

The C O M M
A G E N C Y | 2023
2024



H Y | L O

F I T N E S S



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EXECUTIVE SUMMARY

The COMM Agency is working alongside HYLO Fitness to create a communication campaign focused on membership recruitment and retention goals.

In a rapidly evolving fitness industry, HYLO Fitness is an expanding franchise opportunity that is unique in its one-stop-shop model for HIIT, yoga and barre training. To support its growth, there is significant opportunity to penetrate new markets by focusing on new member recruitment and existing member retention. HYLO Fitness is currently expanding its market share by opening studios across the Southeast region of the US. This growth demonstrates their corporate development potential and strong reputation in the industry. In fact, HYLO has been awarded Best Fitness Studio and Best Health Center for four consecutive years, a testament to their brand experience.

The agency conducted primary and secondary research to inform communication campaign planning that centers around an increase in HYLO members. The business has received excellent ratings from members and guests over the last few years, and has mostly been able to keep members engaged and brand loyal. Key insights from the research include HYLO's target demographic and engagement levels, digital marketing and communication strengths and weaknesses, and market penetration strategies.

Overall, the agency believes that HYLO has the opportunity to reposition itself as a “not one size fits all” gym, and to maximize social messaging on platforms like TikTok, Instagram, and Facebook to invite new members and appreciate existing members.

CLIENT BACKGROUND

In 2017, HYLO was founded by Angus Long, who collaborated with Orange Theory coaches to create a more diverse fitness studio, offering a wider range of options than competitors. In short, the company combines low impact exercise with high intensity interval training in rooms dedicated for “HY” and “LO” fitness experiences. The company was established first in Mount Pleasant, SC, and shortly after, expanded by opening a West Ashley, SC location. More recently, HYLO Fitness has moved to a franchise model, and as such, announced new locations opening in Nexton/Summerville, SC and Knoxville, TN.

HYLO differentiates itself because it is the first group fitness concept in the nation to provide both HIIT classes (HY), yoga and Barre classes (LO) all within the same facility. Over the past few years, the fitness brand has gained recognition and praise, receiving several industry awards: Best Fitness Studio and Best Health Center for four consecutive years, ClassPass Top Studio, ClassPass Top Rated for Safety & Cleanliness, Best Yoga Studio, Best Barre Studio, Best Barre & Pilates Studio, as well as multiple honors for top trainers and yoga instructors.

HYLO offers a range of membership options to cater to diverse fitness preferences. The Unlimited HYLO membership, priced at \$159 (2021), provides access to their signature HIIT classes where coaches aim to push boundaries and elevate performance. The HY membership starts at \$139 and aims to create high energy environments for intensive workouts, while the LO membership is priced at \$119 and for those who want to move at a more relaxed pace through exercise like yoga. Lastly, HYLO offers a friends and family package as well as open-gym access.

HYLO Fitness has approximately 29 coaches who work at both the Mount Pleasant and West Ashley locations. They offer 10 different classes, each with its own unique workout style, ranging from more relaxed to high-intensity workouts. These classes include "HY 45 min, burn, slow flow, pulse, slo, flo, core, core + flo, hylo x morrison yard staff, off-campus x high rise" (as mentioned in the HYLO Fitness app). The company has also partnered with local brands and businesses to attract a broader customer base. In addition to coaches and class offerings, there are also managers and staff associates that support the company's success.

Recognized as a premier option for fitness in the region, HYLO Fitness has gained a substantial online following with 13k followers on their parent Instagram account and 1,248 followers on the location-specific HYLO Charleston's Instagram, and 1,190 followers on HYLO Mount Pleasant's Instagram. In addition to Instagram, HYLO is active on their fitness app; this app serves as a platform for new clients and current members to easily register for classes and explore various package options. The company also maintains a presence on two of their three TikTok accounts, which correspond to individual studios. However, it's worth noting that the TikTok account labeled "HYLOfitness" has not seen activity for over a year.

SWOT ANALYSIS

The COMM Agency conducted primary and secondary research to inform our communication efforts for HYLO Fitness. The research produced key insights as well as a full SWOT analysis to capture the organization's internal and external position at this point in time. Below is a table that shares the important elements of the developed SWOT analysis.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
One of the first gyms in the nation to offer HIIT, Yoga and Barre classes under one roof.	Membership retention has been a challenge due to COVID as well as economic uncertainty and inflation.	"Accountability Campaign" for January 2024 to lower potential membership losses in Q1 of 2024.	Well-established group fitness organizations such as OrangeTheory, Planet Fitness, F45, Soul Cycle etc.
Ideal locations for studios, as Mount Pleasant and West Ashley are both densely populated regions within the Charleston area.	SEO needs significant improvement, as there is difficulty in finding information about the business through simple search.	Cross-collaboration with Charleston-based businesses to increase brand awareness/recognition within the community.	Online and subscription-based at-home workout programs such as Peloton, Nike Training Club, Obé Fitness etc. being heavily marketed on social media platforms.
In addition to opening another SC location, HYLO is expanding the franchise to Knoxville, TN.	Representation to include more diversity (body types and ethnic background) need to be shown in content that is present on HYLO's social media pages.	Create or utilize an app or platform in which members can stream classes or one-on-one workout programs to their devices for on-demand or on-the-go fitness.	HYLO is only based in two states (SC and TN) whereas other group fitness organizations have locations in multiple states. Social media ad campaigns for HYLO would only really be targeted towards those who live in those states.
Frequency of social media posts on their Instagram page is consistent.	Greater overall brand awareness outside of those who attend fitness classes at HYLO needs to be created, as there is a lack thereof.	Community-building or newcomer events hosted by HYLO offering trial classes or demonstrations for those who are new to the Charleston area.	On-campus gyms may be more convenient or affordable for different marketing like college-aged members, members that are in grad school or young professionals.

SWOT ANALYSIS OVERVIEW

Overall, as an organization, HYLO fitness has several strengths and weaknesses that are important to take into account. In terms of their **strengths**, as mentioned in the table above, HYLO is one of the first gyms in the nation to offer HIIT, Yoga and Barre classes under one roof. This strength will serve HYLO well into the future, as they have the **opportunity** to use this aspect of their business model to differentiate themselves from other group fitness competitors.

More specifically, they can incorporate this element into their unique value proposition and include it more extensively in their advertising, as other group fitness organizations within the industry seem to only offer one or a limited variety of classes, rather than three different types.

In addition, HYLO is expanding their business to additional locations in South Carolina as well as Knoxville, TN. This **strength** not only showcases their growth as an organization, but it also provides them with the **opportunity** to cast their net wider as an organization and market themselves to audiences within two different states. The location in Knoxville should also serve HYLO well, as Knoxville is home to the University of Tennessee's campus. Thus, as a business, they could use this opportunity to promote their business to students that are attending the University of Tennessee and perhaps offer student discounts or partner with the university and host classes for students at this location. As a result, if students from the university attend classes, this will lead to higher membership rates and potentially higher membership retention rates.

In terms of **weaknesses and threats**, there are several things that HYLO should take into account. First, there is a lack of brand awareness amongst those that do not attend classes at HYLO. This is important to note because if there is a lack of brand awareness within HYLO's target audience, this could lead to a decrease in their brand equity. In addition, HYLO's search engine optimization needs significant improvement. This is important because if little information about the organization is present, this further contributes to a lack of brand awareness. One example of a **threat** to HYLO is online and subscription-based at-home workout programs such as Peloton. In addition, more established fitness organizations such as F45 and OrangeTheory are **threats** to HYLO, as their target audiences are similar to HYLO and they are more well-known to people within that demographic.

SITUATION ANALYSIS

In exploring the company's current communication situation, it is apparent that HYLO Fitness has an established presence on various social platforms such as Facebook and Instagram. Though both social channels appear to have gained a significant following of members of the target audience, there are other communication platforms that face a bit more challenge. One of those challenges include the search results for HYLO content; SEO needs significant improvement. More specifically, it is not easy to find information about the company online. More often than not, when searching "HYLO Fitness" on the internet, reviews on pages such as Yelp, Bing, and Facebook appear first. Though many online reviews are positive, there is little to no information shared on their website or other digital platforms. The implications of poor SEO rank has limited brand awareness and caused missed membership opportunities. Furthermore, critical information that gym seekers search, like membership options and corresponding prices, are not listed on the website.

In addition, for HYLO to decrease their communication challenges, something such as a membership referral program needs to be created. This is important because in an already saturated group fitness market, in which "According to the Wild Apricot Membership Report, 75% of organizations use this tactic and rate it higher than any other campaign" (Augustin, 2023) it is imperative for HYLO to do something such as this to not be overshadowed by their competitors.

Despite the fact that HYLO is facing a few notable communication challenges, there are several strategies they can pursue to increase brand awareness, attract new members to the gyms, and increase membership retention rates. HYLO should focus on "hav[ing] a clearly defined membership offering or package." (Morand, 2020) This is important to note because on their website, HYLO does not include the membership options, nor do they include the prices for each membership option. Thus, in order for them to succeed as a business, HYLO needs to have the information listed. This is because if they are to have a more comprehensive understanding of who their target audience is, they need to be made aware of factors such as who is able to afford the cost of membership versus who is not able to afford it, so that they can more effectively pinpoint their target audience and create more effective promotional campaigns.

In addition, though HYLO does some targeted advertising through their Instagram and Facebook pages, they can expand on this strategy by direct engagement or exclusive opportunities to Charleston-based groups (online and offline), pre-packaged audiences such as "Mount Pleasant Moms" on Facebook, "Charleston Girls Group" on Facebook and Instagram, "Charleston Young Adults" on Facebook and Instagram, Charleston Young Professionals, and East Cooper Newcomers. This is a great opportunity to capture new residents and those seeking different gym options.

Finally, expanding market share may require a creative, or at least unique, approach to priority audiences. While Millennials are considered a top target market for wellness brands, like gyms and spas, our first-hand observations revealed that there is great opportunity to tap into both younger and older audiences for membership recruitment, or combined generations like Mom + Me classes.

As primary research to support the agency’s understanding of the client situation, the account team served as “secret shoppers” by taking HYLO classes and making important observations from experience.

NAME	CLASS	OBSERVATIONS
Avery Fidelibus	CORE 10.10 @ 4:15pm West Ashley Instructor: Franny Radeka	<p>Arrival: HYLO was very easy to locate and parking was easy and accessible.</p> <p>Class Impressions: HYLO offered an amazing first experience while completing a CORE class. Staff was very welcoming right away, answered any questions, explained the process and gave me a tour of the whole gym. The class I went to was a full class with all young females except for two males, one being an instructor at the gym and the other being Sam. The class consisted of amazing and high energy to keep me pumped the whole class. I really enjoyed the boutique style, change of lighting throughout the workout, and energy from the instructor, Franny! Even though I had not worked out in a good amount of time I felt capable of completing the workout as Franny would give different levels to the workout depending on what we were able to do.</p> <p>Post Class: At the end of the class we were shown membership deals very quickly and briefly. This was a little hard to follow as I had just got done with an intense workout and would like time to think about the deal options.</p> <p>Follow-Up: Following the class I was sent text messages and emails for reviews and follow up classes, which I think is very smart and resourceful for people to come back for another class or full membership.</p>

NAME	CLASS	OBSERVATIONS
Audrey Boyle	<p>Full Body BUTT & ABS 11.3 @ 7am Mount Pleasant Instructor: Corey Skinner</p>	<p>Arrival: Sam and I parked in the back parking lot and there were plenty of spaces available.</p> <p>Entrance: We were greeted by the desk attendant and they had a welcome sign for me. This made me super excited. We got a quick tour of the place including the lockers, the bathrooms and the studio we would be working in.</p> <p>Class Impressions: At first, I was excited about the class. However, as the session began, I found myself intimidated. Corey, our instructor, assigned me to a rowing machine set at the maximum resistance level. I couldn't help but feel overwhelmed, questioning whether I was doing something incorrectly. I called Corey over after a minute or two but I couldn't help but wonder if this was happening to someone else would they have struggled the whole block? Additionally, a more comprehensive introduction would have been appreciated. Personally, I prefer explicit instructions on what to do and when. While I value corrective feedback on my form, it wasn't until I actively asked the instructor for help that he came over. A more proactive approach from the instructor in greeting and guiding participants could enhance the overall experience.</p> <p>Class Performance: Similar to Sam's observation, our experience in the class was a bit confusing at most stations. It wasn't until we actively sought guidance that we received direction. It felt as though the class was designed with the assumption that participants were already familiar with the format or were existing members.</p> <p>Post Class: A positive note was that we were given a lavender towel, which added a nice touch to the post-class experience. However, I was left hoping for more interaction from the instructor. It would have been appreciated if he had approached us to ask us about our experience. On the other hand, the front desk attendant stood out for her friendliness and kindness. Follow-Up: I have received text and a few emails regarding signing up for a membership.</p>

NAME

CLASS

OBSERVATIONS

Sam Carl

CORE
10.10 @ 4:15pm
West Ashley
Instructor: Franny
Radeka

Arrival: Quick to note the location is somewhat inconvenient because of its location off the highway hidden behind busy food stops. However, the building exterior had a large sign to signal that I was in the right place.

Entrance: We were met with an apparent knowledge by the staff that it was our first class, which was a special/welcoming first impression that I enjoyed. We were then given a tour and got shown the HY & LO studios. We took a step into the "Open Gym" section, but I would have liked more time to explore that area because we were in and out quickly. The facility is beautiful and clean..

Class Impressions: I was the only male in my class other than Bradley Carter (a co-worker). I had a couple girls that recognized me from College of Charleston, but the rest were females between 25-40 years old. A fairly fit and toned group, but open and welcoming to those that were not as fit. No one was treated differently or excluded.

Class Performance: Franny did a great job running the class. She was familiar with some members, keeping consistent conversation, and introduced herself to me as a first-timer. The class definitely kicked my butt. I'd classify myself as an advanced athlete and still walked out feeling accomplished. However, as a first-timer, it was a little difficult following along. A beginner class would be helpful in the intimidation factor and comfort level.

Post Class: I was confused on directions to clean up, but observed others and quickly followed suit. On the way out, we stopped at the desk and were shown membership opportunities. After one class, we were hit with pretty high membership rates...and while being sweaty and out of breath. It makes sense to take advantage of the moment for the membership ask, but honestly, we just wanted to get outside and cool off, so it was too easy to decline and ask for more time to consider. I think there is an opportunity to revise the membership information to share through the follow-up.

Follow-Up: A crucial part of member recruitment is following up on the initial interaction. I received a text, which is my preferred communication, but I did not engage with the text primarily because of my involvement in the community. It's important

NAME

CLASS

OBSERVATIONS

Sam Carl

**Full Body
BUTT & ABS**
11.3 @ 7am
Mount Pleasant
Instructor: Corey
Skinner

Upon Arrival:

The building is not as wide as the West Ashley location but with GPS you can locate it just fine as it sits with nothing in front of it. The parking lot was a mess with cars having to park in the grass; definitely a noteworthy situation regarding convenience and first impression.

Entrance:

Once again, a beautiful and clean facility. We were greeted by the desk attendant, but because it was my 2nd class, it was not a personalized greeting but rather a general welcome. We made sure to let the desk attendance know that it was our first class at this location. We got a quick tour of the place along with the mention of a discount on clothes.

Class Impressions:

Majority 30-40 year old females, all varying ethnicities. There were two males in the class including myself. Corey (instructor) was setting up and making some small talk with members he knew but left us two newer members dry on interaction. This was a HY workout and it involved circuit based training. Everyone grouped to a station without any direction or words said, so we were a bit lost with no direction, which was both embarrassing and intimidating.

Class Performance:

The class started quickly and we had to look around at other members and their movements for direction, which is fine. I ended up doing "lighter/easier" movements the entire time, but if I knew what some of the advanced members were doing, I could've gotten a more accomplished workout (I was not satisfied physically). The "instructions" were displayed outside of our peripheral to our right, but we had no idea that was a reference point. Additionally, the music felt off for the intensity of the class and time of day.

Post Class:

We finished our workout and went to the desk. I knew to ask for any promos or discounts when shown the pricing and while the staff member took a second, they shared promos.

Follow-Up:

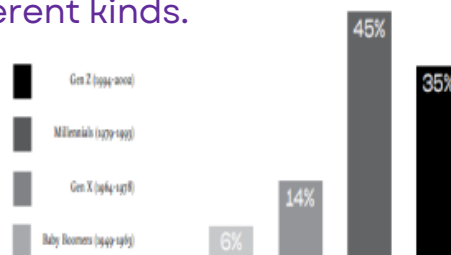
I have not received any follow-up alerts or communication about membership since the first text received after the first class taken.

MARKET ANALYSIS

The following market analysis shares HYLO audience demographic and psychographic characteristics while introducing several different ideas on how to reach those inside (and outside) the primary member audience.

The primary audience for HYLO is active individuals ranging in age from 21-44. Through observations made from social media content and class participation, many of the members appear to skew on the younger side of the age range and present as very fit females. With that said, members of the target audience are health-conscious, active lifestyle seekers with varying fitness levels, but a preference for convenient location, cost-effective options and specialized customized support.

80% of gym goers, however, are either **Gen Z or Millennials**. “The boutique fitness movement is backed by a generation of members who take a big interest in their health and fitness. Gen Z and Millennials are a group of consumers who are willing to pay a premium price for health-related services. They want connectivity, community, and an innovative approach to wellness.” (Glofox, 2023) Studies also show that when individuals workout in group settings they are statistically shown to run and cycle 21% further and 10% longer. This is a great study done by a company called Strava that points out a strong correlation with HYLO because HYLO offers group classes of many different kinds.



80% of all those attending a gym are Gen Z or Millennial

Further, a study by The Retention People, found that “health club members are more likely to renew their gym membership if they participate in group exercises. During the study, researchers analyzed 10,000 UK health and fitness members and followed up with them over regular intervals to measure their habits and behaviors. They found that 48% went to the gym for one activity, 32% for two, and 20% for three or more activities. The risk of canceling was 56% higher in gym-only members compared to group exercisers.” (Glofox, 2023) Utilizing this type of workout ethic could be beneficial to HYLO due to its effectiveness to drive membership retention.

ANALYSIS OF THE COMPETITION

The agency spent time exploring HYLO's competitors in the lowcountry market. Analyzing the online presence of The Works, Orange Theory, F45 and Pure Barre revealed both communication strengths and opportunities for HYLO (see pages 14 through 21 for the analysis).

First, it is important to note that HYLO's competitors lead in Instagram engagement, but all brands - including HYLO - have a scattered and inconsistent presence across other social platforms.

Second, there are a few strategies that would differentiate HYLO from the competition: 1) showcase staff expertise through engaging quality content, like video, and 2) collaborate with local micro-influencers that have a strong reputation and voice in relevant spaces.

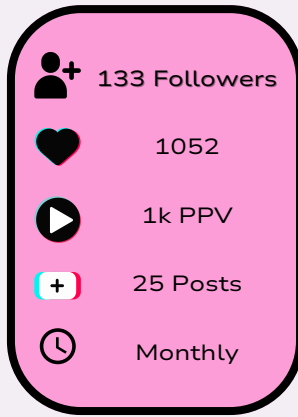
Third, if HYLO adopted data-driven strategies for search optimization, SEO marketing efforts could make a big difference in beating the competition in the discoverability game, which is an important game in new member recruitment. Pages 18 through 21 of this report reveals this opportunity by sharing the web traffic of HYLO in comparison to the competitors analyzed.

Finally, HYLO should recognize the red-ocean and blue-ocean market opportunities in the following ways:

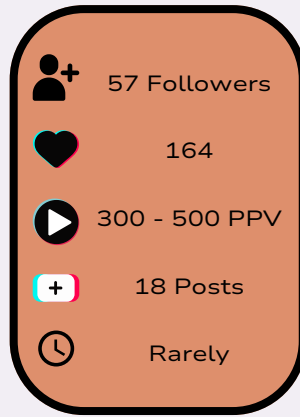
- Focus on longevity lifestyle aligns with target demographic.
- Inclusivity and competitive pricing creates loyalty.
- Social accountability fosters commitment.
- Competitors excel on Facebook and Instagram.
- HYLO's low engagement on social media.
- Untapped potential on TikTok for extended reach.
- Fitness consumers are willing to invest \$ in the right "fit".
- Differentiation is key in this competitive space.

TIKTOK BY THE NUMBERS

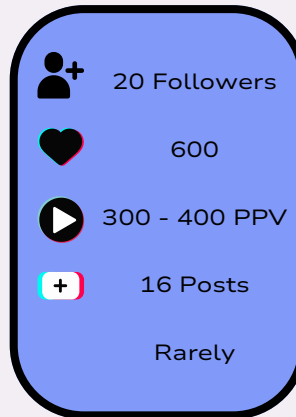
THE WORKS CHS



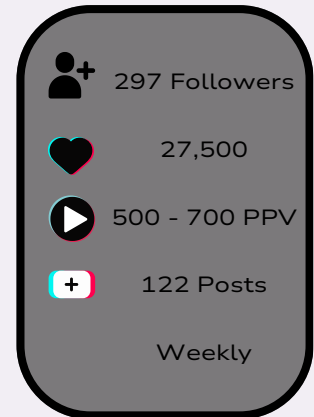
ORANGE THEORY CHS



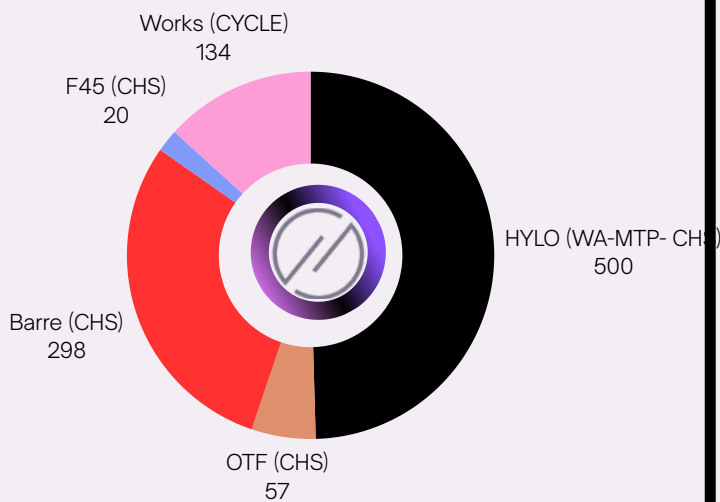
F45 CHS



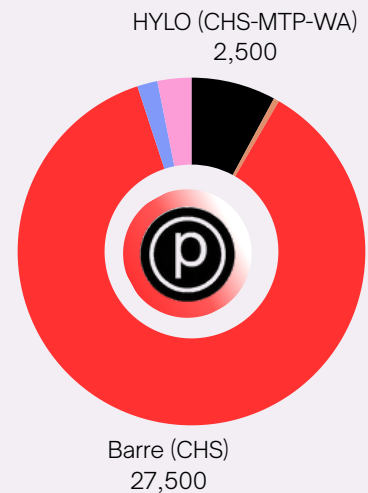
PURE BARRE CHS



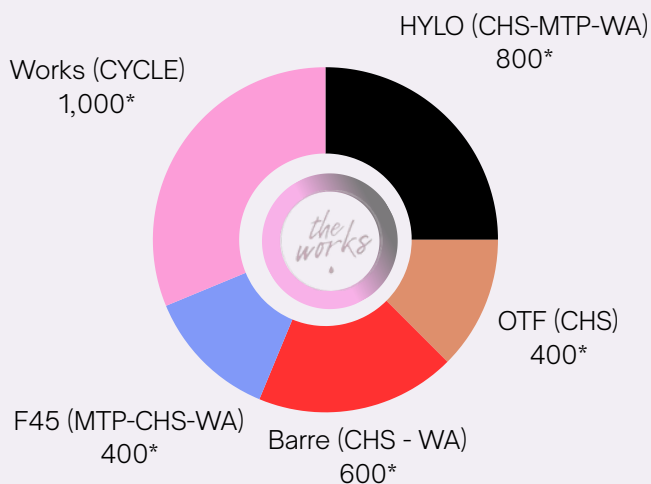
Followers



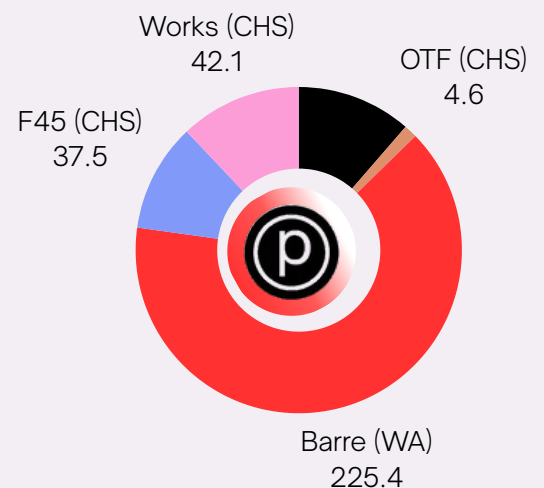
Total Likes



Avg. Plays/Post*

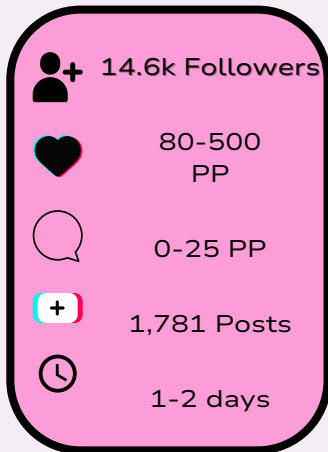


Avg. Likes/Post*

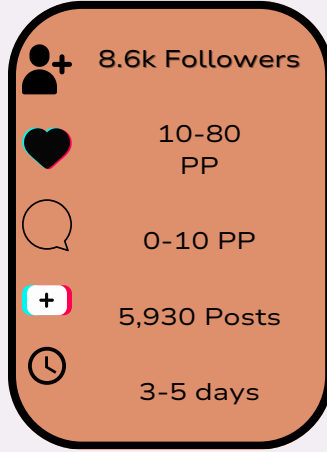


INSTAGRAM BY THE NUMBERS

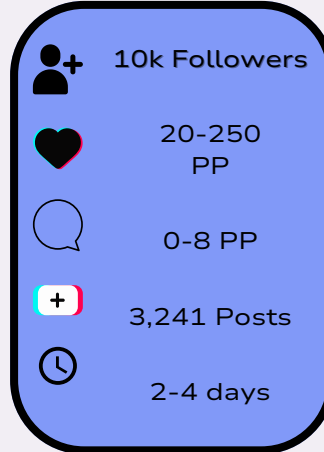
THE WORKS CHS



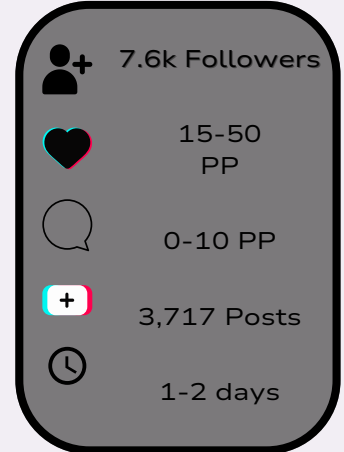
ORANGE THEORY CHS



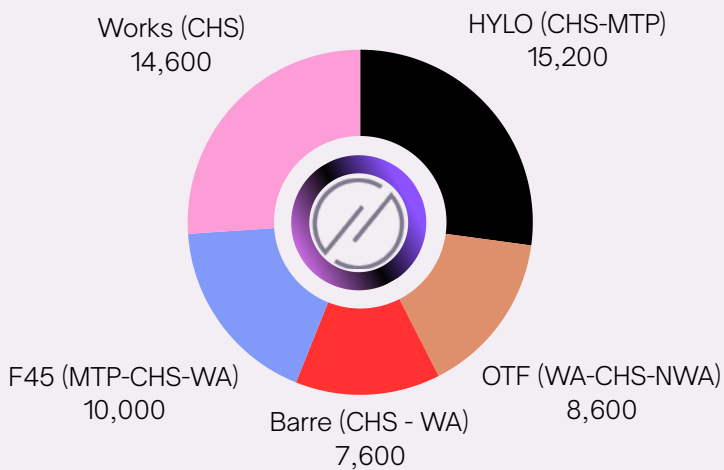
F45 CHS



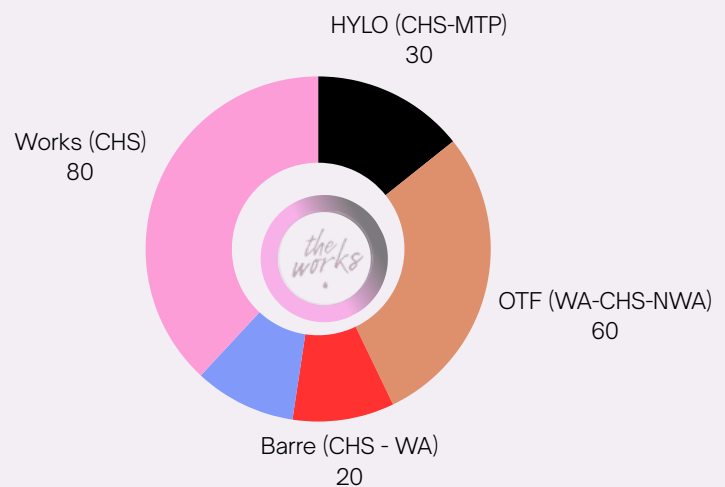
PURE BARRE CHS



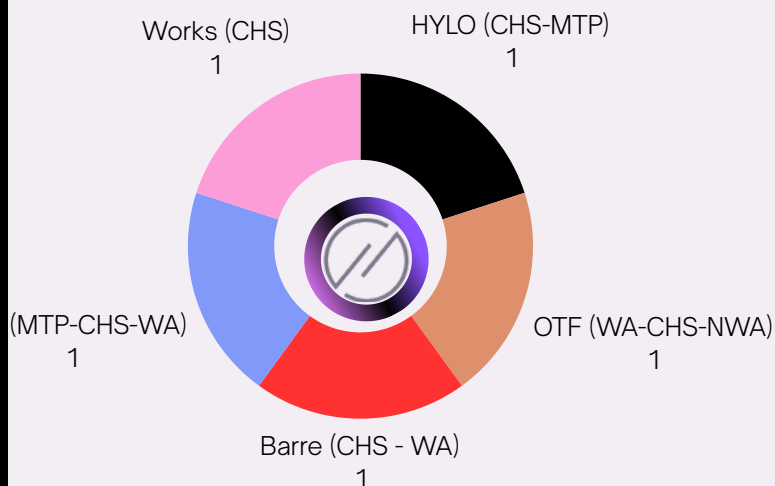
Followers



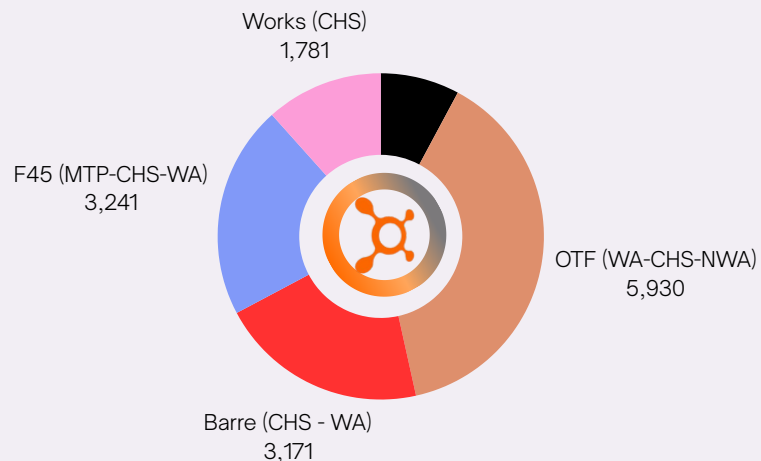
Likes/Post (avg.)*



Comments/Post (avg.)*

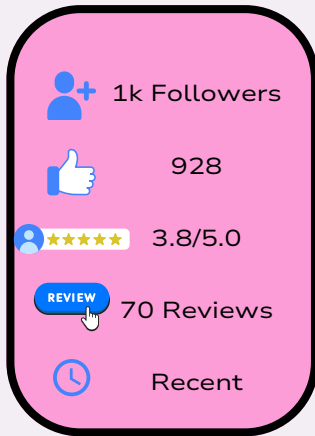


Total Posts

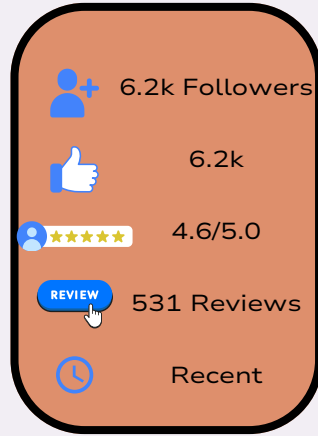


FACEBOOK BY THE NUMBERS

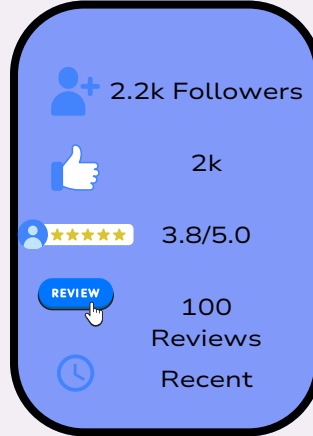
THE WORKS CHS



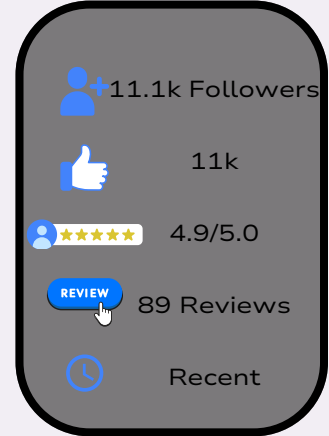
ORANGE THEORY CHS



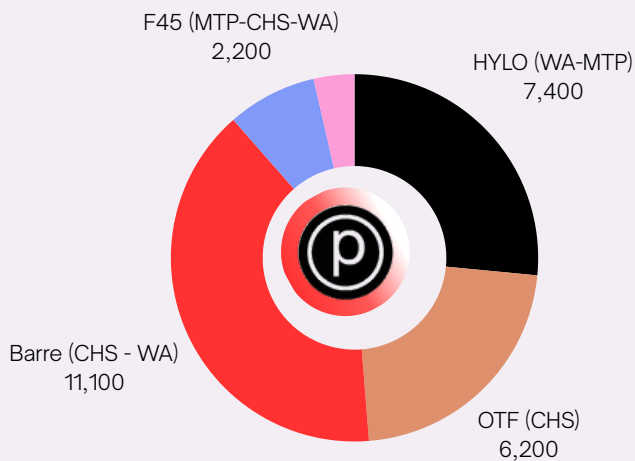
F45 CHS



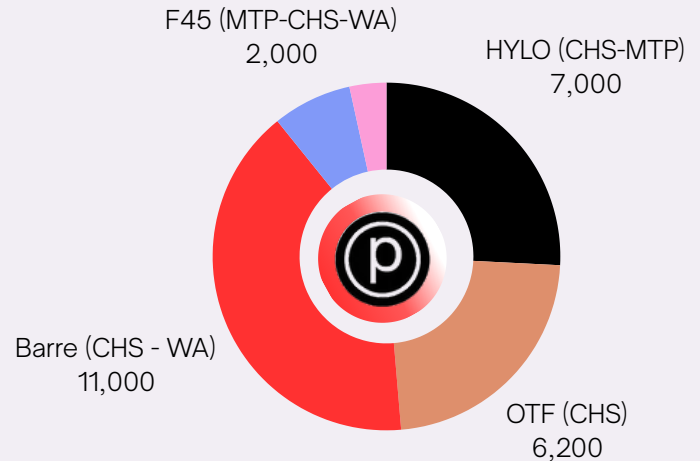
PURE BARRE CHS



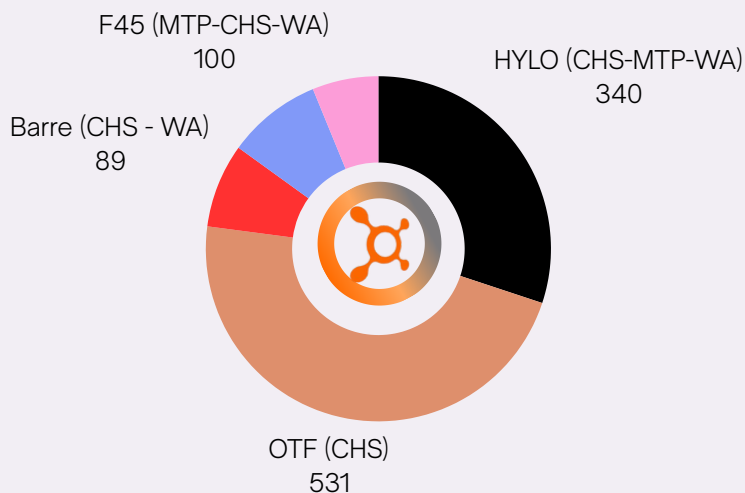
Followers



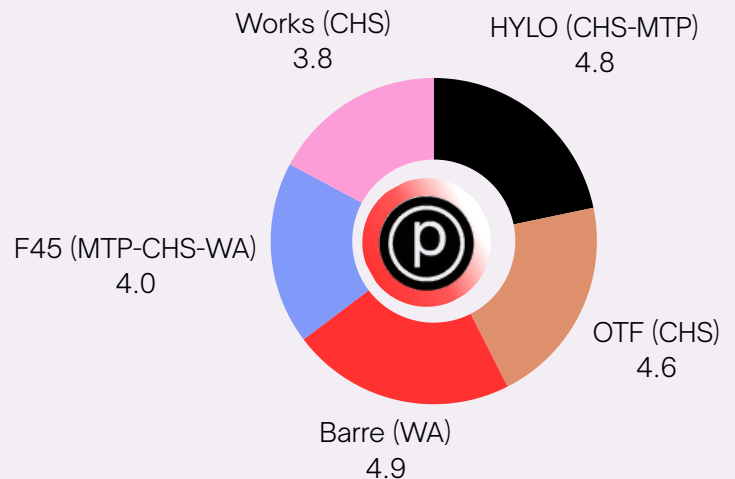
Total Likes



Number of Reviews



Avg. Rating



After reviewing the social media presence of local competitors, the following insights were revealed:

TIK TOK

Within the competitive landscape of fitness studios in Charleston, some data resembles the existence of "blue ocean opportunities" on Tik Tok because of the lack of presence across the board. **HYLO currently leads** the competition in follower count by a margin of 200. **However**, as observed in the competitive Instagram analysis, there is a notable disparity in the follower-to-like ratio and likes per post. This discrepancy may be attributed to various factors, including **Pure Barre's** potential use of a previously established account or the strength in the production and/or relevance of their content.

INSTAGRAM

Among the Instagram accounts maintained by key competitors, **HYLO** emerges as the front-runner again, commanding **27.22%** of the total followers, narrowly surpassing **The Works**, which boasts a **26.10% share**. While follower count is a crucial performance metric, it's noteworthy that **HYLO** does not achieve equivalent engagement (measured by likes per post) when compared to **The Works**. Nevertheless, **HYLO** exhibits **commendable** engagement metrics in terms of the ratio of posts to followers and likes.

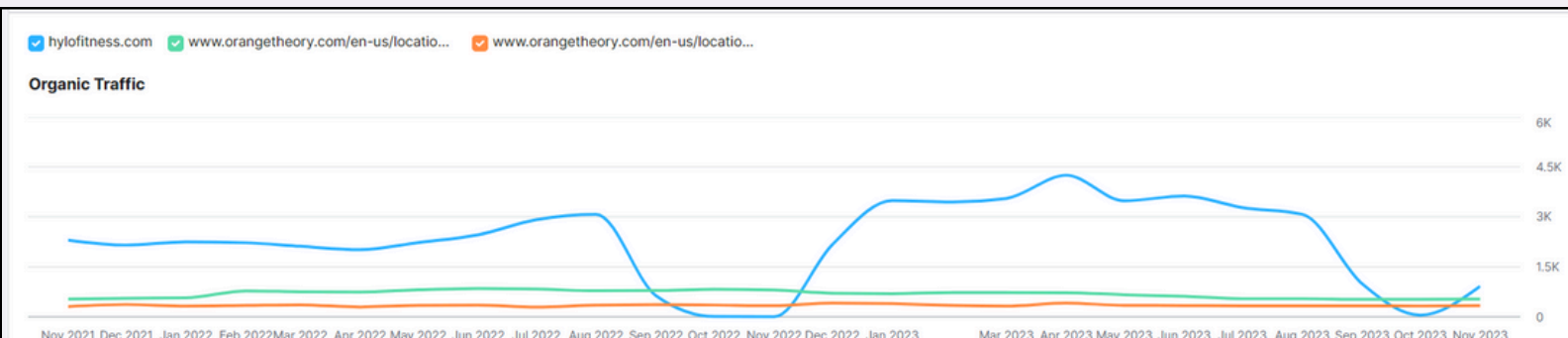
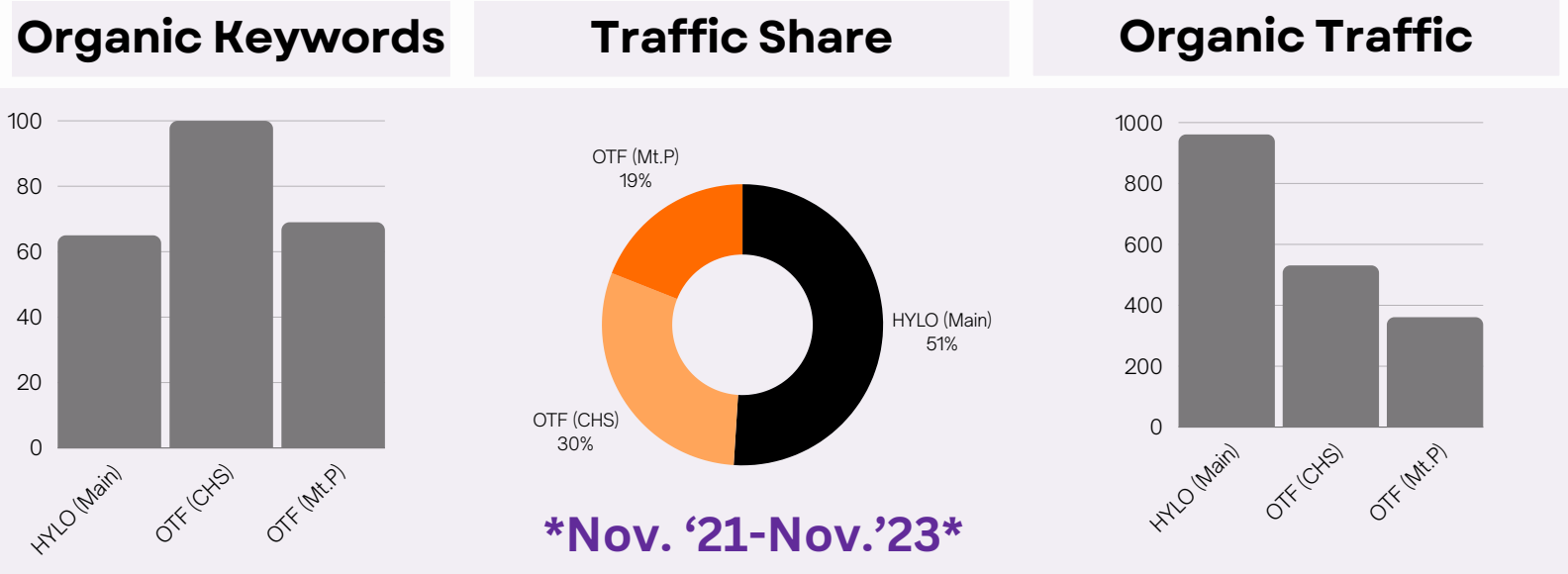
FACEBOOK

In the landscape of the key competitors on Facebook, **Pure Barre** emerges as a notable presence, commanding a substantial following as well as follower engagement. Studios such as **Orange Theory Fitness** and **HYLO** closely trail **Pure Barre** in terms of followers and likes. Nevertheless, Facebook presents ample growth opportunities, as several competitors within the industry currently lack a presence in comparison to HYLO, OTF, and Pure Barre.

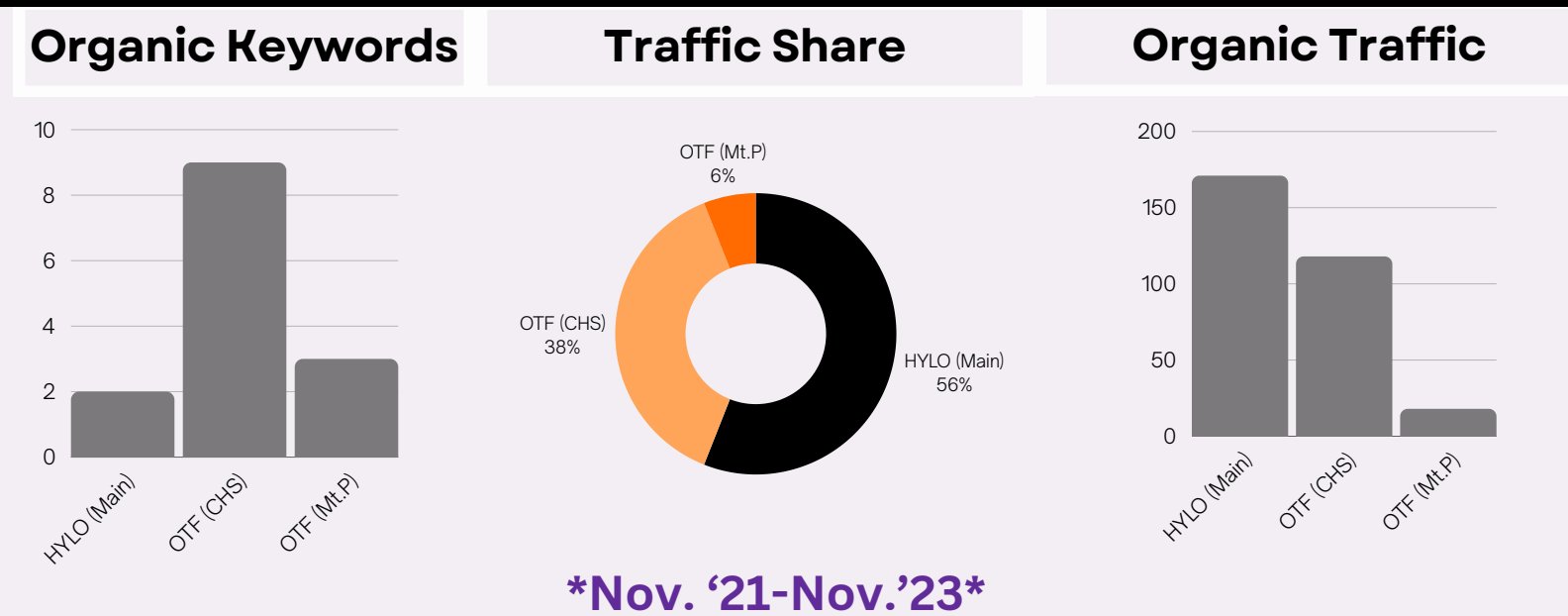
ORGANIC TRAFFIC

HYLO VS ORANGE THEORY

Desktop Results



Mobile Results



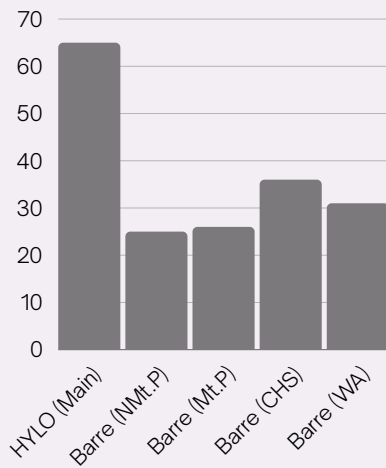
Disclaimer*: Results from 11/21-11/23. HYLO's main site being compared to the competitor's local Subdomains. (there was no data on HYLO's Subdomains.) Results via SemRush

ORGANIC TRAFFIC

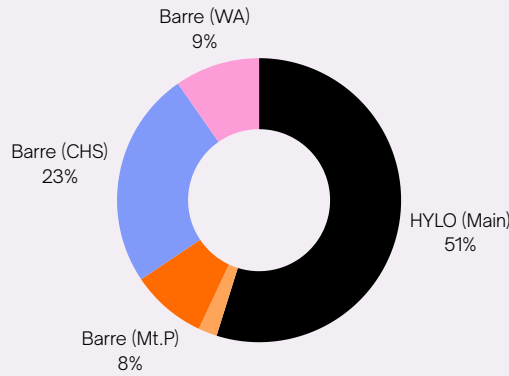
HYLO VS PURE BARRE

Desktop Results

Organic Keywords

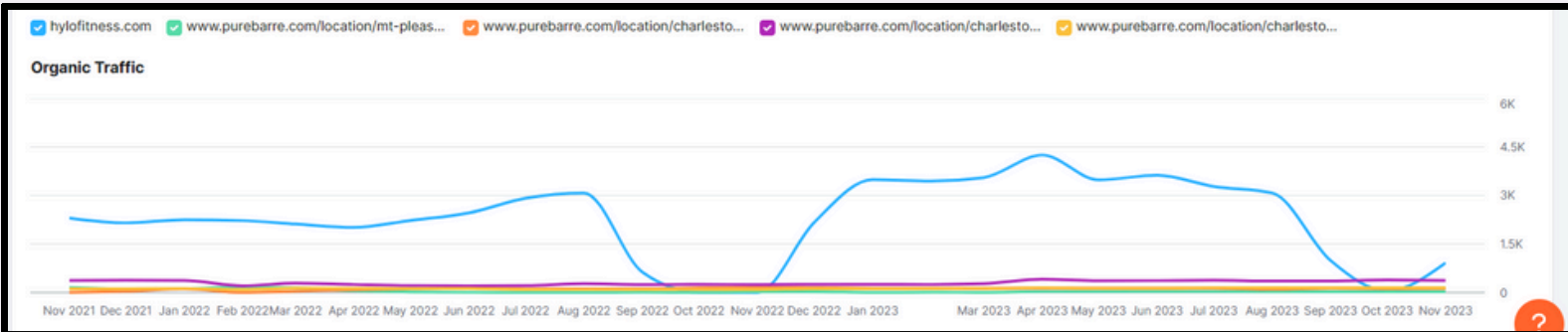
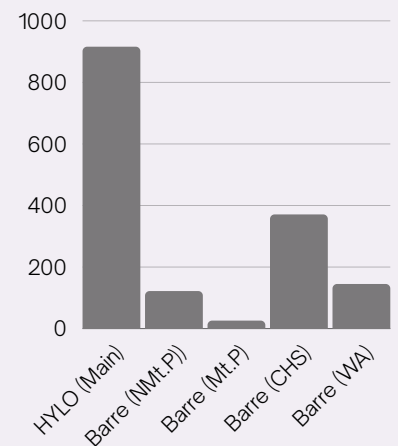


Traffic Share



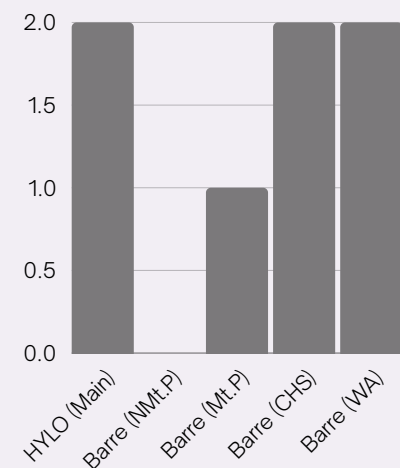
Nov. '21-Nov.'23

Organic Traffic

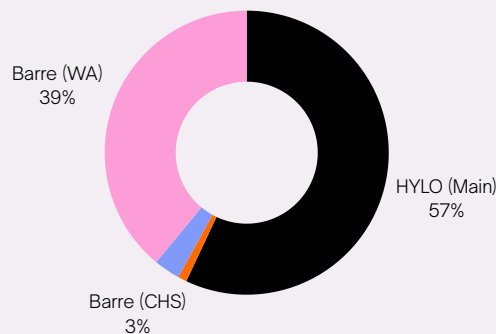


Mobile Results

Organic Keywords

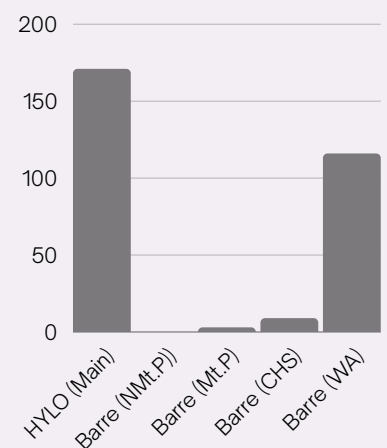


Traffic Share



Nov. '21-Nov.'23

Organic Traffic

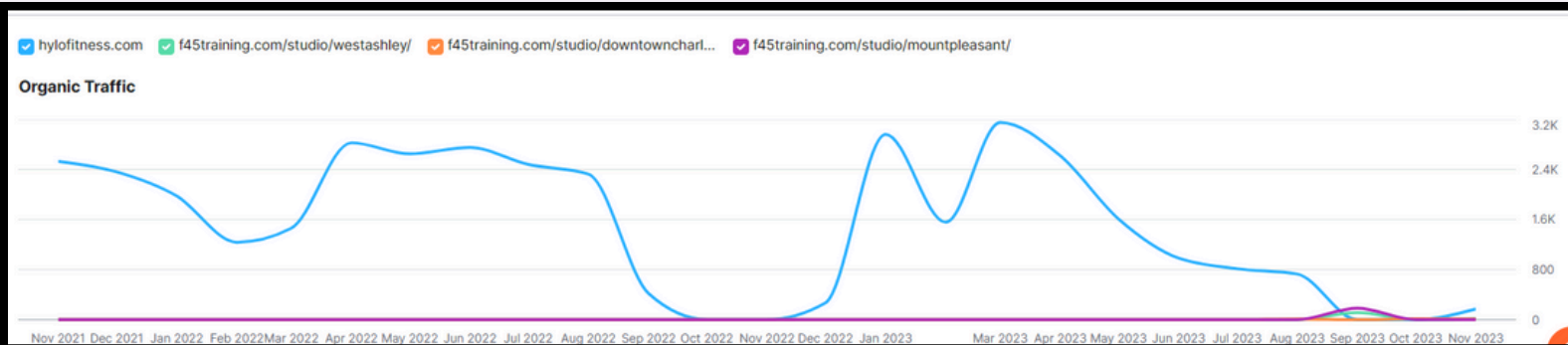
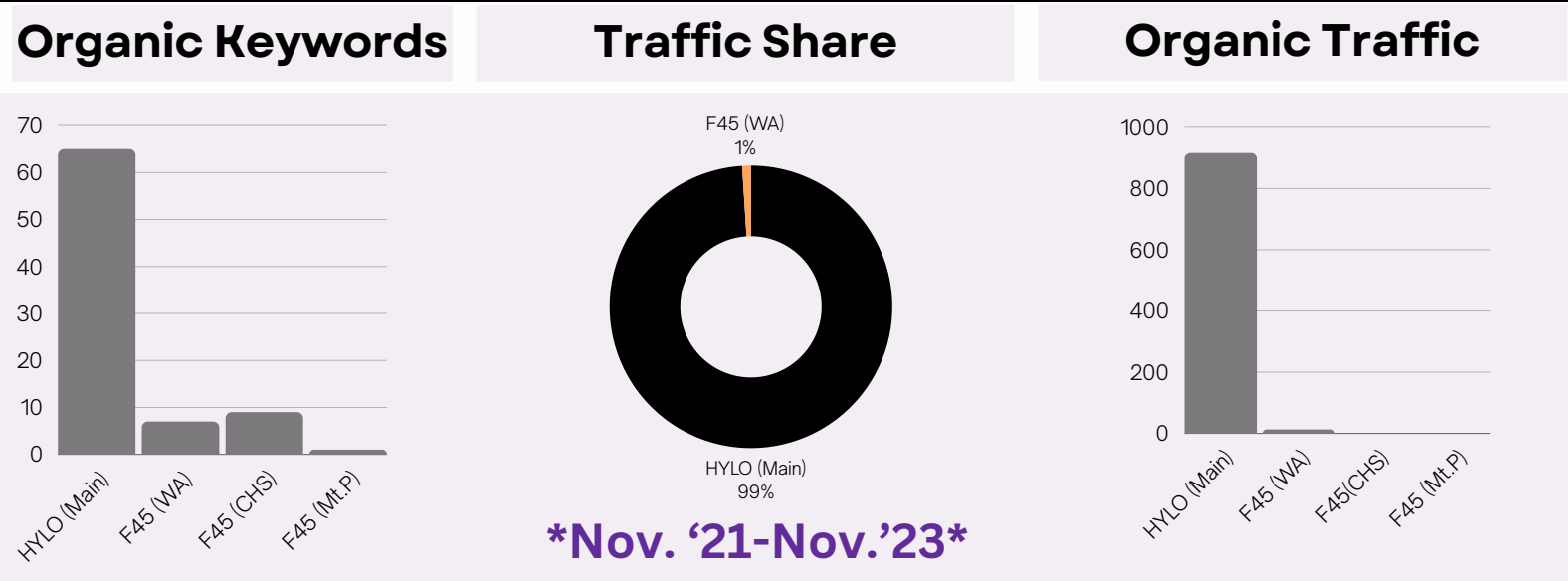


Disclaimer*: Results from 11/21-11/23. HYLO's main site being compared to the competitor's local Subdomains. (there was no data on HYLO's Subdomains.) Results via SemRush

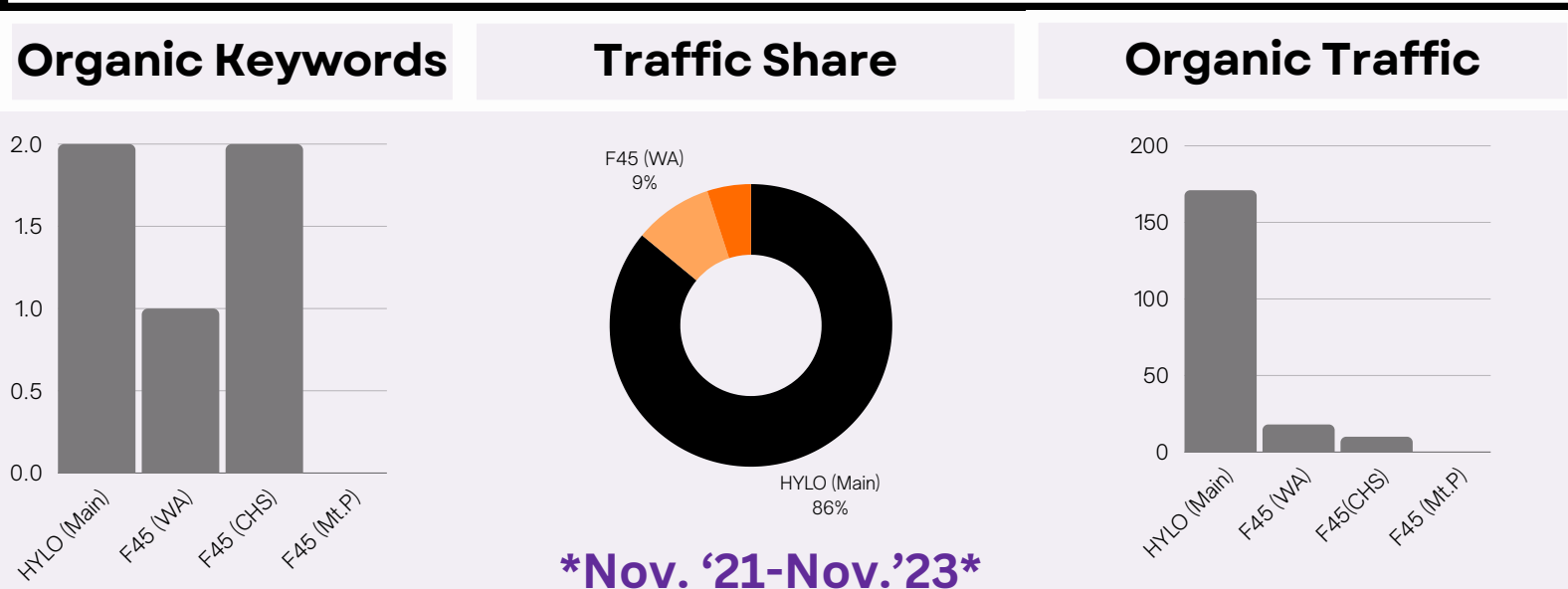
ORGANIC TRAFFIC

HYLO vs F45

Desktop Results



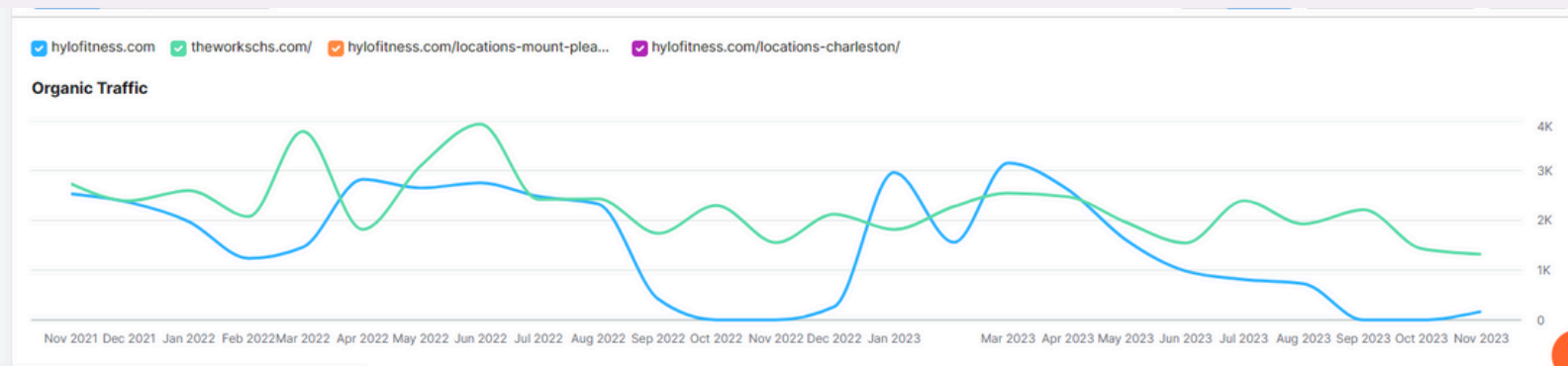
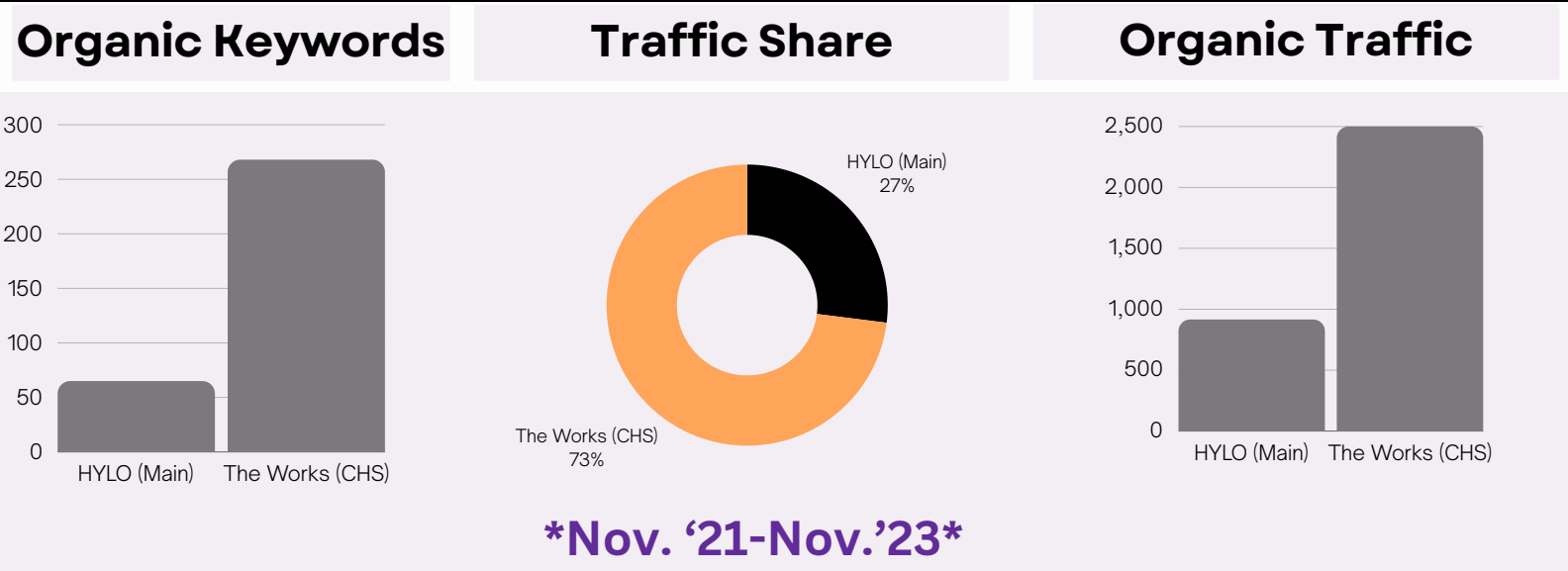
Mobile Results



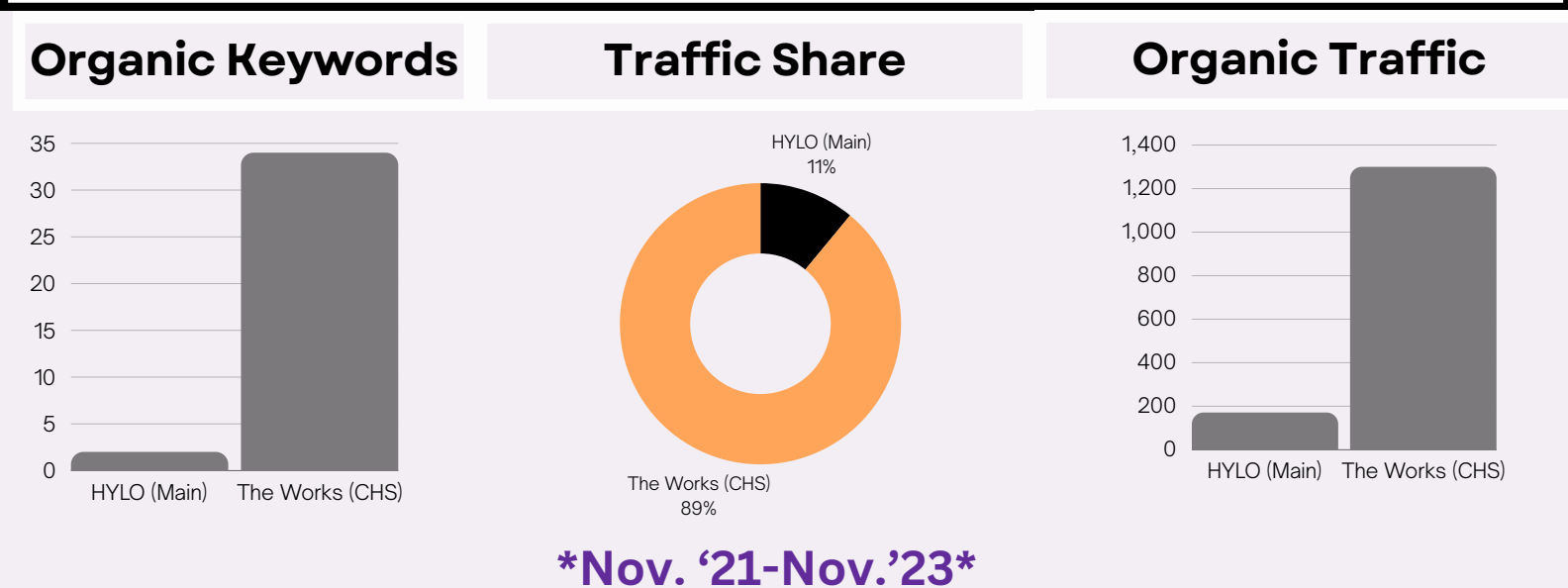
Disclaimer*: Results from 11/21-11/23. HYLO's main site being compared to the competitor's local Subdomains. (there was no data on HYLO's Subdomains.) Results via SemRush

ORGANIC TRAFFIC HYLO VS THE WORKS

Desktop Results



Mobile Results



Disclaimer*: Results from 11/21-11/23. HYLO's main site being compared to the competitor's local Subdomains. (there was no data on HYLO's Subdomains.) Results via SemRush

After reviewing the organic search results with key competitors, the following insights were revealed:

UNDERSTANDING THE DATA

- All of these factors including many others contribute to organic search results. This is important because this is a tool that saves money on marketing search results and can provide authenticity rather than being listed as “sponsored”.

NUMBER OF ORGANIC KEYWORDS & ORGANIC TRAFFIC

- In essence, having more organic keywords and organic traffic reflects a strategic SEO approach because your company may be offering more services or to a broader demographic.

TRAFFIC SHARE

- Traffic share is a metric that gauges how effectively a company captures organic visits relative to its competitors or the overall market. It provides valuable insights into the success of SEO efforts, online visibility, and strategic positioning within the digital landscape.

The following are best practices to improving SEO:

- Conversion Rate
- Page-Specific Metrics
- Keyword Performance
- Landing Page Optimization
- User Behavior Analysis
- Segmentation by Source (branded - non-branded)
- Competitor Benchmarking
- Mobile Responsiveness
- User Surveys and Feedback
- Long-Term Trends
- Local SEO Metrics

KEY INSIGHTS

As previously mentioned, primary and secondary research contributed to a full SWOT analysis for the fitness studio, **showcasing strengths** like reputation, a diverse range of fitness programs, and professional coaching, which, in turn, helped to identify opportunities for messaging and improved communication efforts.

Further, the research revealed different practices and fitness trends, including the need to **emphasize the benefits** of high-intensity interval training (HIIT) classes, the potential for **collaborative partnerships** to enhance brand visibility, and the value in developing a clear understanding of the **target customer** base, all of which are essential factors for the fitness studio's strategic planning and development.

CAMPAIGN TAKEAWAYS

The following ideas, inspired by our research, share options for moving forward with a campaign effort that focuses on member recruitment and retention.

- **Increase Brand Interactions:** To boost brand visibility and meet potential members where they are, HYLO could participate in a high traffic event for locals - like “Second Sunday” in downtown Charleston. Second Sunday can serve as a platform to promote brand awareness.
- **Take Advantage of Seasons of High Interest:** Develop a January initiative and accountability campaign through an educational yet welcoming messaging effort. Recognizing the increased hesitation in working out outside the home due to the pandemic, we aim to tell the HYLO story that emphasizes a safe, welcoming, and comfortable place with a great staff and awesome members.
- **Align with Like-Minded and Well-Liked Partners:** Expanding membership reach can be made just a bit easier through strategic partnerships. Forging relationships with brands that cater to a similar target audience and creating synergy across communication efforts and/or developing activations that creatively highlight both brands, would be a smart way to borrow the eyes and ears already captured by the partner.
- **Tap Into the Power of the Influencer:** HYLO already has a strong social media presence in an owned space, but moving into the earned/shared space presents a few opportunities. The company can identify and establish relationships with micro-influencers in the health and wellness (and even lifestyle) space local to HYLO locations. For example, a group of females just moved to Charleston and have a very strong following on TikTok. They post their time together in Charleston and they have turned into a viral sensation.
 - It goes without saying that social media has a tremendous impact on the fitness industry as a whole. Research conducted confirms that “social media has had far-reaching impacts on the fitness industry, and has certainly placed a greater emphasis on the aesthetics of fitness” (Rodgers et al.). Some data supports the use of specific social media platforms: “Instagram for example has over 400 million daily users and there are over 180 million users of #fitness on Instagram. Targeting new audiences on Instagram can be highly effective, especially considering that 75% of Instagram users take action, such as visiting a website, after looking at an Instagram advertising post.” (Porch Group Media). Finally, a research study by Li (2023) shows “social media influencers (SMIs) represent a new type of independent third-party spokesperson who can shape audience attitudes through blogs, tweets, and the use of other social media. And, when it comes to fitness, you want to make sure your “influencers educate, empower, and help you feel good in your own skin” (Rodgers et al.).

APPENDIX

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