  - This is the most important
  - Without this, they won't listen
- Why do they NEED IT?

## Who are you?

- Find out!
- Mission / Purpose
- Ask your staff – Front Desk
- Staff Meeting
  - Skype
  - Zoom

## Ask your members

- Membership
  - Agreements/Contracts
  - Ads, Emails
- Questionnaires
  - Check All that Apply
  - Use Drop Down Boxes
    (Speed is Important!)
- Discover where to spend your time, attention and money

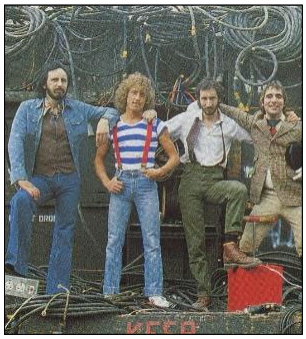
SurveyMonkey

JotForm

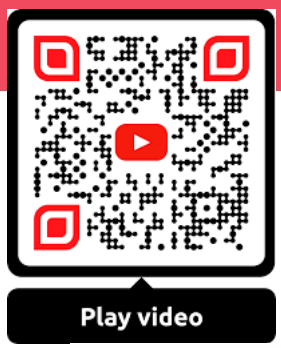
## Find out WHO your clients are

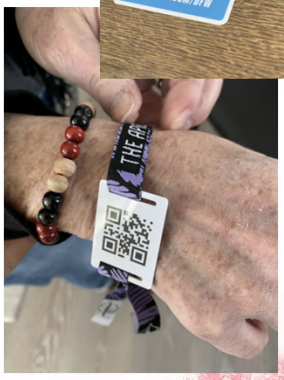
- First Name *
- Last Name *
- Cell Phone *
- Email *
- Home Address
- Sex – M, F, Other
- Age bracket

- Workout Preference
  - Machines, Cardio, Dance
  - Check all that apply
- Best Days of the week to exercise
- Best Time of Day
- Best Day to contact
- Best Time to Contact



## FREE QR Codes

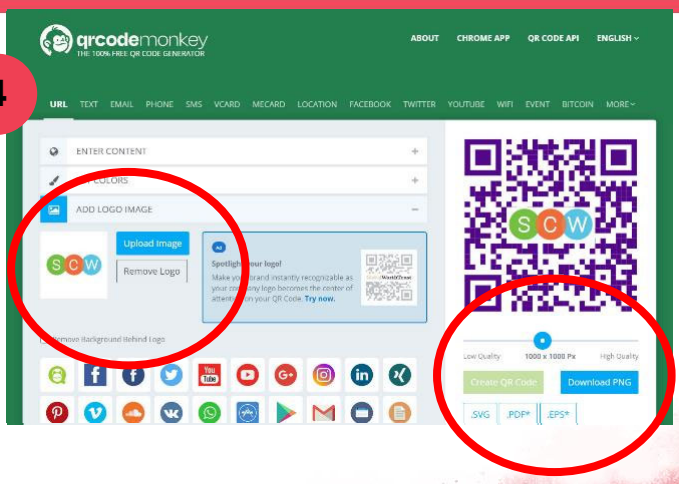




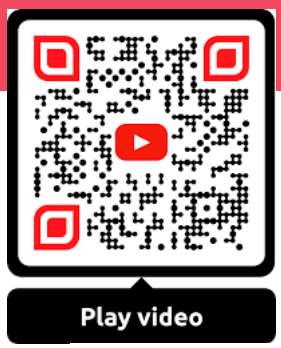
## qrcode-monkey.com

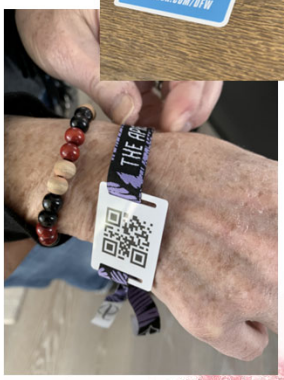
Create FREE QR codes that never expire

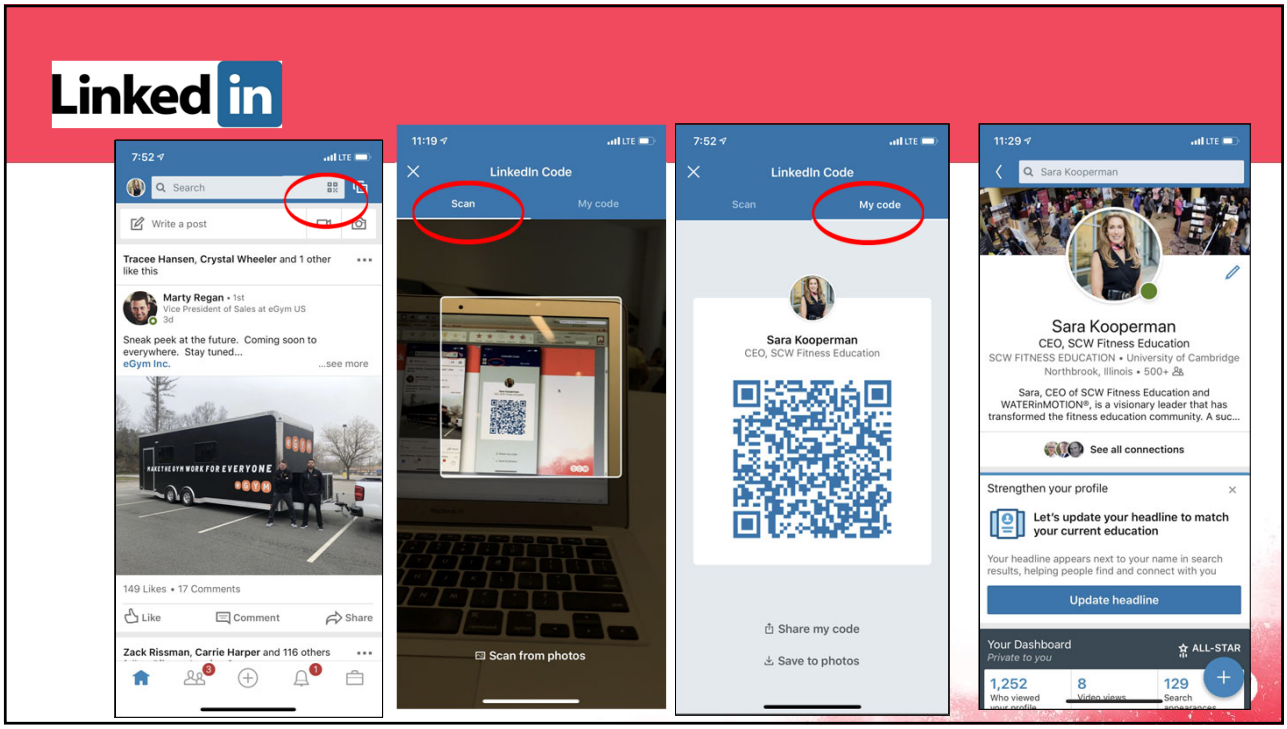
1. Place the URL (website address)
2. Set colors
3. Include logo or image
4. Click “Create Code” and then “Download PNG”

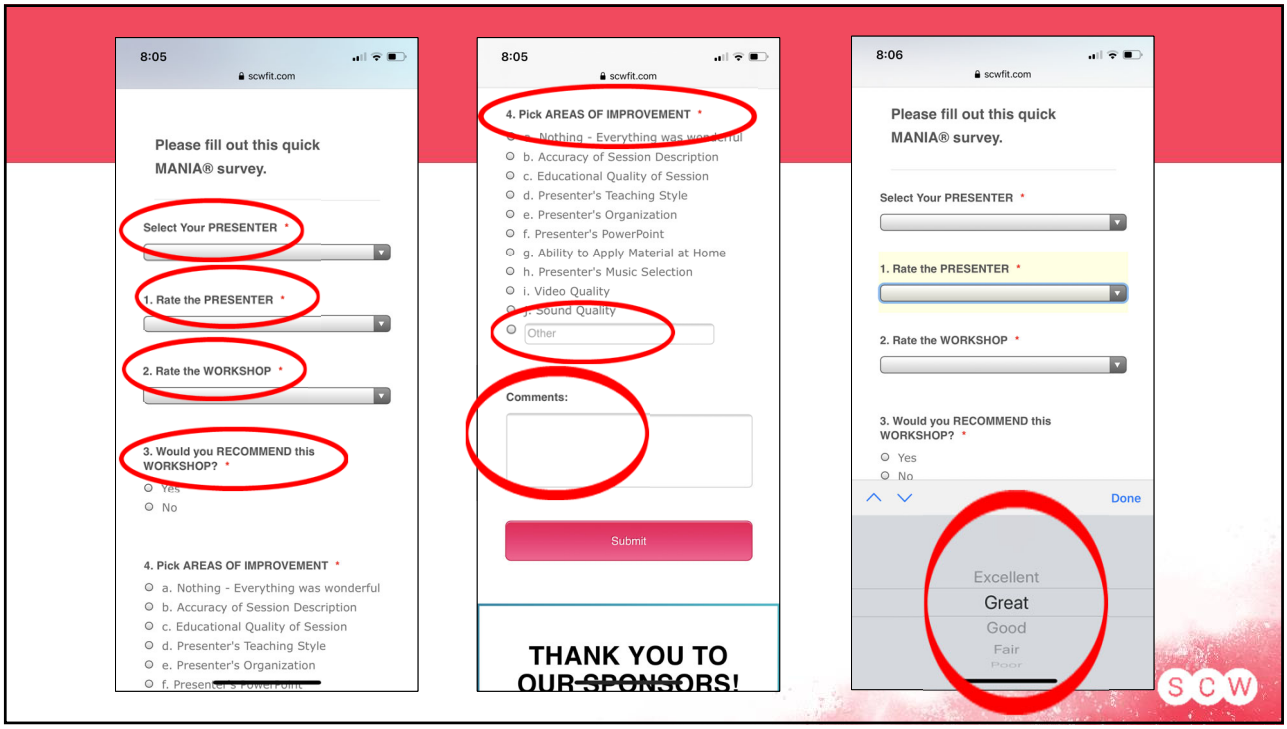



## FREE QR Codes






LinkedIn
Write a post
Tracee Hansen, Crystal Wheeler and 1 other like this
Marty Regan • 1st
Vice President of Sales at eGym US
3d
Sneak peek at the future. Coming soon to everywhere. Stay tuned...
eGym Inc.
...see more
149 Likes • 17 Comments
Like
Comment
Share
Zack Rissman, Carrie Harper and 116 others
LinkedIn Code
Scan
My code
Scan from photos
LinkedIn Code
Scan
My code
Sara Kooperman
CEO, SCW Fitness Education
Share my code
Save to photos
Sara Kooperman
Sara Kooperman
CEO, SCW Fitness Education
SCW FITNESS EDUCATION • University of Cambridge
Northbrook, Illinois • 500+
Sara, CEO of SCW Fitness Education and WATERinMOTION®, is a visionary leader that has transformed the fitness education community. A suc...
See all connections
Strengthen your profile
Let's update your headline to match your current education
Your headline appears next to your name in search results, helping people find and connect with you
Update headline
Your Dashboard
Private to you
ALL-STAR
1,252
8
129


scwfit.com
Please fill out this quick MANIA® survey.
Select Your PRESENTER *
1. Rate the PRESENTER *
2. Rate the WORKSHOP *
3. Would you RECOMMEND this WORKSHOP? *
Yes
No
4. Pick AREAS OF IMPROVEMENT *
a. Nothing - Everything was wonderful
b. Accuracy of Session Description
c. Educational Quality of Session
d. Presenter's Teaching Style
e. Presenter's Organization
f. Presenter's PowerPoint
g. Ability to Apply Material at Home
h. Presenter's Music Selection
i. Video Quality
j. Sound Quality
Other
Comments:
Submit
THANK YOU TO OUR SPONSORS!
Done
Excellent
Great
Good
Fair
Poor

## Simple Evaluation – SurveyMonkey.com

- Rate the Instructor/Trainer?
- Rate the Program?
- Would you recommend this Class/Session?
- Please share some feedback: Comments

JotForm

SurveyMonkey

## Build a Brand: LARGE to small

- Banner
- Large Poster
- Photo-copied Small Poster
- Flyers / Postcards /Printed Ads
- Email
- Social Media Posts
- Text Messaging

## Start Big!

- Message
- Logo
- Website
- Content

Banner

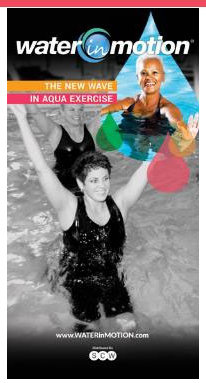
Poster

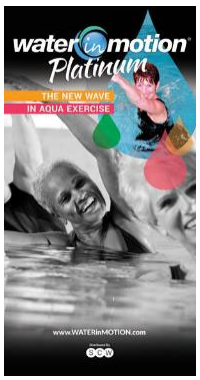
Brochure

Social Media

Email

## Banners




- Confirm EVERYTHING in writing
- Size, cloth, pole, string, delivery time (holidays)

## Shapes X-Frames

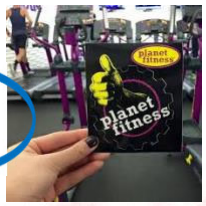
## For Multiple Banners

- sales@dreamupbannerdisplay.com
- www.displaystar.com

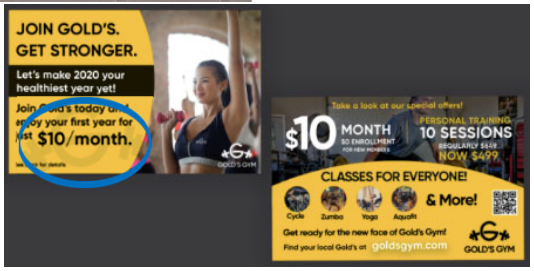
DISPLAYSTAR

vistaprint®

# Posters, Flyers, Print Ads
# FREE or 50% OFF

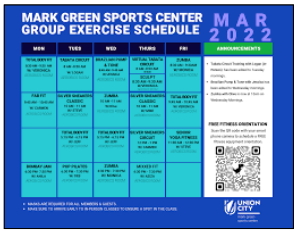


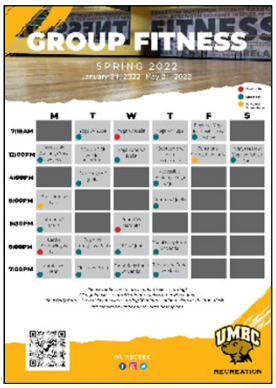
# Postcards: You are your IMAGE ….“Free”

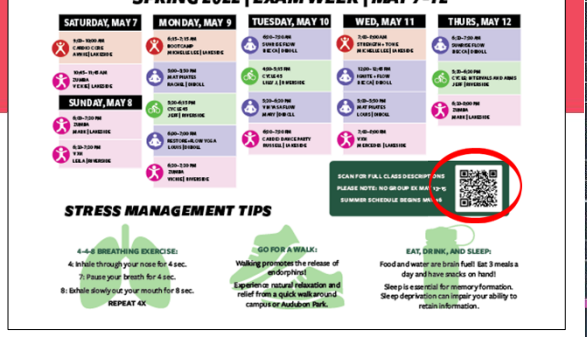


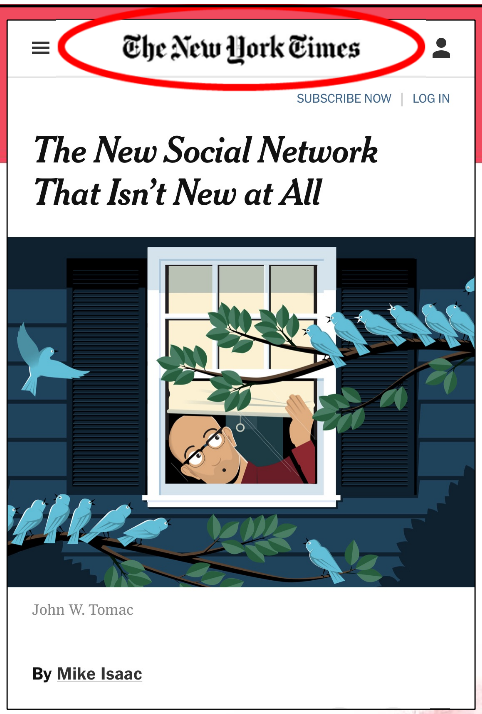
# Group Ex Schedule

- Printable Schedules #1 Physical take-away!
- Website – #1 Click-Through
- Always downloadable
- Always QR Code
- Add in specials! & Website Pop-ups



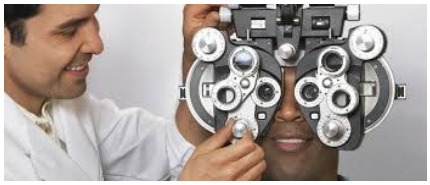





## eNewsletter Considerations

- Feature – Attractions – Discount/Topic
- Bait, Collect & Click
- Short like a Twitter feed
- Have Click to longer article or blog
- Will you allow Advertisers?
- Deployment – Days, Times, Headers …
- Holidays (Daylight Savings)



- Try, Test & Tweek– Check Open-Rates, Shares & Click-throughs.

# Newsletters: Downloadable Option

SCW

# Emails & Newsletters

- White Noise from Social Media
- The "In" box takes on a new meaning
- In-Boxes protect against spam
- Private sharing

SCW

## Send a Personal Note

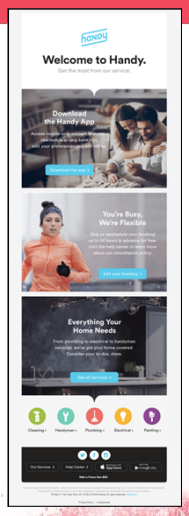
- Connect Personally
- Hand-written Notes
- Divide Staff – have them help!

## Win against the Algorithm

- Feeling worse after Instagram or twitter or LinkedIn
- Seeing what "I am missing"
- Social media is too volatile
- Personal Connections = bonding & loyalty
- Easy to open on your phone
- Don't have to fight an algorithm

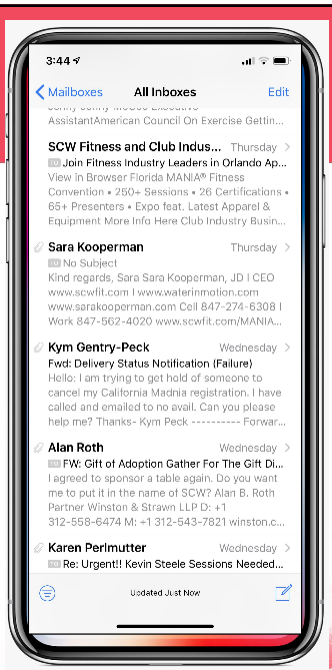
# eNewsletters & Emails Considerations

- Who is the Email From?
- What is the Subject Line?
- Should Emojis be included in Subject Lines?
- What should we include in Headers?
- Do we repeat who it is From or the Subject Line in Header so people OPEN & DOWNLOAD IMAGES?
- Do we even include QR Codes or Links?
- Do we advertise or allow outside Advertisers?



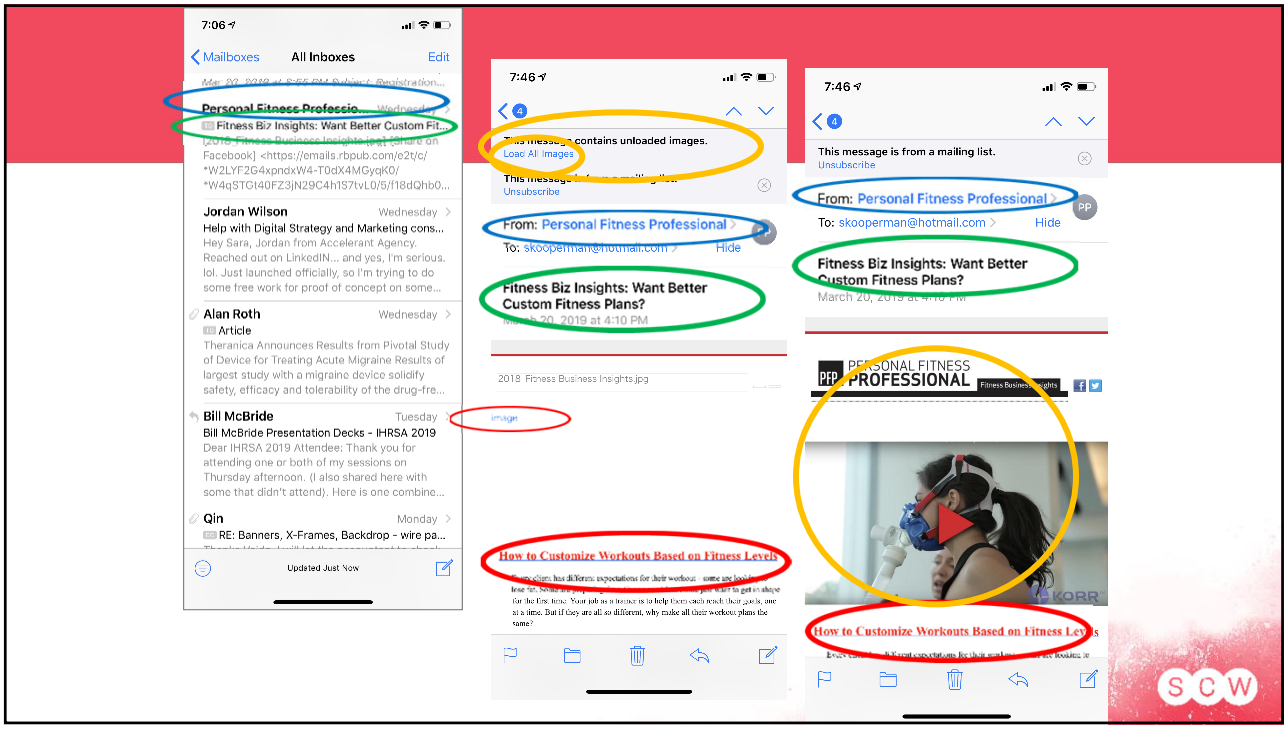

# Opening Newsletters & Emails

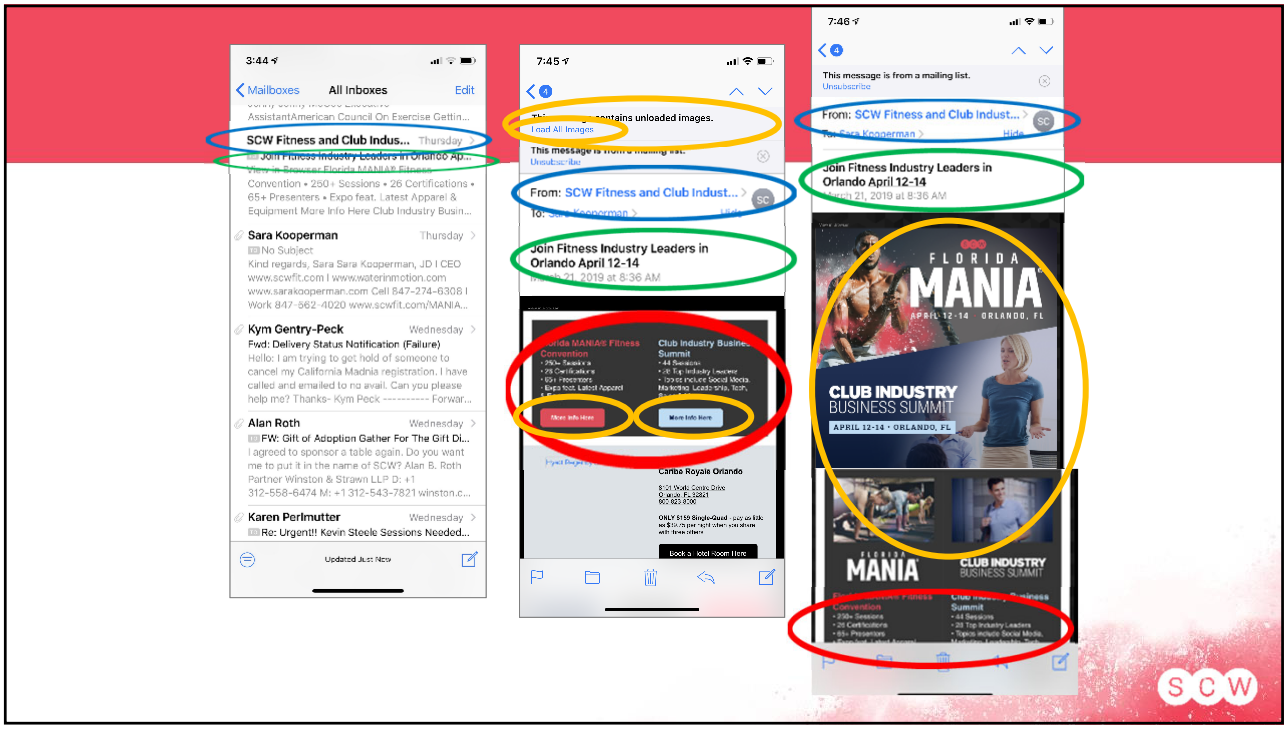
- 85% use smartphones to access email
- 58% of adults check their email first thing in the morning
- 70% of mobile email users delete badly formatted messages in under three seconds
- Mobile users check their email 3x more (Google)
- Mobile consumerism up 70%.
- 46% of adults prefer their mobile devices to search for items before purchasing them over their desktop or laptops
- Most mobile consumers do not automatically download images (Battery Drain)
- The average email open rate is approximately 23%
- Desktop users have lower conversion. (Yesmail)



# CHECK EVERYTHING … yes, I'm YELLING!

- SEO
- Internet Explorer
- Firefox
- Google Chrome
- Gmail
- Yahoo
- Aol
- Hotmail






# Send, Resend Emails & Re-Connect

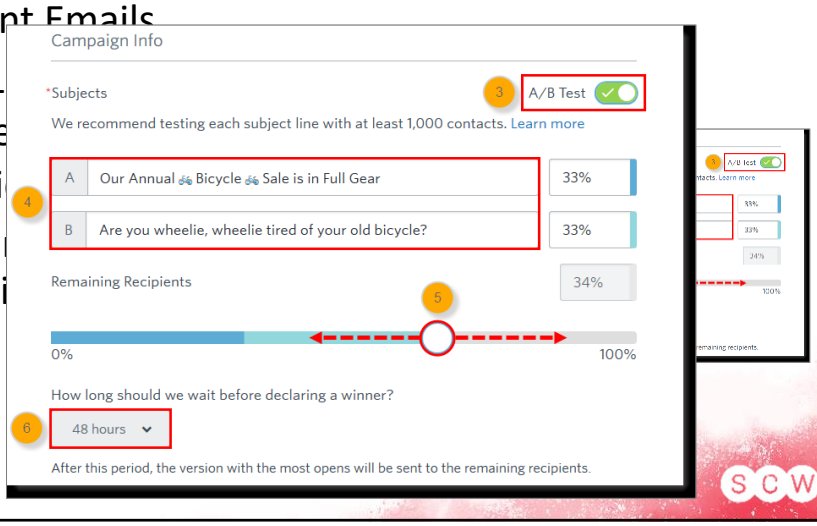
- Segment Your List to Deploy Differently
  - Time: East/West Coast
  - Client-type (Prospects/Members /Expired Members)
- Resend Emails to Non-Openers
- Non-openers automatically go into a new list
  - Schedule re-send w/New Subject Line
  - Or set to a New Date & Time, or New Email
- Download Names to those who opened
  - Personally Contact & Sell

MailChimp

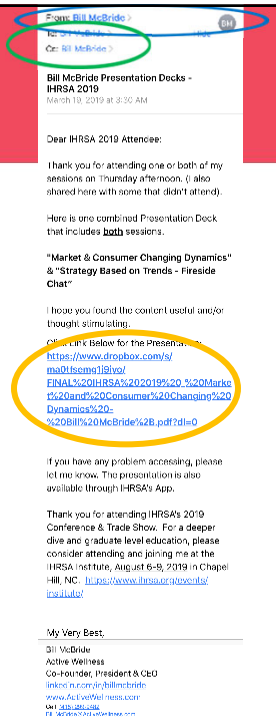
Constant Contact®

# Test Subject Lines

- Send out 2 different Emails
- Optional Subject L
  - "Members have
  - "Programs to ki
- Send winner withi
  or 48 hrs) (remaini

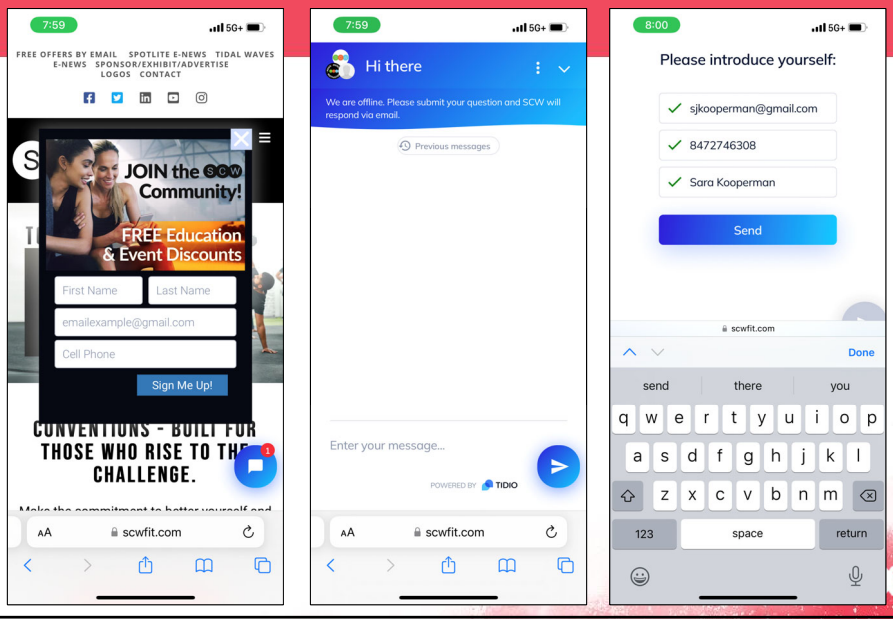



# Text Emails w/out Images




- From: Personal – Really Bill? or Spoofing?
- To: Undisclosed recipients
  - Impersonal/Personal Addressee
- Long links: stand out
  - Make me want to click
  - Or scare me away

# Pop-Ups, Chat Bots




# Videos on Social Media

- Live video get 6x more interaction
- Go Live … share opinion
- Go live at Openings or Events
- Tours can be imperfect
- Post, Share, Re-Use

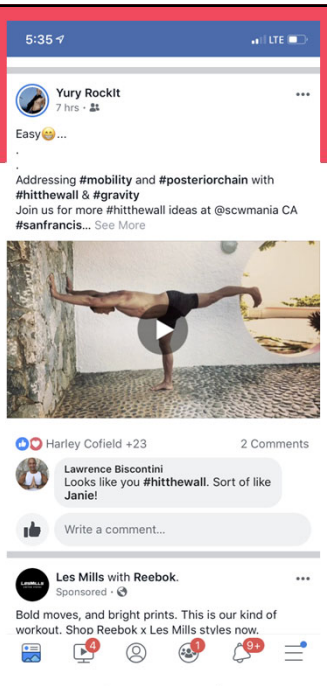
- LIMIT 15 seconds to 30 seconds – Instagram limit is 1 minute

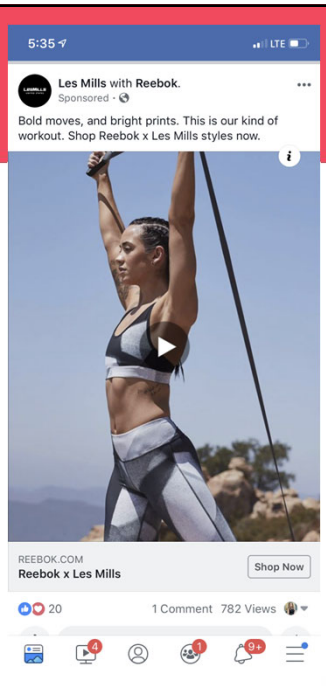
# Videos & Testimonials

- REAL – Live & imperfectly perfect!
- SHORT -- 15-30 seconds

- YouTube
  - Competing Ads – but searchable!
  - Vimeo costs but protects you ($7-$50/mth 5 Terabytes - $75 for uncompressed)

- Vimeo
  - Your Website – Double-click
  - Brings up others of YOUR videos




- Horizontal or Vertical
  - More Time & Effort
- Try 2 different versions
- Look where they open

## Find your Influencers

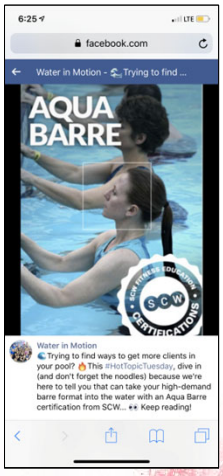
- Great Staff Visible members
- Ask your members who they watch and read
- Figure out how to be human on SCALE!
- Influencers fake their followers!
- **61% are not using influencers**

- **Instructors, Trainers, Members, Socialites, bloggers**

# STORIES - Weekly Posts, Videos, Blogs

- Stories will overcome random posts
- But disappear!
- Perfect way to stay connected

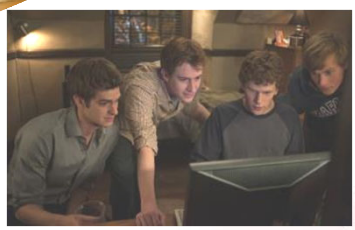
- **Trainer Tuesday** (feature a Trainer & they are filmed talking about their favorite topic or training a client)
- **Workout Wednesday** (feature a special new machine, class or program)
- **Friday Foods** (Nutrition articles and healthy recipes provided by the staff)



## Webinars

## The reality of social networking

- Assign updates
- Assign responses
- Trade services for support



## Watch what is going on

- Engage
- Assign, and
- WATCH

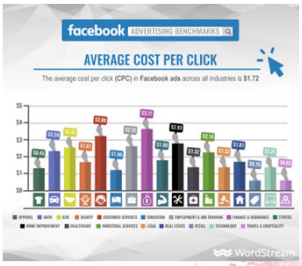
- Your staff
- Your results

## Create Smaller/ Sub-Groups

- Separating your experiences, your blogs, your hashtags?
  - PT, GX, SGT, Aqua, Susie's Spin …
- Does smaller mean more connectivity or greater disconnect?
- SEO (Search Engine Optimization)
- # - limit 4 on Facebook, limit 15 on Instagram – watch professionalism!
  - Stealing Goodwill

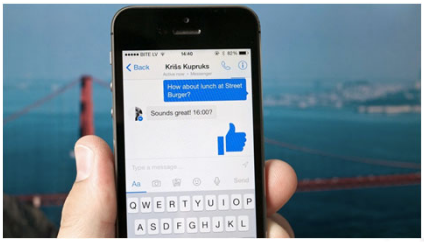
## Facebook

- Daily Spends vs Annual Budget
- Algorithms – unpaid posts
  - "sale, "save" or "discount"
  - Reduced reach
- Stories – Beginning, Middle, End
- Use captions on videos when possible




## Financial rewards of Facebook

- Facebook Interaction = 20% more spend
- Friends Advice = 90% acceptance
- BE READY WHEN YOU LAUNCH!
- Immediate responses/comments
- Facebook Messenger

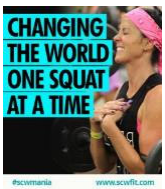


## Instagram

- Growing more and more!
- 500 million daily active users
- 400 million daily active users looking at Instagram Stories
- Reposting the same info twice – who uses what??
- Same Video Advice & Stories!

## Social Media Posts

- https://**WATERinMOTION**.com/social/
- http://**SCWFIT**.com/be-social/



## Follow up : Social Media

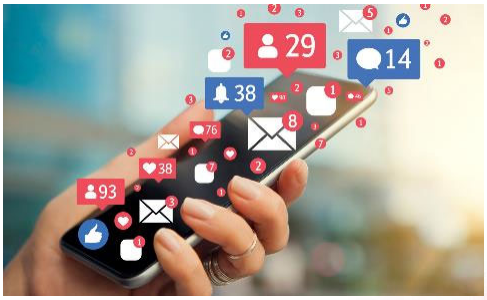
- Look for: Likes, Friend Requests, Comments
- Measure weekly
- Be strategic Hootsuite.com limits posting
- Focus on your business

## Marketing using REELS

- What is a REEL?
  - 15-90 second : A short video, clips or a compilation of photos
  - Used on IG and FB
    IG has more editing options
  - Add audio/stickers/captions/flare (stickers/captions/graphics)
- Why do REELS work?
  - Grab attention
  - Better algorithms
  - Videos are King on social

## Finding REEL Ideas

- Search in Instagram – “social growth” or “social media expert”
- REEL templates CHANGE EVERY TIME
  - REEL filming/transition tips
  - Trending sounds
  - Marketing Ideas
- Know your market
  - Create based on your brand
  - Be unique




## REEL Stats

- 22% more er
  videos
- IG users sper
- 61% of Gen Z
  spend more
- Original cont
  - Don’t reuse
- Use 3-5 relev

## Create with Canva

- Basic is FREE, upgrade to Pro for $13/mth
- BASIC :Create social graphics, posters, flyers, business cards, REELS, etc.
- PRO - Personalize with logos, colors, fonts
- Both -Templates and photo stock
- www.canva.com

## Give Your Vision Life

## Collect Cell Phone Numbers

- Collect Cell Phone Numbers
- Do not limit to email addresses
- Still retain mailing addresses
  - (for geographic pushes re: multi-location owners)
- Get permission on membership enrollment
- "I agree that I can be emailed and texted from the facility, that they can share my information with trusted affiliates, and utilize my image however they deem fit."

## Telemarketing is dead …

- Don't Answer – Spam
- NEVER Call back
- Text messages get responses
  - PTs can provide Nutrition Feedback
  - Clients photograph their food & send it & PT gives a thumbs up!
- Private text – be a person! Leave a name!

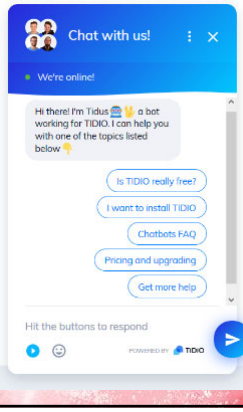
# Use Group Text Messages

EZ Texting

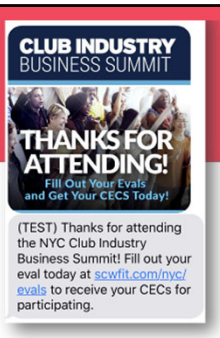
- Eztexting.com
- 160 Characters + images
- $0.05 to $0.04 per text
- Respond to each text
- Use Chatbot!

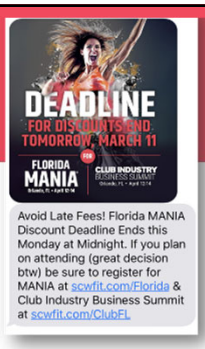
- **Your business can be a Cell Phone – Receive & send Text Messages**

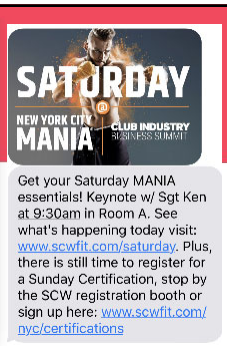
avochato




# Text Imaging

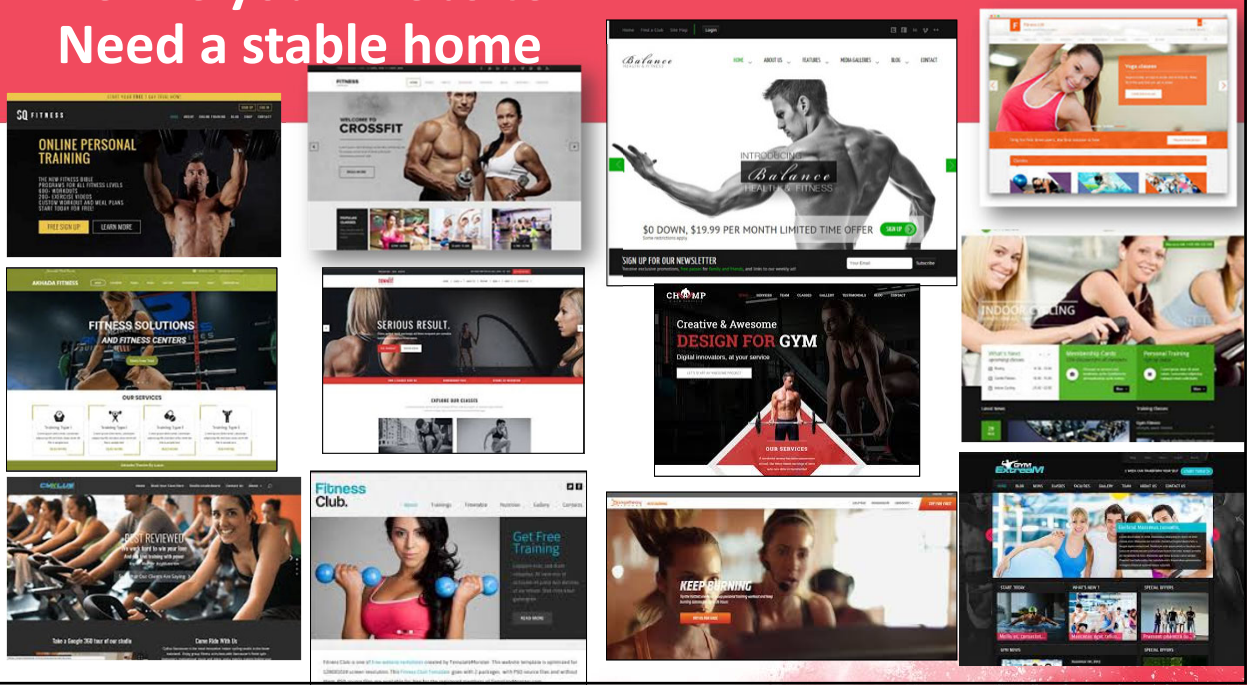


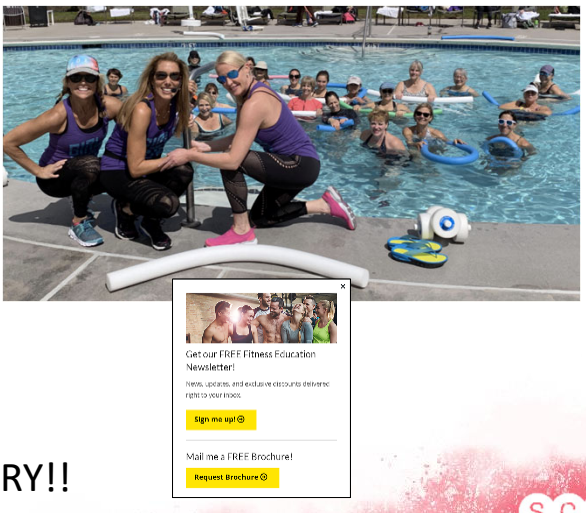

- MMS = w/images  SMS= Just Text
- Use full URL www.scwfit.com/Florida
  - No shortener
- Text include websites
- They don't forward copy … calendar/safari link
- Images are shared on social media

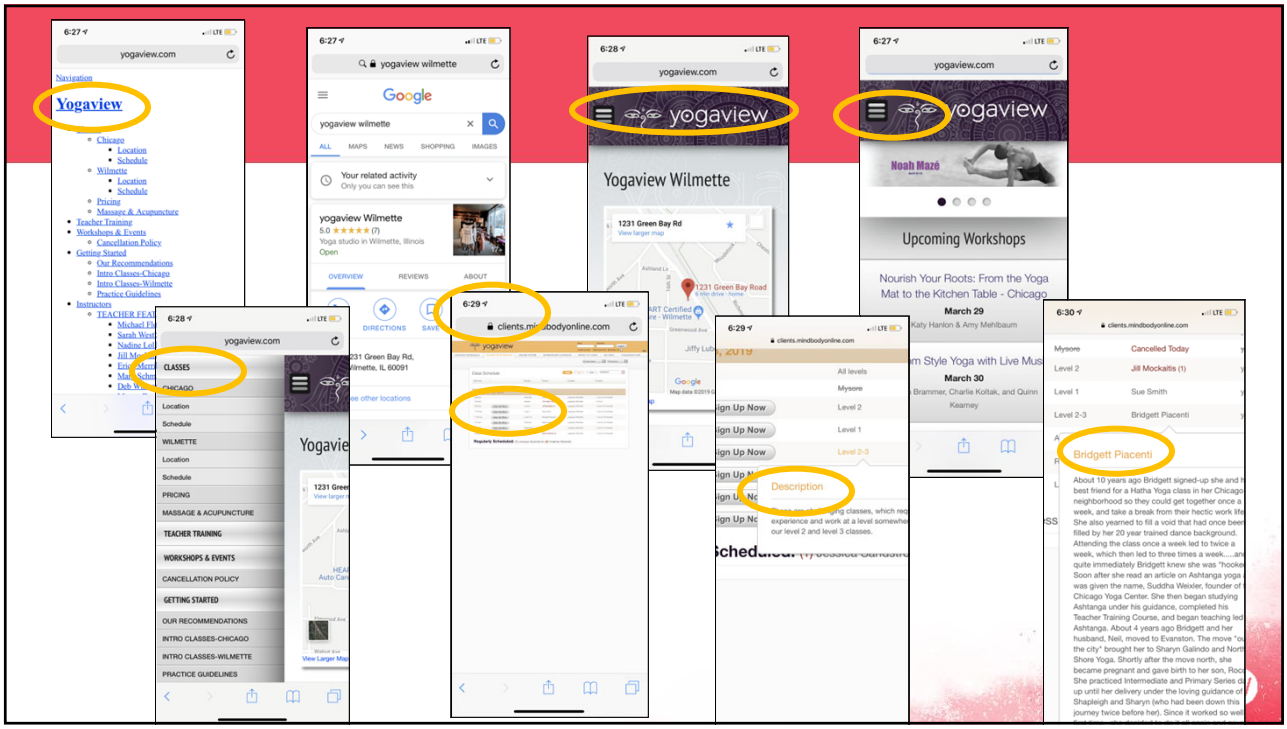
## Refine your Website
## Need a stable home




## Group Ex Schedules – Include these Items

- Logo
- Dates
- Days
- Class Name – intuitive
- Instructor
- Descriptions – Preferred
- Instructor Photos - Optional
- Bios – Optional
- Pop-ups or Call-outs NECESSARY!!




yogaview.com
Yogaview
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Google
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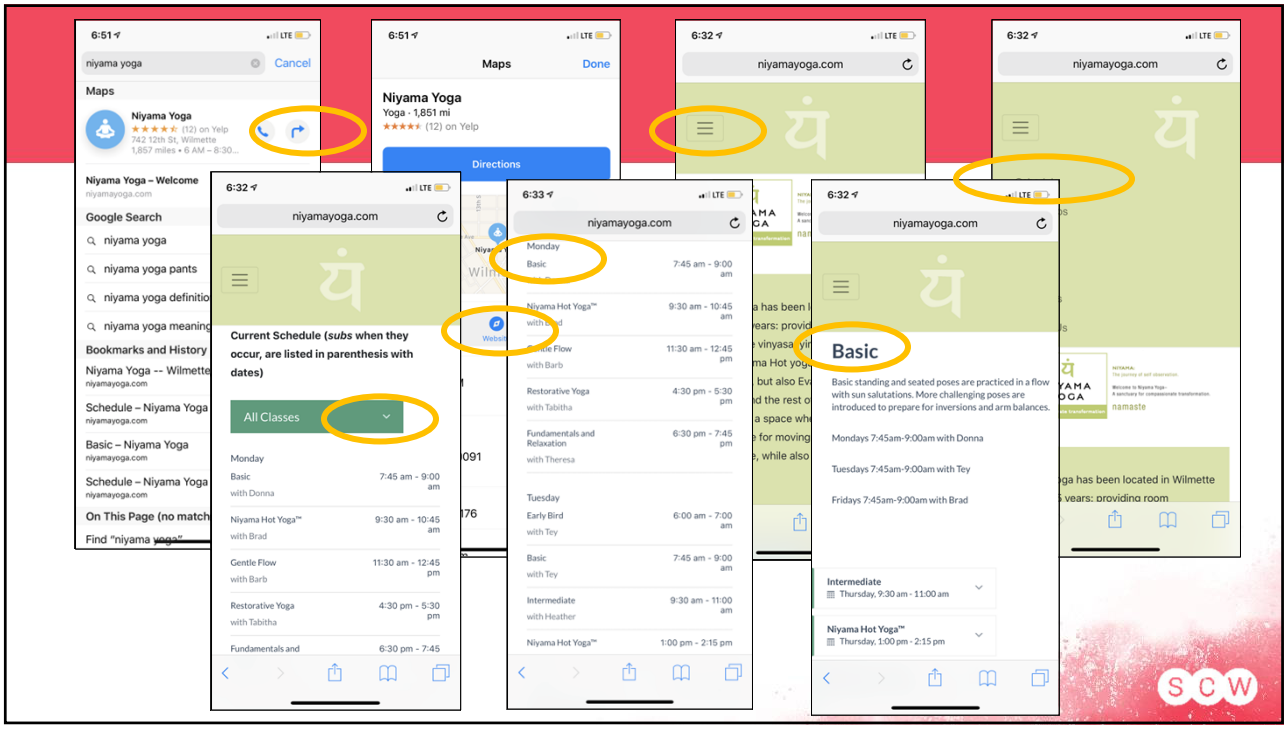
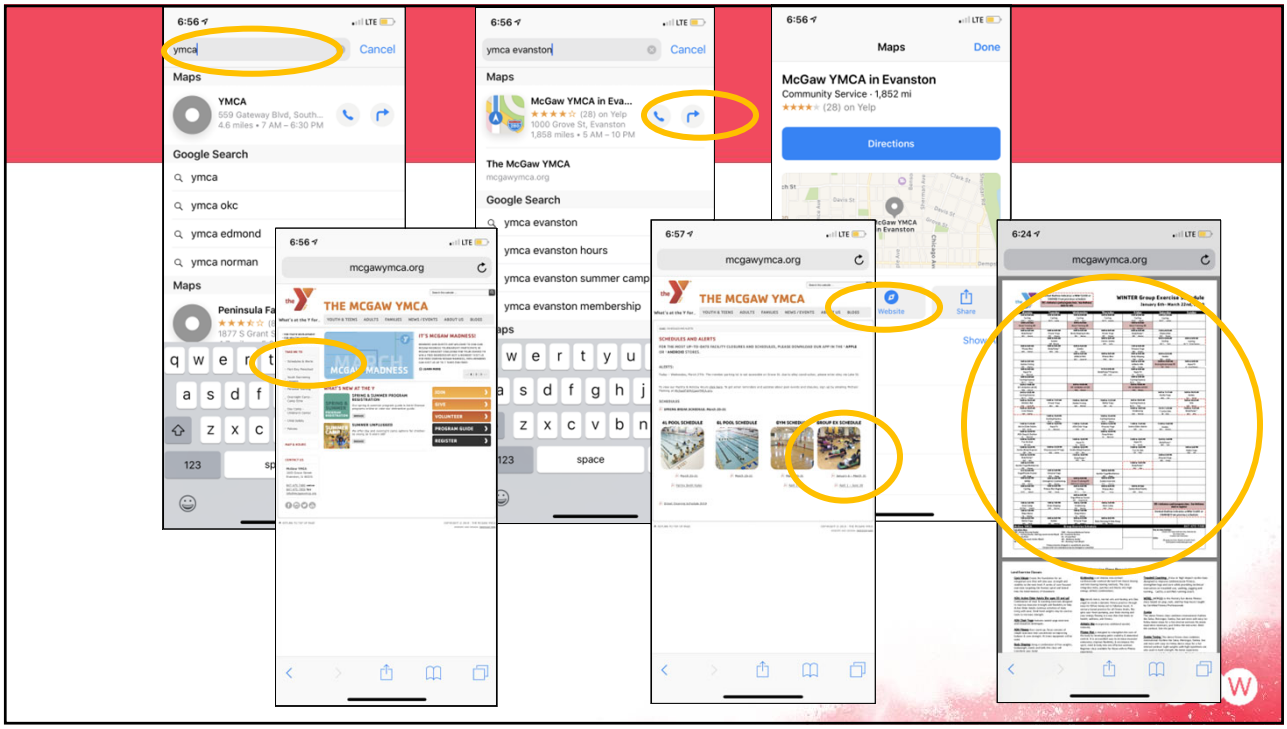
Yogaview Wilmette
Upcoming Workshops
Noah Mazé
CLASSES
CHICAGO
WILMETTE
PRICING
MASSAGE & ACUPUNCTURE
TEACHER TRAINING
WORKSHOPS & EVENTS
CANCELLATION POLICY
GETTING STARTED
OUR RECOMMENDATIONS
INTRO CLASSES-CHICAGO
INTRO CLASSES-WILMETTE
PRACTICE GUIDELINES
Description
Bridgett Placenti

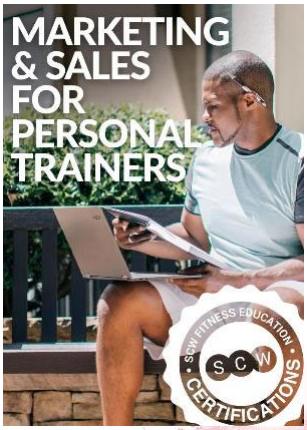

niyama yoga
Cancel
Maps
Niyama Yoga
Done
Directions
niyamayoga.com
Niyama Yoga – Welcome
Google Search
niyama yoga
niyama yoga pants
Bookmarks and History
Current Schedule (subs when they occur, are listed in parenthesis with dates)
All Classes
Monday
Basic
with Donna
7:45 am - 9:00 am
Niyama Hot Yoga™
with Brad
9:30 am - 10:45 am
Gentle Flow
with Barb
11:30 am - 12:45 pm
Restorative Yoga
with Tabitha
4:30 pm - 5:30 pm
Tuesday
Early Bird
with Tey
6:00 am - 7:00 am
Intermediate
with Heather
9:30 am - 11:00 am
1:00 pm - 2:15 pm
Basic
Basic standing and seated poses are practiced in a flow with sun salutations. More challenging poses are introduced to prepare for inversions and arm balances.
Mondays 7:45am-9:00am with Donna
Tuesdays 7:45am-9:00am with Tey
Fridays 7:45am-9:00am with Brad
Intermediate
Thursday, 9:30 am - 11:00 am
Niyama Hot Yoga™
Thursday, 1:00 pm - 2:15 pm
namaste




# More Ways to Learn

**Get Certified in Marketing & Sales for Personal Trainers! Scan the QR Code**

Certification
by Dane Robinson



# More Ways to Learn

**Get Certified in Media & Marketing! Scan the QR Code**

Certification
by Jessica Maurer

# Marketing & Building Your Brand

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www.SaraKooperman.com
**www.scwfit.com**