

# Marketing Guide

Last Updated January 2023

## Overview

Based in Whitewater, WI, the Whitewater Aquatic and Fitness Center is operated by the City of Whitewater's Park and Recreation Department and offer the following amenities:

Aquatic	Fitness Center	Training & Classes
<ul style="list-style-type: none"><li>• Lap pool</li><li>• Leisure pool with play structure, lazy river, and water slide</li><li>• Whirlpool</li><li>• Locker rooms</li><li>• Swim lessons</li><li>• Aerobics, arthritis, &amp; movement</li></ul>	<ul style="list-style-type: none"><li>• Cardio equipment</li><li>• Free motion weights</li><li>• Free weight area</li><li>• Personal training</li></ul>	<ul style="list-style-type: none"><li>• Barre</li><li>• Bootcamp</li><li>• Cycling</li><li>• EMOM</li><li>• Pilates</li><li>• Strong</li><li>• Tabata</li><li>• Yoga</li><li>• Zumba</li></ul>

## Objectives

Marketing efforts will focus on the following six objectives:

### 1) Increase Brand Awareness

Raise awareness of the Whitewater Aquatic & Fitness Center and its amenities.

### 2) Build Following & Generate Interest

Build a following and engagement online and generate interest in the facility through both traditional and digital marketing channels.

### 3) Generate Leads

Capture membership inquiries via the website and/or Rec Desk software.

### 4) Grow Membership

Increase number of new and returning members.

### 5) Increase Member Involvement

Increase registrations for programs (i.e., CPR, Lifeguard, etc.) and/or classes (i.e., Cycling, Yoga, etc.)

### 6) Build Loyalty

Encourage positive word of mouth, bringing a guest, and/or membership upgrades (i.e., from fitness only to aquatic/fitness membership).

## Target Audience

Marketing efforts will target the following target audiences:

Audience	Families	Individuals
Demographics	<ul style="list-style-type: none"> <li>Household with kids</li> </ul>	<ul style="list-style-type: none"> <li>18-64 years year old</li> </ul>
Behaviors	<ul style="list-style-type: none"> <li>Fitness, Aquatic, or Combo</li> <li>Tire out the kids</li> </ul>	<ul style="list-style-type: none"> <li>Working out in fitness center</li> <li>Workout routines</li> </ul>
Goals/Needs	<ul style="list-style-type: none"> <li>Divide &amp; conquer</li> <li>Kids entertainment</li> <li>Credible lessons/training</li> </ul>	<ul style="list-style-type: none"> <li>Staying fit</li> <li>Health &amp; wellness</li> <li>Keeping or building strength</li> </ul>
Motivations	<ul style="list-style-type: none"> <li>Pool &amp; open swim</li> <li>Swim lessons</li> <li>Concessions</li> </ul>	<ul style="list-style-type: none"> <li>Amenity variety</li> <li>Recreational fitness</li> <li>Quieter environment</li> </ul>
Frustrations	<ul style="list-style-type: none"> <li>Absence of zero-depth</li> </ul>	<ul style="list-style-type: none"> <li>Limited hours</li> <li>Limited equipment or access</li> </ul>
Key Strategies	<ul style="list-style-type: none"> <li>J- Hawks</li> <li>Social media</li> <li>Posting events</li> <li>Hosting swim meets</li> </ul>	<ul style="list-style-type: none"> <li>Corporate partnerships</li> <li>Social media</li> <li>Advertising</li> </ul>

Audience	High School Students	Seniors
Demographics	<ul style="list-style-type: none"> <li>Ages 14-18 years old</li> </ul>	<ul style="list-style-type: none"> <li>65 years/old+</li> </ul>
Behaviors	<ul style="list-style-type: none"> <li>Stop in for concessions</li> <li>Working out in fitness center</li> <li>Staying fit</li> <li>Socializing</li> </ul>	<ul style="list-style-type: none"> <li>Leisure pool &amp; hot tub</li> <li>Classes (yoga, senior, &amp; water)</li> </ul>
Goals/Needs	<ul style="list-style-type: none"> <li>Cardio</li> <li>Work out between seasons</li> </ul>	<ul style="list-style-type: none"> <li>Recovery</li> <li>Movement</li> <li>Socialization</li> </ul>
Motivations	<ul style="list-style-type: none"> <li>Greater variety than just free weights</li> <li>Energy drinks &amp; concessions</li> <li>Being social with friends</li> </ul>	<ul style="list-style-type: none"> <li>Recovery</li> <li>Movement</li> <li>Structure programming</li> </ul>
Frustrations	<ul style="list-style-type: none"> <li>HS only has free wights</li> </ul>	<ul style="list-style-type: none"> <li>Unsure, don't want to get hurt</li> <li>Lack of cleanliness</li> <li>Cold pools</li> <li>Limited accessibility</li> </ul>
Key Strategies	<ul style="list-style-type: none"> <li>Proximity to high school</li> <li>High school coach referrals</li> </ul>	<ul style="list-style-type: none"> <li>Seniors in the Park</li> <li>Insurance program referral</li> </ul>

## Target Audience

Marketing efforts will target the following target audiences:

Audience	Faculty & Staff	Commuters
Demographics	<ul style="list-style-type: none"> <li>• 30 years old+ female/male</li> <li>• Bachelors degree+</li> </ul>	<ul style="list-style-type: none"> <li>• 18-64 years old</li> <li>• Live out of town</li> </ul>
Behaviors	<ul style="list-style-type: none"> <li>• Lap swimming</li> <li>• Yoga &amp; fitness classes</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness center</li> <li>• Lap or leisure swimming</li> </ul>
Goals/Needs	<ul style="list-style-type: none"> <li>• Life fitness &amp; keep moving</li> <li>• Health &amp; wellness</li> </ul>	<ul style="list-style-type: none"> <li>• Health &amp; wellness</li> <li>• Employer encouraged</li> </ul>
Motivations	<ul style="list-style-type: none"> <li>• Approachable staff</li> <li>• Off campus (fewer students)</li> <li>• Recreational fitness</li> <li>• Quieter environment</li> </ul>	<ul style="list-style-type: none"> <li>• Employer insurance discounts</li> <li>• Recreational fitness</li> </ul>
Frustrations	<ul style="list-style-type: none"> <li>• Work-life imbalance (i.e. separate fitness from campus)</li> <li>• Lap capacity</li> </ul>	<ul style="list-style-type: none"> <li>• Limited time</li> <li>• Needs to be on the way home</li> </ul>
Key Strategies	<ul style="list-style-type: none"> <li>• Whitewater Unified Teacher Discount Program</li> <li>• City Employee Discounts</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate partnerships</li> </ul>

## Competitive Analysis

### Key Membership Factors

In addition to the individual's social influences and motivation for joining the gym, the following key membership factors often influence one's decision making:

	WAFC Offering	Competition
Amenities	Pool Fitness	Gymnasium Racquet ball courts Indoor tracks
Insurance Programs	Renew Active (United Healthcare) Silver Fit (Insurance groups)	Silver Sneakers (Medicare??)
Proximity	<u>Research</u> shows most people drive 6 miles for specialized gyms	
Hours	Various by Day	24/7 Access
Membership Type & Cost	Guest, Daily, Monthly, & Annual (no joining/initiation fee)	Guest, Daily, Monthly, & Annual
Equipment	Cardio Free weights Strength training	Cardio Free weights Strength training
Availability	Spacious, not too crowded	Can be crowded
Personal Training	Available	Varies
Supplemental	Physical therapist	Tanning & massage
Classes	Barre, Bootcamp, Cycling, EMOM, Pilates, Strong, Tabata, Yoga, & Zumba	Depends on facility
Programs	CPR, First Aid, etc.	Depends on facility
Environment	Off-campus near high-school	

These key membership factors give rise to key selling points and amenities to highlight on your website and other promotional channels. Specifically,

- Showcase images and descriptions of offering.
- Highlight insurance programs and other key partnerships (i.e., discounts for City employees and Whitewater Unified School District employees).
- Clearly describe your location to make it easy for prospects to find.
- Highlight guest and daily memberships to encourage new members to try out a class and/program, the fitness center, and/or aquatic center
- Emphasize no initiation fee and no contracts – that is definitely a differentiator.
- Highlight the extras and unique offerings like a physical therapist on site.
- Create a flyer and website page that makes it easy to view class offerings
- Community pride and support

## Positioning Strategy

### Local Comparison

	Whitewater Aquatic	Warhawk Fitness	Anytime Fitness
Price Comparison	\$35/month Adult	\$165/sem. (\$41.25/mo.)	\$36.99/month
Fitness & Cardio	X	X	X
Personal Training	X	X	X
Open Swim	X	X	
Swim Lessons	X		
Flexible Membership	X	X	X
Guest Passes	X	X	X
Senior Discounts	X	X	
Hours	Varies by Day	Variable by Day/ Events	24/7
Environment	Off-campus	On-campus	Off-campus
Parking	Accessible	???	Accessible

### How can you differentiate yourself from the local competition?

- Flexible memberships
  - No contracts
  - Aquatic, fitness, vs. combo for student, household, and/or seniors.
  - Simplify with a pricing matrix table vs. wordy descriptions.
  - Discounts for city and Whitewater Unified employees
- Make it easy to try it out:
  - Classes/programs are available to non-members with a daily passes
  - Guest passes and daily passes available
- Unique offerings
  - Swim lessons
  - On-site physical therapist
  - Classes including Barre, Pilates, Tabata, and Zumba
- Make it easy to learn about the senior discounts offered.
- Highlight what makes your environment special:
  - Recreational fitness with approachable staff
  - More laid back, quiet, less competitive environment

## Positioning Strategy

## Mission

The Whitewater Aquatic and Fitness Center is dedicated to providing our members with a clean, safe, inclusive, and accessible recreational fitness and aquatic center.

## Values

- **Wellness** – Promote healthy living, fitness, and wellness through amenities, coaching, training, classes, programs, & services.
- **Accommodating** – Providing personalized services and quality amenities in a clean, accessible, and inclusive environment.
- **Fun** – Provide a welcoming space for recreational fitness that appeals to young adults, couples, families, and seniors.
- **Community** – Provide a welcoming, accommodating, inclusive environment to all.

## Tagline

- Guiding You Along Your Fitness Journey

## Supporting Messages

- Hidden gem of the community
- Enabling Wellness in Whitewater

## Why Members Join

- Affordable price
- Variety of amenities & indoor pool with zero-depth access
- Recreational fitness
- Personable, approachable staff
- Guidance, support, training, & coaching
- Member-focused (i.e., staff meetings & follow-up on member feedback)
- Cleanliness
- Inviting, accommodating, warm environment
- Convenient parking
- Community pride

## What benefits does the competition claim vs. what is unique to WAFC?

Classic Benefits	Unique Features
<ul style="list-style-type: none"><li>• Affordable membership options</li><li>• Personable, approachable staff</li><li>• Guidance for personal success</li><li>• Partner &amp; insurance discounts</li><li>• Family-oriented</li><li>• Group classes &amp; personal training</li><li>• All access to variety of amenities</li><li>• Convenient &amp; close parking</li><li>• Cleanliness</li></ul>	<ul style="list-style-type: none"><li>• Indoor pool with zero-depth access</li><li>• Indoor pool with slide &amp; lazy river</li><li>• Lap Lane Reservations</li><li>• Swim Lessons &amp; Water Movement Classes</li><li>• Proximity to high school</li><li>• Newer, well-maintained equipment</li></ul>

## Positioning Strategy

### **Unique Selling Proposition**

With a member-focused approach, the Whitewater Aquatic and Fitness Center provides a clean, safe, welcoming, and accommodating recreational aquatic and fitness center to enable healthy living and wellness for residents of Whitewater and beyond.

### **Brand Positioning Statement**

For individuals, families, students, seniors, and commuters in Whitewater and beyond, the Whitewater Aquatic and Fitness Center provides an affordable, convenient recreational fitness environment with a variety of amenities including a fitness center, aquatic center, personal training services, group classes, locker rooms, and concessions. With a member-focused hands-on-approach, the approachable staff are here to guide and enable you on your wellness journey.

### **SWOT Analysis**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Variety of amenities</li> <li>• Various affordable membership options</li> <li>• Approachable, welcoming staff</li> <li>• Convenience</li> <li>• City &amp; school supported</li> <li>• Concessions</li> <li>• Insurance programs</li> <li>• On-site physical therapist &amp; personal trainers</li> <li>• Patio</li> <li>• Newer, well-maintained equipment</li> <li>• Swim Lessons &amp; Water Movement Classes</li> <li>• Indoor pool with zero-depth access</li> <li>• Plenty of close &amp; convenient parking</li> <li>• Cleanliness</li> <li>• Friends of Whitewater Aquatic Center where ½ the membership fee is paid for low-income families</li> <li>• Community involvement &amp; giveback</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Hours and availability</li> <li>• No gym, courts, or indoor track</li> <li>• Lack of outdoor amenities</li> <li>• No massage and/or tanning</li> <li>• Location &amp; findability</li> <li>• Dated offerings of classes.</li> <li>• Limited scale and size</li> <li>• No childcare</li> <li>• Limited resources</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Virtual and/or recorded classes</li> <li>• Well-rounded wellness experience</li> <li>• Specialized, unique classes</li> <li>• Nutrition (smoothies coming soon)</li> <li>• Birthday parties &amp; group reservations</li> <li>• Offering 24/7 access</li> <li>• Daily and guest passes</li> <li>• Patio</li> <li>• High School Swim Meets</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• COVID-19</li> <li>• External regulations</li> <li>• Rural location in a small town</li> <li>• At-home fitness</li> <li>• Nearby outdoor and indoor pools</li> </ul>

## Content Strategy

### Content Sources

Always remember, "Great content needs to be all of the following: credible, shareable, useful or fun, interesting, relevant, different, and on brand" (Simon Kingsnorth, 2016).

<p>Content that you can share today:</p> <ul style="list-style-type: none"><li>• Facility photos</li><li>• Class &amp; Open Swim Schedules</li><li>• Special Trainings</li><li>• Recipes</li><li>• Motivational &amp; Inspirational</li><li>• Humor/Memes</li><li>• Training intros</li><li>• Articles, how-to's, tips, etc.</li></ul>	<p>Content that you can start building:</p> <ul style="list-style-type: none"><li>• Challenges</li><li>• Member recognition &amp; success stories</li><li>• Authentic in-action member photos</li><li>• Facebook live in-action videos</li><li>• Facebook live tips</li><li>• What we offer/Member benefits</li><li>• Promotional partnerships</li><li>• Community involvement</li><li>• Daily themed hashtag content</li><li>• Staff appreciation</li><li>• Recorded workouts</li></ul>
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### Content Suggestions

- **FAQs:** Answer your customers questions truthfully and accurately.
  - Create an FAQ page for commonly asked questions.
  - Clearly, transparently display membership pricing/packages on website.
  - Outline # reasons to join.
- **Custom Journey:** What customers need to know before purchasing.
  - Showcase amenities on website and on a flyer.
  - Create a flyer that outlines classes and timing ([link to example](#))
  - Create an about the staff, trainer, and/or physical therapist page.
  - Create a virtual tour video and/or gallery.
- **Research:** Look at the competition & note applicable topics
  - Showcase members in action via Facebook Live videos and/or photos.
  - Share member success stories & testimonials ([see examples](#))
- **Keyword:** Identify long-tailed keywords to optimize content for
  - Benefit of Swimming & How We Can Help
  - Workouts, how-to, getting started, nutrition, etc. ([see examples](#))
  - Ask a Coach, Trainer, etc. ([see examples](#))

## Promotion Strategy

### Competitive Analysis

	Facebook	Instagram	LinkedIn	Pinterest	Twitter	YouTube	Email
Whitewater Aquatic & Fitness Center	X						X
Warhawk Fitness & Aquatics	X						
Anytime Fitness – Whitewater	X	X					
Geneva Lakes Family YMCA	X		X	X		X	X
Mukwonago YMCA	X	X	X		X	X	
YMCA Northern Rock County	X						
Fort Atkinson Family Aquatic Center	X						
Four Lakes Athletic Club	X						
Jefferson Family Aquatic Center							
Blackhawk Fitness Club	X						
Janesville Athletic Club	X	X				X	
Anytime Fitness – Wales	X	X					
Anytime Fitness – Jefferson	X						
Anytime Fitness – Mukwonago	X						
Anytime Fitness – Delavan	X	X					
Planet Fitness	X						
Sara's Health & Fitness	X	X		X		X	
Snap Fitness – Elkhorn	X	X					
Snap Fitness – East Troy	X						
	18/19	7/19	2/19	2/19	1/19	4/19	2/19

### What are the key takeaways for promotional channels?

- Definitely continue Facebook.
- Instagram is great for B2C but it requires great photographs and videos.
- YouTube could be leverage for videos.
- Email marketing for scheduling/classes.

## Promotion Strategy

### Customer Journey

Outline how you will target prospects and/or customers every step of the journey:

- Awareness: A consumer becomes aware of your brand
- Interest: A consumer thinks you can solve their problem & wants to learn more
- Consideration: The consumer is evaluating alternative solutions to their problem
- Purchase: The consumer takes action.
- Loyalty: The consumer provides referral and/or repeat business

Stage	How to Target
Awareness	<ul style="list-style-type: none"> <li>• SEO</li> <li>• Referral &amp; city/school partnership</li> <li>• Social media</li> <li>• Press releases</li> <li>• Direct mail – Holiday card with free guest pass</li> <li>• Health fairs – As applicable</li> <li>• Job fairs – High school or college for lifeguards &amp; front desk</li> <li>• Referral program – Refer a friend &amp; guest past each month</li> <li>• City Guide</li> <li>• University Community Showcase</li> <li>• Partnerships – WUSD, City, and maybe University</li> <li>• Summer Big Rig Event – People who attended got day passes</li> <li>• Parks &amp; Recreation cross promotion</li> <li>• On-campus flyer promotion for lifeguards</li> </ul>
Interest	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social media</li> <li>• Member testimonials and/or success stories</li> <li>• City Guide</li> <li>• Galleries, video tours, &amp; images</li> </ul>
Consideration	<ul style="list-style-type: none"> <li>• Pricing matrix</li> <li>• Testimonials &amp; reviews</li> <li>• Brochures &amp; flyers</li> <li>• Member introduction phone calls and/or appointments</li> <li>• Daily pass for classes and/or center access</li> </ul>
Purchase	<ul style="list-style-type: none"> <li>• In-person membership sign-up meeting</li> </ul>
Loyalty	<ul style="list-style-type: none"> <li>• Member-focused guidance and customer service</li> <li>• Training &amp; coaching</li> <li>• Referral program</li> <li>• Newsletter</li> <li>• Social Media</li> </ul>

## Promotion Strategy

### Owned Promotional Channels & Content Distribution

The following table lists “owned” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel. The Campaign Schedule should be used to guide seasonal content & promotions.

Channel	Frequency	Content
Website	As needed	<ul style="list-style-type: none"> <li>Add copy &amp; content to pages.</li> <li>Update announcements</li> </ul>
RecDesk	Weekly/monthly	<ul style="list-style-type: none"> <li>Update swim/class schedule</li> <li>Update calendar of events</li> </ul>
Facebook & Instagram	3-5 posts/week	Follow content calendar: <ul style="list-style-type: none"> <li>1 Monthly Fitness Schedule</li> <li>Monday Fitness Class Schedules</li> <li>Thursday Open Class Schedule</li> <li>Friday Feature of Amenities &amp; Classes</li> <li>Wednesday Promotions &amp; DYK</li> <li>1<sup>st</sup> Tuesday Testimonials</li> <li>2<sup>nd</sup> Tuesday Staff Highlight</li> <li>3<sup>rd</sup> Tuesday Member Success</li> <li>Integration of campaign schedule</li> </ul>
Email	Monthly	<ul style="list-style-type: none"> <li>Classes, open swim, &amp; hours</li> </ul>
GoogleMyBusiness	Monthly	<ul style="list-style-type: none"> <li>Monthly fitness schedule</li> <li>Upcoming events &amp; programs</li> </ul>
Direct Mail	Semi-annual	<ul style="list-style-type: none"> <li>Mail a postcard to local residents offering a free daily pass to check out the center</li> <li>December win-back postcards</li> </ul>

### Partner Promotional Channels & Content Distribution

The following table lists “partner” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel. For cross-promotion, it is best to share the partners original content than repost as your own.

Channel	Frequency	Content
Facebook	As-needed	<ul style="list-style-type: none"> <li>Share content from the original source and mention the source in the share (i.e., City of Whitewater, Seniors in the Park, etc.)</li> </ul>
Banner	As-needed	<ul style="list-style-type: none"> <li>Share newsletters</li> </ul>
Park & Rec Newsletter	Monthly	<ul style="list-style-type: none"> <li>Calendar of events &amp; swim lessons</li> <li>Highlight amenities and offerings</li> <li>Have a presence at P&amp;R events</li> </ul>

## Social Media Strategy

### Owned vs. Partner Content

Whether you post or share is a very important decision, as a rule of thumb post your owned content (i.e., images, videos, Canva templates, etc.) and share partner content (i.e., city news). Cross promotion helps both parties, but credit should be given to the original source by either mentioning the source via @ or sharing the post directly. Partner content should be shared sparingly to avoid diluting your own presence. Followers choose who they want to follow. If they want fitness and aquatic updates, they will follow the Whitewater Aquatic and Fitness page. If they want city news and updates, they will follow the City Page. By including the @ mention link, you are giving them a direct path to follow whichever pages they prefer.

### Quality Check Before Posting

Before posting to the blog or social media, ask yourself:

- Is this on-brand?
- Is this shareable, useful, fun, or interesting to my audience?
- Is this relevant to my audience?
- Does this post support my credibility?
- Does the post include all the elements of a "good post"?

### Elements of a Good Social Post

- Attention Getter
- Clear, concise, & compelling writing
- Visual (i.e., image or video)
- Call-to-action with a link or a button
- 1-2 Hashtags & Mentions or tags

### Recommended Content

Priority Content	Filler Content
<ul style="list-style-type: none"><li>• Facility photos</li><li>• What we offer/Member benefits</li><li>• Class &amp; Open Swim Schedules</li><li>• Special Trainings &amp; Programs</li><li>• Training intros</li><li>• Staff appreciation</li><li>• Member recognition/success stories</li><li>• Authentic in-action member photos</li><li>• Daily themed hashtag content</li><li>• Upcoming events &amp; job openings</li></ul>	<ul style="list-style-type: none"><li>• Recipes</li><li>• Motivational &amp; Inspirational</li><li>• Humor/Memes</li><li>• Challenges</li><li>• Facebook live in action videos</li><li>• Facebook live tips</li><li>• Promotional partnerships</li><li>• Community involvement</li><li>• Recorded workouts</li><li>• Articles, how-to's, tips, etc.</li></ul>

# Content Strategy

## Content Suggestions

Use the content calendar to schedule posts as a baseline. Post updates and announcements as applicable.

As a rule of thumb:

- Mondays = This week’s fitness schedule
- 1<sup>st</sup> Tuesday = Testimonial
- 2<sup>nd</sup> Tuesday = Staff Highlight
- 3<sup>rd</sup> Tuesday = Member Success
- 4<sup>th</sup> Tuesday = Next month’s fitness class schedule
- Wednesday = Feature a did you know? (DYK), promotion, program, or event
- Thursday = This week’s open swim schedule
- Friday = Feature an amenity and/or class

February Sample							March Sample																																																																																										
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\*\*The did you know, promotions, programs, or events can be inspired by the campaign schedule on the following page. For example, if swim lessons start in January, post at the end of December and early January a graphic with the classes & start/end dates and make sure to include a link to sign up in the copy of the post. For any upcoming program or event, schedule 2-3 posts in the weekly leading up to it. Use the did you know or promotions as filler in between\*\*\*

## Hashtag Strategy

### What is a Hashtag & How to Use?

A hashtag is a word or phrase preceded by a hash mark (#). A hashtag is used within a post to identify a keyword or topic of interest. Hashtags help facilitate searches on social media platforms and can be thought of as a “label” or “category.” Hashtags help increase engagement, build your brand, and expand your reach.

Facebook	Instagram
1-2 hashtags	9-15 hashtags

### Branded Hashtag

Branded hashtags are great but be specific on when to use them. Consider including #WAFC when posting owned content.

### Industry Hashtags

A few industry specific hashtags to consider:

#fitness	#PersonalTrainingSpecial	#HealthyLiving	#openswim
#fitnessmotivation	#PersonalTraining	#WeightLossJourney	#swimmingpool
#fitnessjourney	#Pilates	#InvestInYourHealth	#swimlessons
#fitnessgoals	#Barre	#HealthyLifestyle	#watersafety
#recreation	#cycling	#BeFitAndHealthy	#aquafitness
#exercise	#EMOM	#Helathandwellness	#waterworkout
#workout	#Tabata	#Fitandstrong	#pooltime
#workouttups	#Yoga	#Wellbeing	#lapswimming
#Fymlife	#Zumba	#WhitewaterWellness	#lapswim
		#Wellness	#swim

### Daily Hashtags

For content inspiration, here are a few daily hashtags for consideration:

- #MotivationMonday – Share something inspirational and/or motivational.
- #MaxOutMonday – Goal setting for personal trainers & fitness
- #TransformationalTuesday – Share a member success story or before/after.
- #TuesdayTip - Share helpful, educational content
- #TuesdayTraining - Introduce a trainer and/or share a success story
- #TestimonialTuesday – Share a member testimonial
- #WellnessWednesday – Provide tips for staying healthy
- #WorkoutWednesday – Share a workout or share a sneak peek of a class.
- #ThankfulThursday – Thank a customer or someone who helped your business
- #FridayFreebie – Promote sales, deals, etc.
- #FormFriday – Share the proper form for a workout via a photo/video.
- #FitnessFriday – Share a workout or upcoming class/program

## Hashtag Strategy (Continued)

### **Hashtag Holidays**

Hashtag holidays are a great way to mix things up and post themed content.

Date/Month	Hashtag Holiday	Hashtag
February	American Heart Month	#HeartMonth
April	Stress Awareness Month	#StressAwarenessMonth
April 16th	National Stress Awareness Day	#StressAwarenessDay
May	Water Safety	#WaterSafetyMonth
June 21	International Yoga Day	#InternationalYogaDay
August	National Wellness Month	#WellnessMonth
September 29	National Women's Health & Fitness Day	#FitnessDay
November 3	International Stress Awareness Day	#StressAwarenessDay

The above are just a sampling. For more inspiration, <https://nationaldaycalendar.com/calendar-at-a-glance/>

## Email Marketing

### Historical Performance

	01-23	12-22	11-22	10-22	09-22	08-22	07-22	06-22	05-22
Sends	2,800	2,800	985	1,802	822	2,804	824	825	829
Open Rate	47%	41%	47%	51%	52%	44%	48%	48%	56%
Click Rate	2%	1%	1%	3%	3%	3%	3%	3%	2%

### Outline

- Welcome & special announcements
- Lap pool schedule
- Leisure pool schedule
- Fitness class schedule
- Upcoming events & programs
- Exclusive offer

## Implementation

### Roles & Responsibilities

To be determined by internal staff.

### Approvals

To be determined by internal staff.

### Tools

The contractor recommends using:

- Buffer and the Facebook Creator Studio to schedule social posts
- Canva to create social media images
- Google Alerts to monitor online mentions
- In-platform analytics for reporting.

## Evaluation Framework

The following metrics may be observed or tracked on a monthly/bi-monthly basis. The client will receive monthly/bi-monthly reports and the contractor will be available to consult accordingly.

Channel	Objective	Goal	Evaluation
Website, Rec Desk, & SignUp Genius	Brand Awareness	Increase traffic	# of visitors # number of new visitors
	Engagement	Increase engagement	# of sessions, # pageviews # pages/session Avg. Session Duration
	Leads	Increase leads	# form submissions
	Membership	Increase purchases	# Increase order quantity # Increase online revenue
	Member Involvement	Increase registration	# class registrations
	Member Loyalty	Increase returning traffic	# sessions per user % of returning visitors
Facebook	Brand Awareness	Brand Awareness	Expand reach
	Engagement	Engagement	Increase likes & comments
	Leads	Increase website traffic	# of clicks to website
	Customer Loyalty	Build Loyalty	Increase shares
Google My Business	Brand Awareness	Brand Awareness	Expand reach
	Engagement	Engagement	Increase clicks to website
Email	Engagement	Stay in touch	% open rate
	Purchase	Increase purchases	# clicks to purchase
	Quote Leads	Increase quotes	# clicks to request a quote # clicks to online store
	Customer Loyalty	Provide value	% click rate