



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

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Marketing strategies and techniques

Learning outcomes

By the end of this session you will be able to:

- Describe how a health and fitness business may use marketing as a tool for business development
- Explain the importance of developing a marketing plan for a health and fitness business
- Identify the different components of the marketing mix to create a plan
- Assess the types and sources of market research and their value in developing the business idea and creating a marketing plan

Learning outcomes

By the end of this session you will be able to:

- Use different research methods to identify the needs and expectations of different types of potential customers
- Describe tools and techniques to analyse and interpret data from market research
- Explain the reasons for identifying the market that buys into your business purpose

Marketing

Marketing is important in building customer relationships as well as creating awareness of the personal trainer's services.

Without an effective marketing strategy you stand to not gain customers or lose customers which equates to revenue loss and no growth.

Marketing

- Increase sales, revenue and profit
- Increase brand awareness
- Increase market share
- Gain a competitive edge over other similar health and fitness businesses
- Launch new products and/or services
- Promote offers to existing customers
- Target specific markets and/or customers
- Attract new customers

Marketing

‘The management process responsible for identifying, anticipating and satisfying customer requirements profitably’

(The Chartered Institute of Marketing)

Marketing plan

- Outlines marketing targets and plans how to achieve them
- Supports the development and direction of the business
- Identifies and responds to the needs and wants of customers
- Formalises ideas and concepts for products and/or services
- Helps business focus
- Establishes marketing targets and timelines
- Helps obtain finance for new initiatives



The marketing mix

Product

- Customers' needs, wants and expectations. The product must be something that the customer wants or may solve a problem
- Features
- Uses
- Appearance
- Size
- Differentiation from competitors
- Latest trends will have a 'product life cycle'

The marketing mix

Place

- Where the product and/or service will be made available for customers (fitness centres, gyms, PT studio, clients homes, outdoors, corporate environment, community halls, schools etc.)
- Distribution channels, e.g. in store, online, catalogue, remote sales force
- Location within the business. e.g. eye level or end of shelf

The marketing mix

Price

- Value of the product or service to the buyer
- Cost to produce or deliver
- Profit margins
- Different price points for different locations
- Offers and concessions
- The lowest price is not always the best quality

The marketing mix

Promotion

- The marketing message
- Reaching target market
- Best time to promote
- Advertising
- Public relations
- Social media

Market research

Qualitative - captures thoughts and feelings of customers

- Open ended questions
- Customer perception surveys

Market research

Quantitative - numerical data, easy to measure

- Sales data
- Usability testing results
- Audits

Market research

Primary - carried out directly with customers

- Observations
- Questionnaires
- Interviews
- Focus groups
- Mystery shoppers

Market research

Secondary - gathered from desk-based activities or third parties

- On-line research
- Business literature
- Business reports and data
- Competitor analysis
- Government reports

Different research methods will identify the needs and expectations of different types of potential customers

- Demographics
- Geographic
- Psychographic
- Behavioural

Demographics

- Age
- Race
- Religion
- Gender
- Family size
- Ethnicity
- Income
- Education level

Geographic

- Location

Psychographic

- Social class
- Attitudes
- Lifestyle
- Personality
- Characteristics

Behavioural

- Spending
- Consumption
- Usage
- Loyalty

Techniques for analysing market research data

- Descriptive statistics e.g. mathematical calculations such as average, percentage, range
- Use of visual elements, e.g. charts, graphs, maps
- Patterns and trends in feedback

Tools for analysing market research data

- Manual, e.g. entering data into software and using software functions to analyse and interpret data such as spreadsheets and Customer Relationship Management (CRM) systems
- Automated, e.g. web-based data analysis tools such as reviews, comments, product ratings

Which market will buy into your business?

- B2C – Business to Consumer
- B2B – Business to Business
- B2G – Business to Government
- Services Market – Offers services and also sells to other markets
- Intermediaries – Sells to consumers and businesses

Reason for identifying the market

- Develop effective marketing strategies
- Develop marketing communications that appeal specifically to the target market
- Focus marketing activities to optimise reach
- More cost-effective marketing strategies
- Compete successfully in under-served markets

