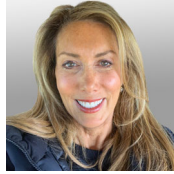


Marketing & Building Your Brand



Sara Kooperman, JD

sjkooperman@gmail.com

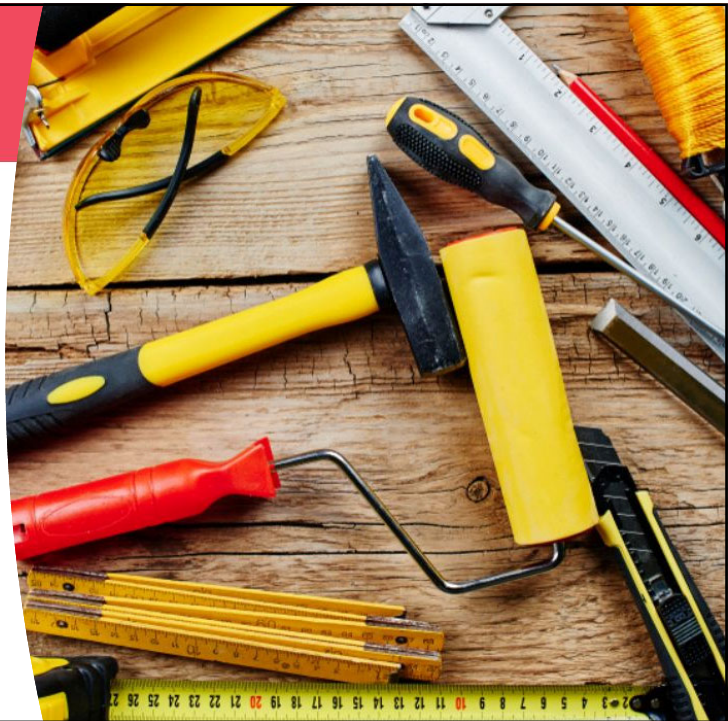
www.SaraKooperman.com

www.scwfit.com



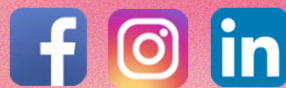
10 + Tools to Grow Your Business

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

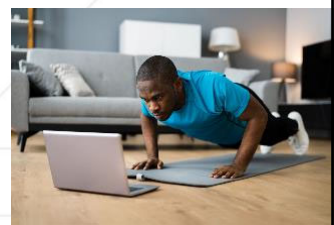


ONLINE CERTIFICATIONS



- Manual
- Exam
- Videos
- LIVE COURSE FREE

scwfit.com/certs






SCW FREE RESOURCES

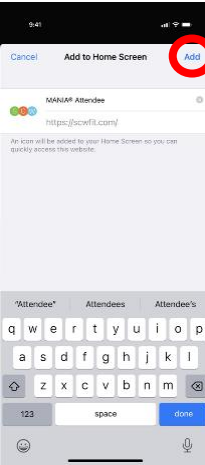


- eNewsletters
- Webinars
- Podcasts



MANIA® APP




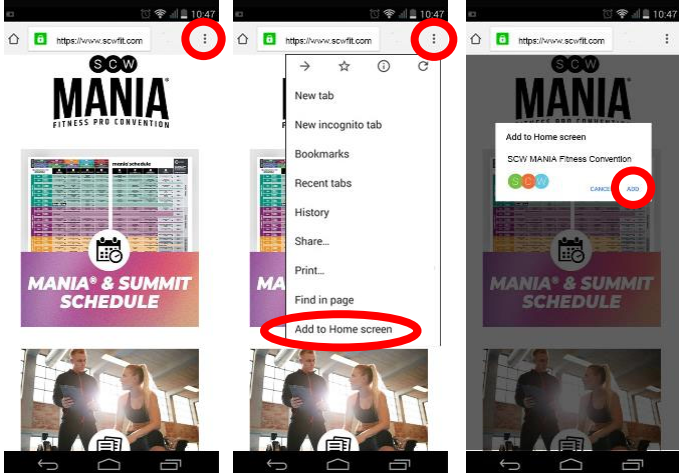
iPhone



Android

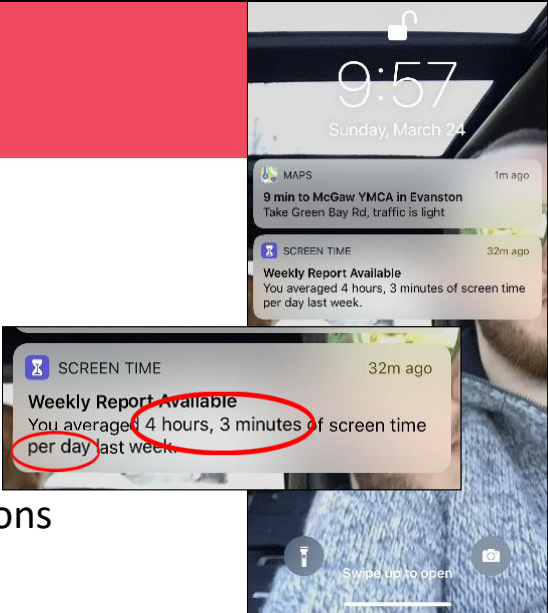
**MANIA®
APP**






Marketing in 2023

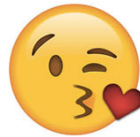
- Connecting
- Influencing
- Sharing
- Reaching prospects & clients
- Automation is driving connections





Branding Your Business

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



- KISS – Keep it Smooth, Simple, Succinct

SCW

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?



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Who are you?

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



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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



SCW

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

FREE QR Code Generator

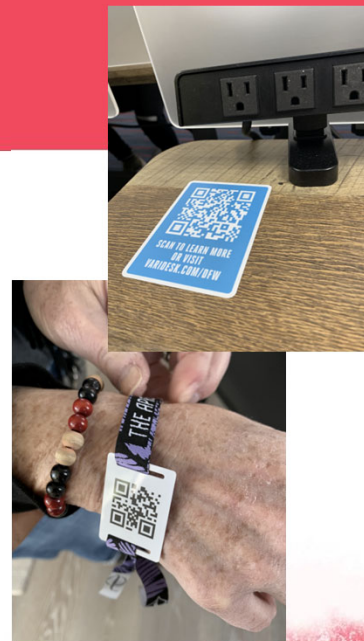
Hi-Resolution
SVG or **PNG**



Play video



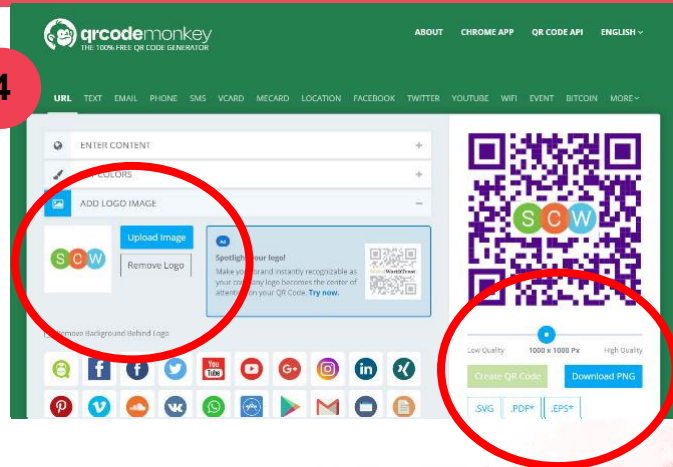
Like us



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

FREE QR Code Generator

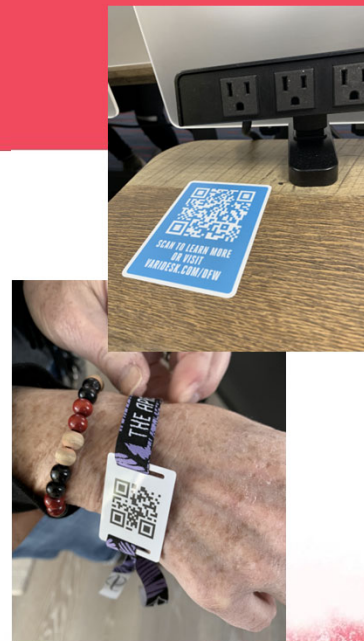
Hi-Resolution
SVG or PNG



Play video

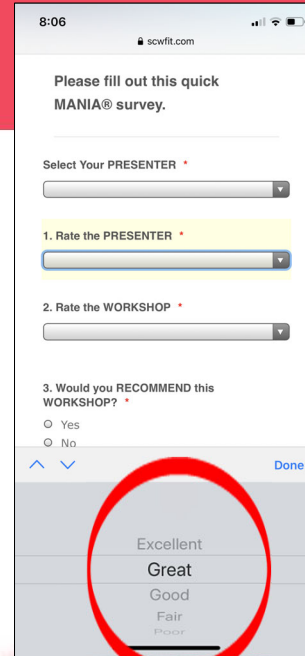
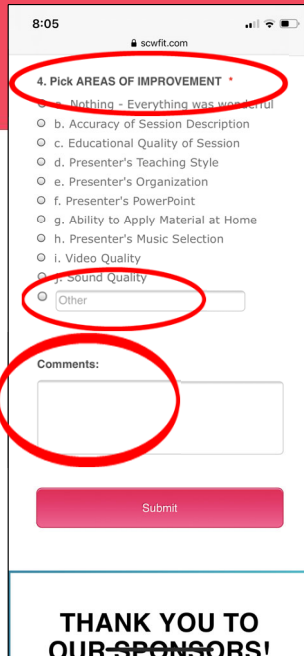
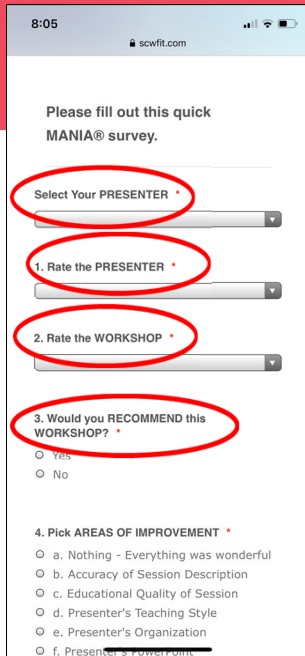
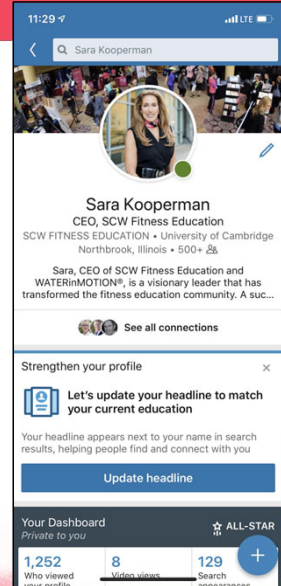
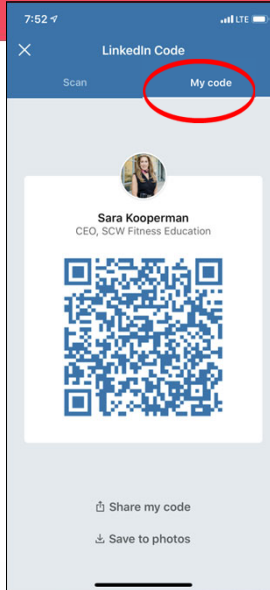
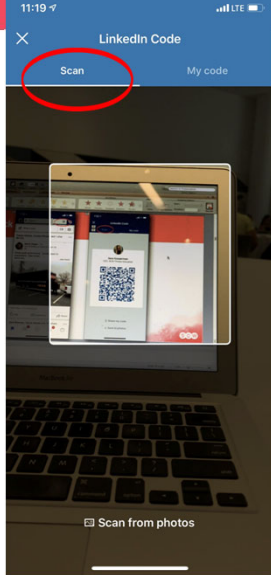


Like us



SCW

LinkedIn



Simple Evaluation – SurveyMonkey.com

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



SCW

Build a Brand: LARGE to small

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



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Start Big!

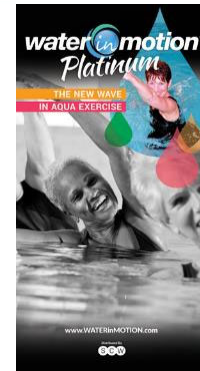
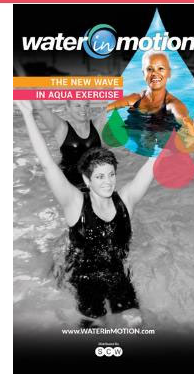
- Message
- Logo
- Website
- Content



Social Media



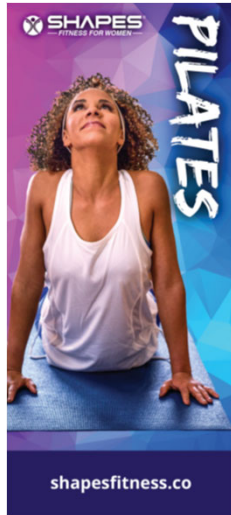
Banners



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



Shapes X-Frames



For Multiple Banners

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



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3 PERSONAL TRAINING SESSIONS FOR \$30

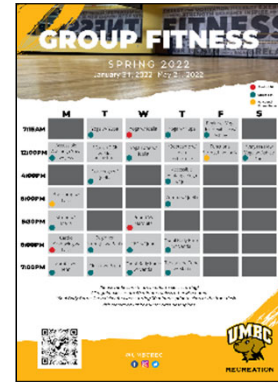
City Health Club

111-111-1111



Group Ex Schedule

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



SPRING 2022 | EXAM WEEK | MAY 7-12

SATURDAY, MAY 7	MONDAY, MAY 9	TUESDAY, MAY 10	WED, MAY 11	THURS, MAY 12
8:00-9:00 AM KNEE/LEG REHABILITATION	8:00-9:00 AM POSTOP KNEE/LEG REHABILITATION	8:00-9:00 AM KNEE/LEG REHABILITATION	8:00-9:00 AM KNEE/LEG REHABILITATION	8:00-9:00 AM KNEE/LEG REHABILITATION
9:00-10:00 AM KNEE/LEG REHABILITATION	9:00-10:00 AM KNEE/LEG REHABILITATION	9:00-10:00 AM KNEE/LEG REHABILITATION	9:00-10:00 AM KNEE/LEG REHABILITATION	9:00-10:00 AM KNEE/LEG REHABILITATION
10:00-11:00 AM KNEE/LEG REHABILITATION	10:00-11:00 AM KNEE/LEG REHABILITATION	10:00-11:00 AM KNEE/LEG REHABILITATION	10:00-11:00 AM KNEE/LEG REHABILITATION	10:00-11:00 AM KNEE/LEG REHABILITATION

STRESS MANAGEMENT TIPS

- 4-4-4 BREATHING EXERCISE: 4. Inhale through your nose for 4 sec. 7. Pause your breath for 4 sec. 8. Exhale slowly for your mouth for 8 sec. REPEAT 4X.
- GO FOR A WALK: Walking promotes the release of endorphins. Engage in natural relaxation and relief from a quick walk around campus or Audubon Park.
- EAT, DRINK, AND SLEEP: Food and water are brain fuel! Eat 3 meals a day and have snacks on hand! Sleep is essential for memory formation. Sleep deprivation can impair your ability to retain information.

SPRING 2022 GROUP X SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKEND
7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA
8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA

GROUP EXERCISE | SPRING 2022 | JAN 25 - MAY 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA	7:00-8:00 AM YOGA
8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA





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 & Tweak– Check Open-Rates, Shares & Click-throughs.



Newsletters: Downloadable Option



Emails & Newsletters

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



Send a Personal Note

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



SCW

Win against the Algorithm

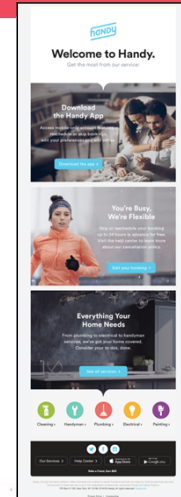
- Feeling worse after Instagram or twitter or LinkedIn
- Seeing what “I am missing”
- Social media is too volatile
- Personal Connections = bonding & loyalty
- Easy to open on your phone
- Don't have to fight an algorithm



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eNewsletters & Emails Considerations

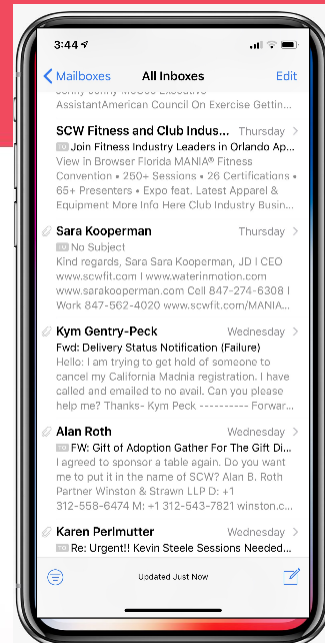
- Who is the Email From?
- What is the Subject Line?
- Should Emojis be included in Subject Lines?
- What should we include in Headers?
- Do we repeat who it is From or the Subject Line in Header so people OPEN & DOWNLOAD IMAGES?
- Do we even include QR Codes or Links?
- Do we advertise or allow outside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



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Opening Newsletters & Emails

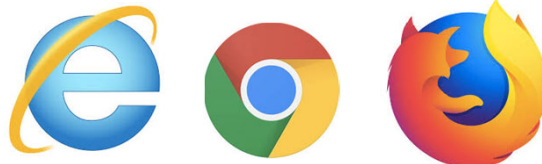
- 85% use smartphones to access email
- 58% of adults check their email first thing in the morning
- 70% of mobile email users delete badly formatted messages in under three seconds
- Mobile users check their email 3x more (**Google**)
- Mobile consumerism up 70%.
- 46% of adults prefer their mobile 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**)



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CHECK EVERYTHING ... yes, I'm YELLING!

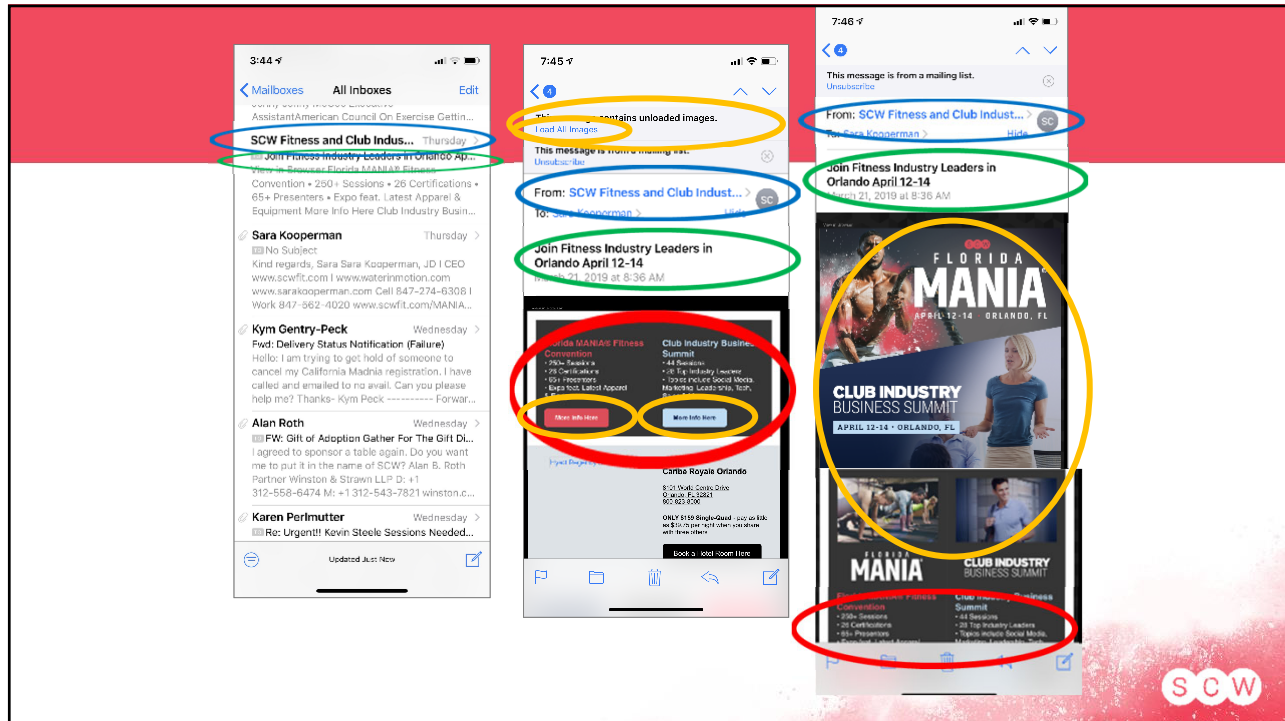
- SEO
- Internet Explorer
- Firefox
- Google Chrome
- Gmail
- Yahoo
- Aol
- Hotmail



The collage consists of three smartphone screenshots:

- Left Screenshot:** Shows an email inbox. A red circle highlights the sender "Personal Fitness Professional" and the subject "Fitness Biz Insights: Want Better Custom Fitness Plans?".
- Middle Screenshot:** Shows an email with a missing image. A yellow circle highlights the text "This message contains unloaded images. Load All Images". Below, a red circle highlights the sender "From: Personal Fitness Professional" and the subject "Fitness Biz Insights: Want Better Custom Fitness Plans?".
- Right Screenshot:** Shows a social media post from "PERSONAL FITNESS PROFESSIONAL". A yellow circle highlights the profile picture and a red circle highlights the text "How to Customize Workouts Based on Fitness Levels".





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






Test Subject Lines

- Send out 2 different Emails
- Optional Subject Line
 - “Members have
 - “Programs to ki
- Send winner within (or 48 hrs) (remaini

Campaign Info

*Subjects 3 A/B Test

We recommend testing each subject line with at least 1,000 contacts. [Learn more](#)

A	Our Annual 🚲 Bicycle 🚲 Sale is in Full Gear	33%
B	Are you wheelie, wheelie tired of your old bicycle?	33%

Remaining Recipients 34%

0% ← ○ → 100%

How long should we wait before declaring a winner?

6 48 hours ▾

After this period, the version with the most opens will be sent to the remaining recipients.

From: Bill McBride

To: [redacted]

Cc: Bill McBride

Bill McBride Presentation Decks - IHRSA 2019
March 13, 2019 at 3:30 AM

Dear IHRSA 2019 Attendee:

Thank you for attending one or both of my sessions on Thursday afternoon. (I also shared here with some that didn't attend).

Here is one combined Presentation Deck that includes both sessions.

"Market & Consumer Changing Dynamics" & "Strategy Based on Trends - Fireside Chat"

I hope you found the content useful and/or thought stimulating.

Click on the link below for the Presentation Deck:
<https://www.dropbox.com/s/m0fbcam13f0af/FINAL%20IHSA%202019%20-%20Market%20and%20Consumer%20Changing%20Dynamics%20-%20Bill%20McBride%2B.pdf?dl=0>

If you have any problem accessing, please let me know. The presentation is also available through IHRSAs App.

Thank you for attending IHRSAs 2019 Conference & Trade Show. For a deeper dive and graduate level education, please consider attending and joining me at the IHRSA Institute, August 6-9, 2019 in Chapel Hill, NC. <http://www.ihrsa.com/institute/>

My Very Best,

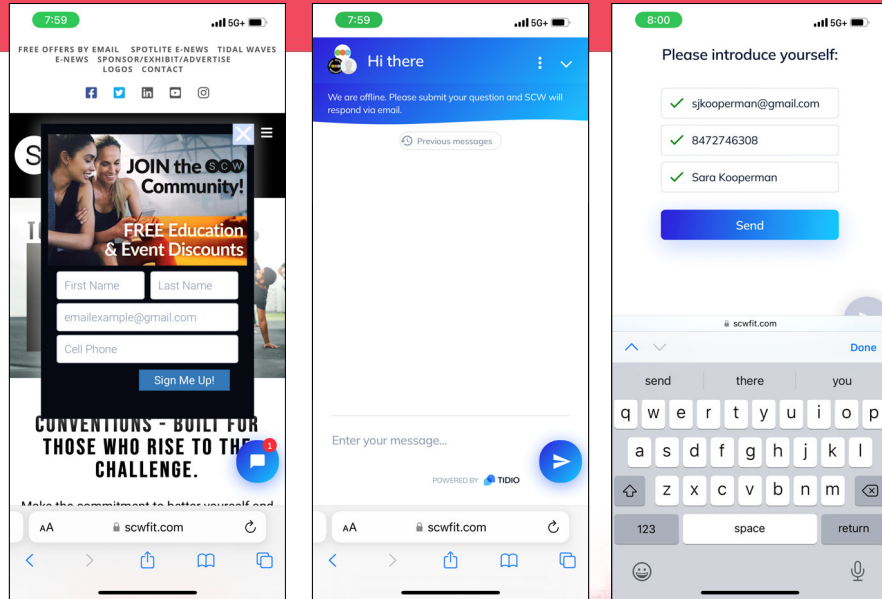
Bill McBride
 Active Wellness
 Co-Founder, President & CEO
www.ActiveWellness.com
 404-245-2444
 1-800-975-2444

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

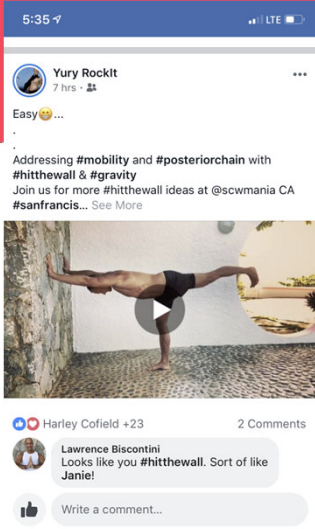


Videos & Testimonials

- 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



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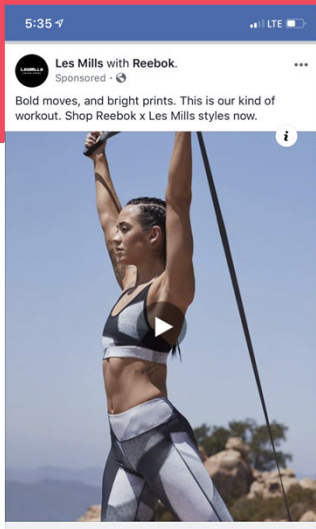


5:35 7 hrs · Easy 😊... Addressing #mobility and #posteriorchain with #hitthewall & #gravity Join us for more #hitthewall ideas at @scwmania CA #sanfrancis... See More

Harley Cofield +23 2 Comments

Lawrence Biscontini Looks like you #hitthewall. Sort of like Janie!

Write a comment...



5:35 Les Mills with Reebok Sponsored - Bold moves, and bright prints. This is our kind of workout. Shop Reebok x Les Mills styles now.

REEBOK.COM Reebok x Les Mills Shop Now

20 1 Comment 782 Views

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

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POST A VIDEO

about why you L♥VE MANIA

AND WIN:


- ▶ **1st Place** FREE MANIA® Convention
- ▶ **2nd Place** FREE SCW Certification
- ▶ **3rd Place** FREE Year of SCW OnDemand


(10-30 second video recommended)

Tag:

#SCWMANIA

@scwfitness





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**



Presented by Fitness Australia

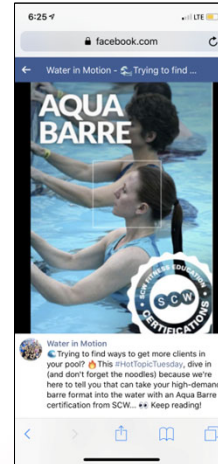
**SUPERCHARGE YOUR
2019 BUSINESS GROWTH**
AT THE FILEX BUSINESS SUMMIT





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



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Watch what is going on

- Engage
- Assign, and
- WATCH
- Your staff
- Your results



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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



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Facebook

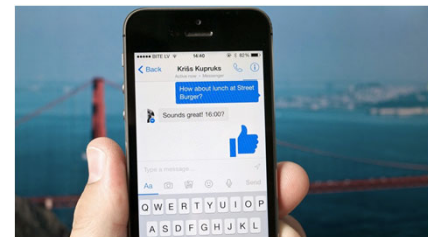
- Daily Spends vs Annual Budget
- Algorithms – unpaid posts
 - “sale, “save” or “discount”
 - Reduced reach
- Stories – Beginning, Middle, End
- Use captions on videos when possible



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Financial rewards of Facebook

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



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Instagram

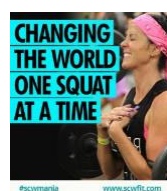
- Growing more and more!
- 500 million daily active users
- 400 million daily active users looking at Instagram Stories
- Reposting the same info twice – who uses what??
- Same Video Advice & Stories!



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Social Media Posts

- <https://WATERinMOTION.com/social/>
- <http://SCWFIT.com/be-social/>



SCW

Follow up : Social Media

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



SCW

Marketing using REELS

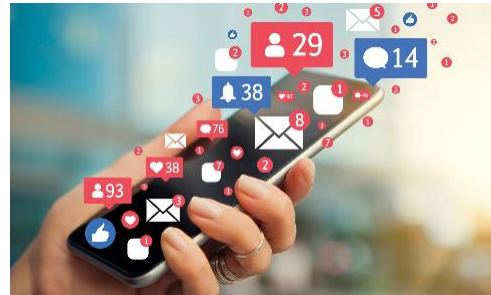
- What is a REEL?
 - 15-90 second : A short video, clips or a compilation of photos
 - Used on IG and FB
 - IG has more editing options
 - Add audio/stickers/captions/flare (stickers/captions/graphics)
- Why do REELS work?
 - Grab attention
 - Better algorithms
 - Videos are King on social



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Finding REEL Ideas

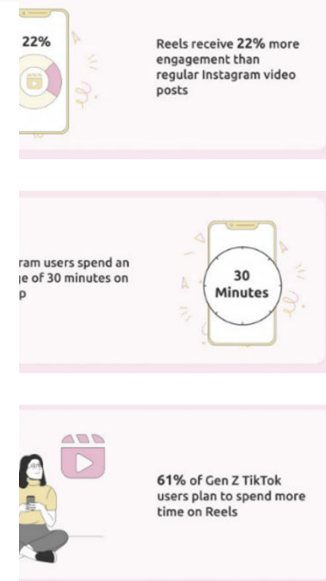
- Search in Instagram – “social growth” or “social media expert”
- REEL templates CHANGE EVERY TIME
 - REEL filming/transition tips
 - Trending sounds
 - Marketing Ideas
- Know your market
 - Create based on your brand
 - Be unique



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REEL Stats

- 22% more engagement on Reels than regular Instagram video posts
- Instagram users spend an average of 30 minutes on Reels per day
- 61% of Gen Z TikTok users plan to spend more time on Reels
- Original content performs better
- Don't reuse content
- Use 3-5 relevant hashtags



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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

MIDWEST MANIA Fitness Pro Convention
SEPT. 30-OCT. 2

BOXING CERTIFICATION

SUNDAY
OCTOBER 2ND
8AM-3PM
with DIVA RICHARDS
Fitness Pro

WWW.SCWFIT.COM/MIDWEST

SCW
FREE WEEKLY WEBINAR
Recovery Roundtable

with Sara Koopman, JD, Ashli Agre, Jeff Howard & Patricia Murray

FREE WEBINAR: Tues, Sept. 20 @ 7pm ET

Recovery Roundtable

SCW scwfit.com/webinars

Not Your Grandma's Rocking Chair

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FLORIDA MANIA Fitness Pro Convention
May 20-22

Use Code "GO"

SAVE \$60

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BOSTON MANIA Fitness Pro Convention
NOV. 11-13

SAVE \$60 WITH CODE "GO"

NT ETUK

SCWFIT.COM/BOSTON

Collect Cell Phone Numbers

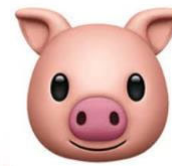
- Collect Cell Phone Numbers
- Do not limit to email addresses
- Still retain mailing addresses
 - (for geographic pushes re: multi-location owners)
- Get permission on membership enrollment
- “I agree that I can be **emailed and texted** from the facility, that they can share my information with trusted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



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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!

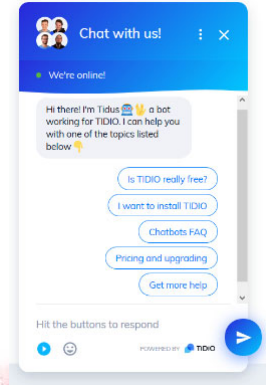


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Use Group Text Messages



- 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**

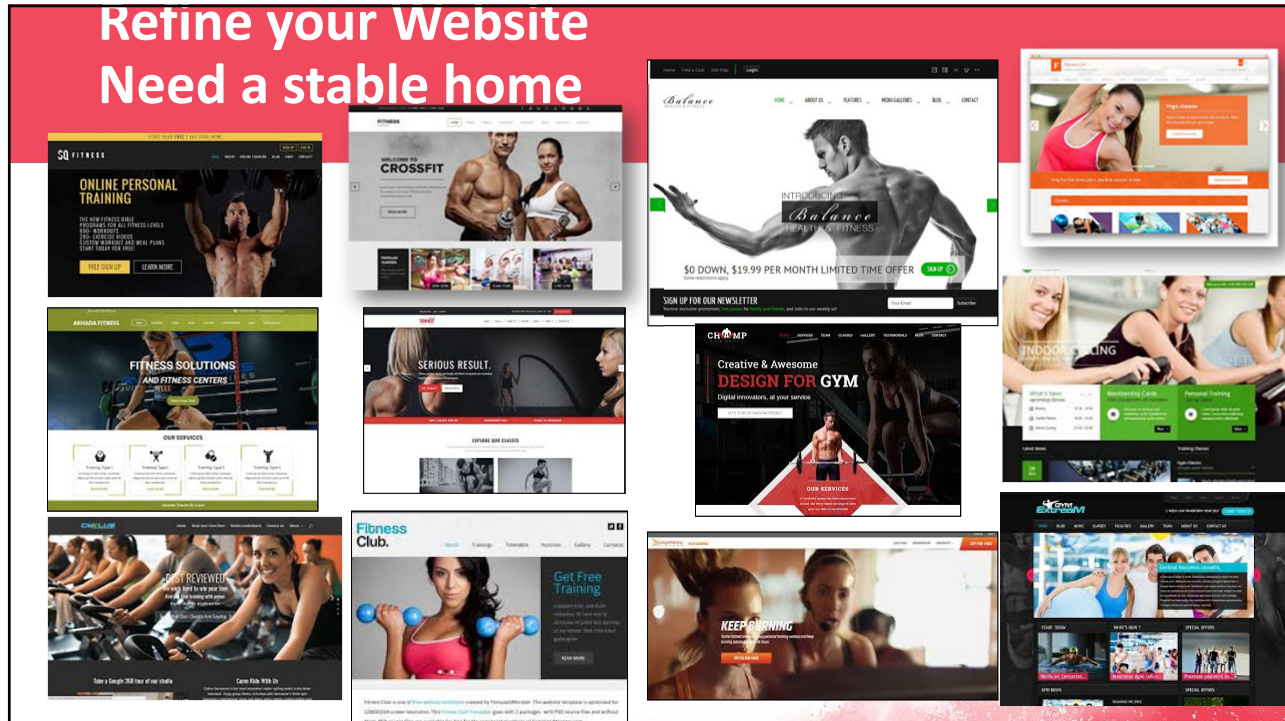


Text Imaging

- 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

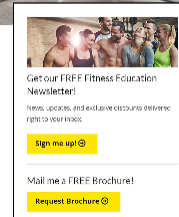


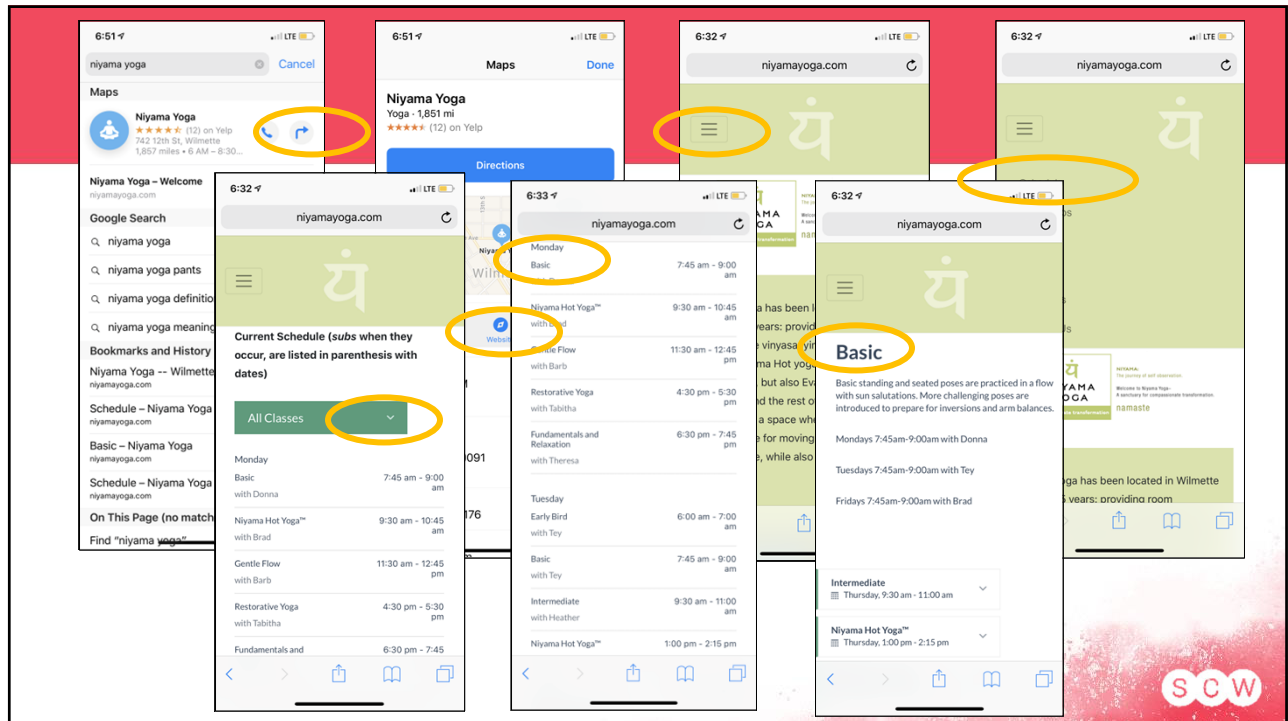
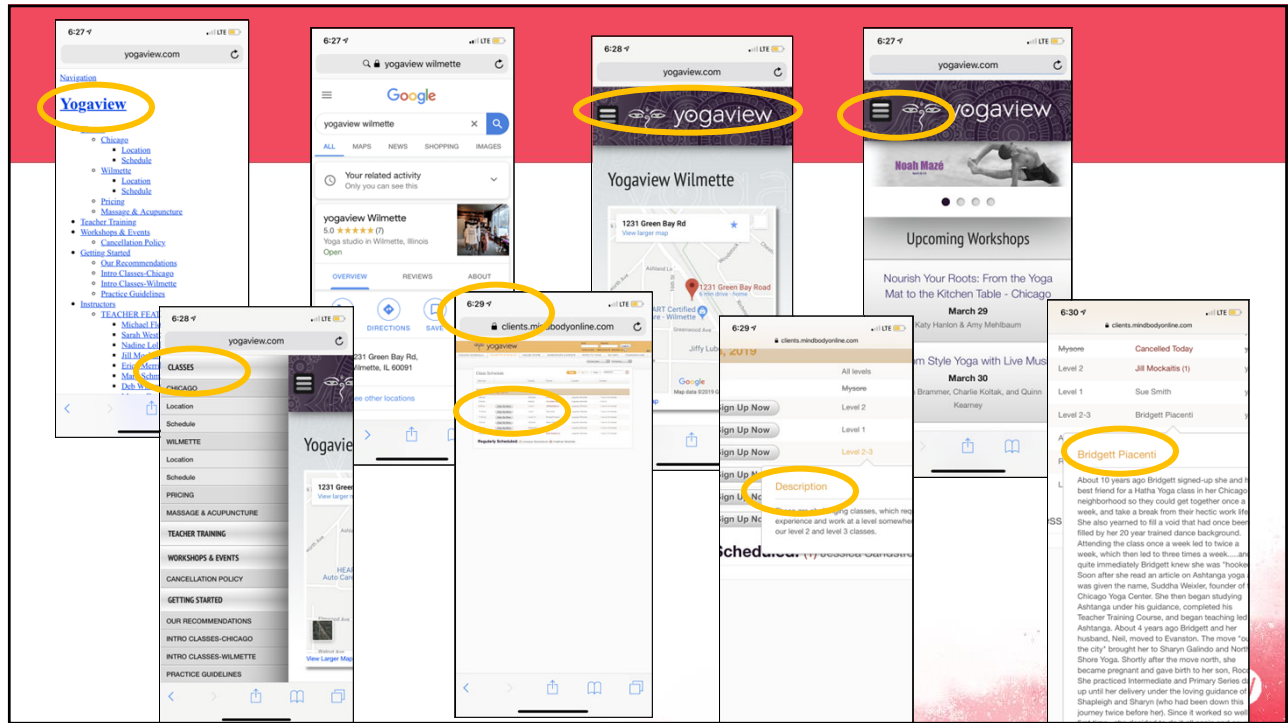
Retine your Website Need a stable home

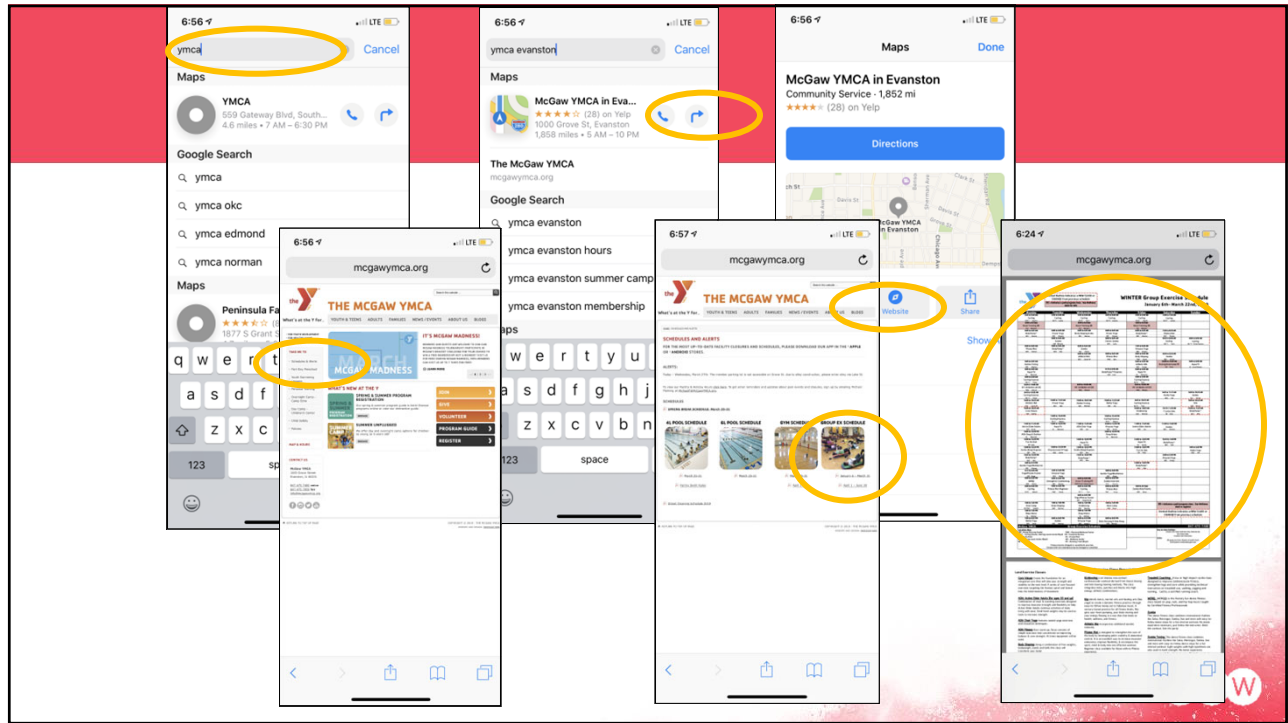


Group Ex Schedules – Include these Items

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







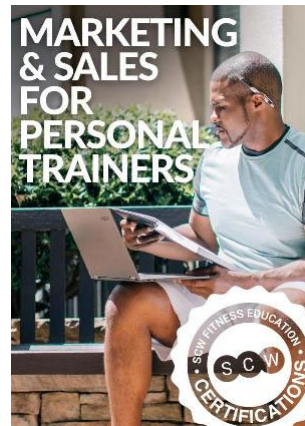
More Ways to Learn



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More Ways to Learn



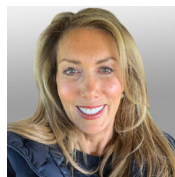
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Marketing & Building Your Brand



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