

The COMM
AGENCY | 2023
2024

HY | LO

FITNESS • BALANCED

Situation Overview



Hylo combines low-impact exercise with high-intensity interval training in dedicated spaces for "HY" and "LO" fitness experiences.

Campaign Focus & Mission

HYLO C.O.R.E. Challenge: Stronger Together

Jan 22 - March 4th

- Focus on the concept of community building, as it is HYLO's most prominent brand value.
 - Value in Action: Building bonds and strengthening relationships across HYLO coaches, staff and members.
- Mission: Increase membership at a pivotal time for fitness industry: Early 2024 (Around New Year's).
 - C.O.R.E. : Community, Opportunity, Resolution, Experience

Campaign Objectives



- Increase new membership rates by 35-45% in comparison to Q1 of 2023.
- Increase social media engagement by 45% in comparison to Q1 of 2023.
- Increase interaction (likes, shares, and comments) across Facebook and Instagram by 25% in comparison to Q1 of 2023.



Campaign Strategy

- Create a fun and friendly “invite” challenge that motivates both existing and potential members to work out together, support one another, and realize health goals in 2024.
- Campaign messaging will be supported by the C.O.R.E acronym, which will be used on all campaign tactics and promotional materials.
- Social media, specifically Instagram and Facebook, will be leveraged as the primary platforms for campaign messaging.
- Tap into the concept of “brand ambassadors” where current members have the chance to get the word out on behalf of the brand by inviting friends to join the exercise community.
- Use educational slogans throughout the campaign



Campaign Tactics

Social Media Content Series

- Through #MotivationMonday and #FeatureFriday, capture the voices that make the HYLO community special.
- Complementary content throughout the week will point back to the Challenge and “inviting a friend” to join the HYLO community.

Branded Challenge Swag

- Design and source “challenge” towels for new guests that have responded to the “invite”.

Direct Mail Supplement

- Door hanger marketing and personalized postcards mailed to members with messaging: Bring Your CORE Group of Friends

Visual Campaign Assets

- Design visual overlay for social content and promotional materials that distinguishes CORE Challenge posts from regular/routine HYLO posts

Campaign

Logo



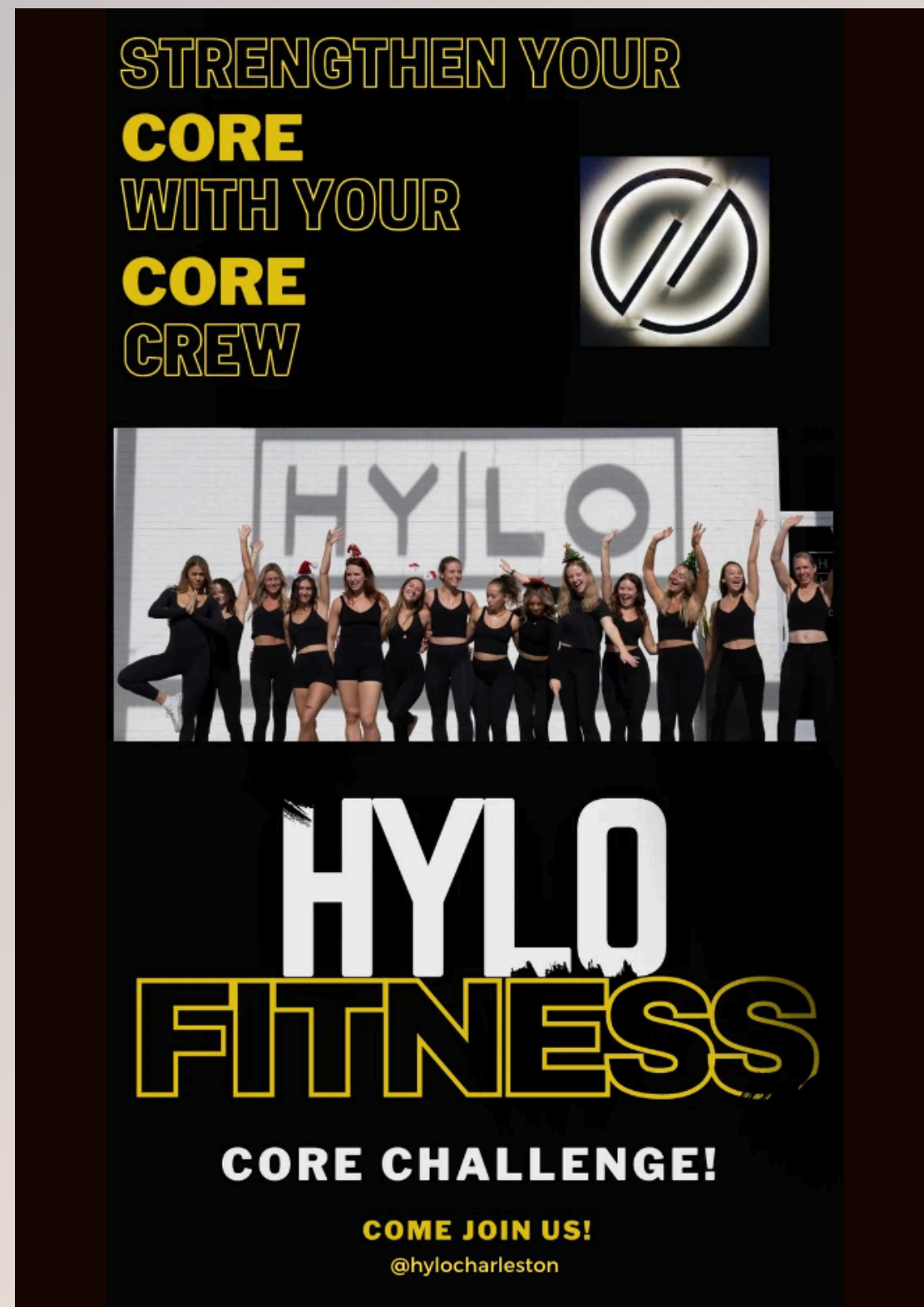
Campaign Assets



We can Direct Message clients who swipe up with the Following:

“Hey there! Thanks a bunch for getting in touch! 🎉 Exciting news – we've got a fantastic New Year deal just for you! If you refer a friend and they snag our unlimited membership within 24 hours, both of you get the first month for just \$99! On top of that, enjoy a free HY and LO class. 🧘 Plus, as a sweet bonus, you and your friend will each get a special gift – an adorable HYLO embroidered towel! Ready to dive into the good vibes together? Let's make it a January to remember! 🌈✨”

Campaign Assets 2



C.O.R.E challenge is all about creating a fun and friendly way of motivating your friends and family in the new year. A challenge that motivates members or potential members!

Making social media posts to increase audience engagement in the challenge of the new year!

Campaign Assets 3



#MotivationMonday is all about sharing your goals for the New Year. Posts that are interactive help increase engagement from the audience.

Caption Idea:

“New year, fresh goals, and the same incredible friends by your side. What is your fresh fitness goal for 2024? 💪
#HYLOFITNESS #MotivationMonday”

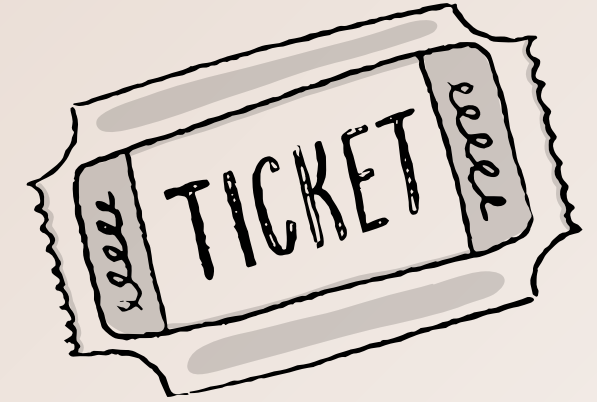
Campaign Tactics



Invite a Friend Challenge (invite-only discount)

- Incentives:
 - If an active member invites a friend to join Hylo and the friend purchases the unlimited, 12, or 8 class membership package within 24 hours, the friend's membership will cost \$99 for the first month on top of a free HY and a free LO class.
 - The active member: 1 friend signs up- \$50 credit, 2 friends plus- month free
 - The active member and the invited friend will receive a HYLO embroidered towel & water bottle

Campaign Tactics



CORE Challenge Breakdown

Everyone who enters the challenge will get a raffle ticket.

The winner will be drawn on MARCH 5th (PRIZES: 3 Winners per studio)

- First Place Winners: Get the IV place you partner with to donate 2 IVs- one for each studio, get Sweat Houz to donate a package for each studio for the winner, Hylo branded Yoga Mat, & massage gun
- Second Place winners at each studio- 3 sessions to stretch lab, Hylo Swag
- 3rd Place Winners: BOMB \$25 gift card

Metrics



Loyal Snap:

- We will use our current CRM platform to keep track of the referred members
 - Adding a new grouping box to categorize them
- Rank Central/Brand Pot
 - active members: personalize emails to active members about building our Fitness Family
 - New Members: personalize messages to new members walking them through the full HYLO experience after their first FREE Class.
- Google Adsense:
 - tracking conversions and general data
- Social Media:
 - adopt a social media engagement tracker*



In alignment with HYLO's existing data retention platforms, we are poised to enhance our analytical capabilities through the integration of our current tools. These tools will be instrumental in evaluating the engagement and efficacy of our upcoming New Year campaign. Furthermore, the HYLO Fitness app will play a pivotal role in meticulously tracking the acquisition of new clientele resulting from referrals or discounted incentives.

THANK YOU

&

Happy Holidays!