

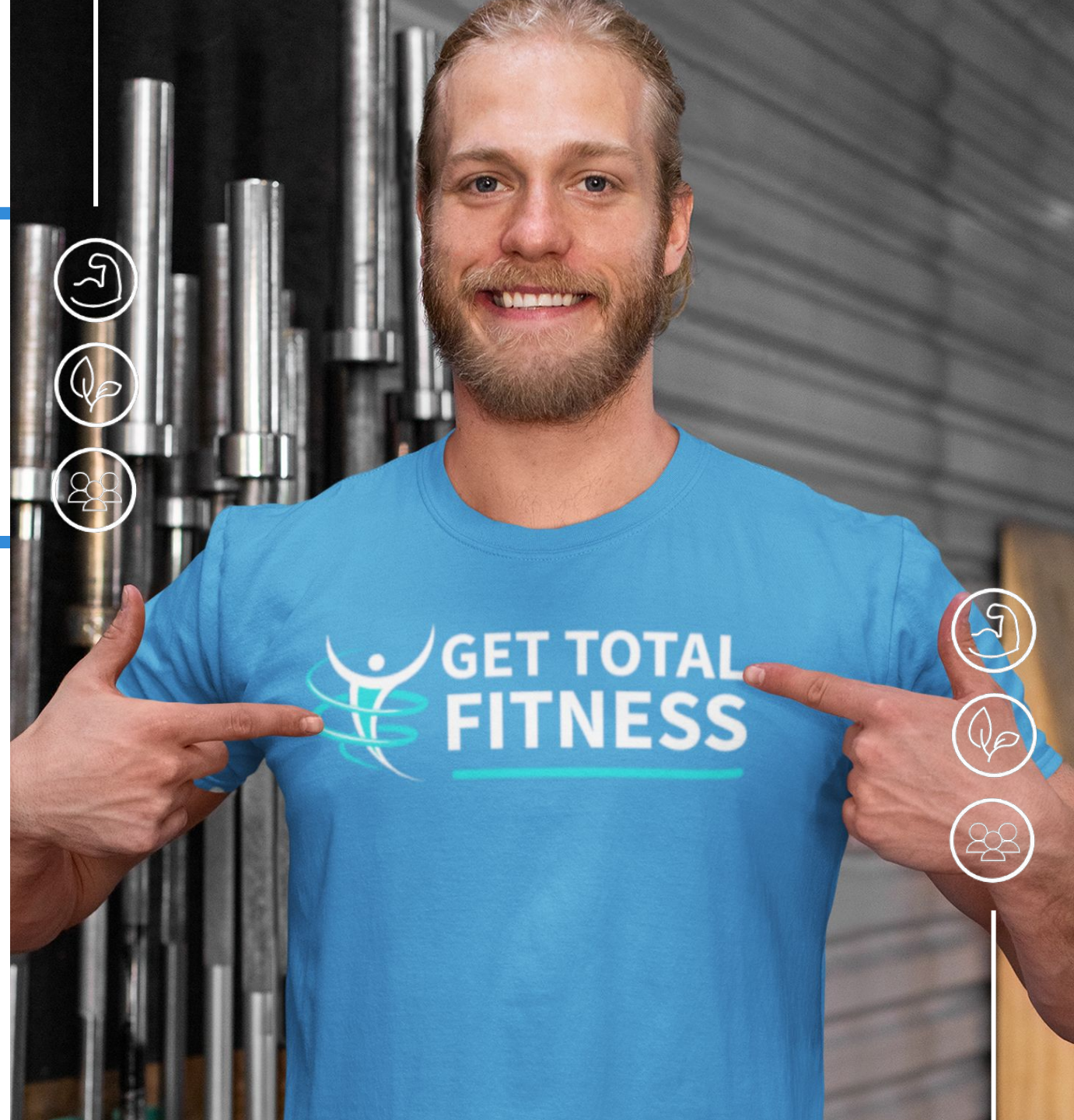


# Team Ashton

*Re-Brand & Online Marketing Strategy for Get Fitness*

# Meet **GTF**

We are “GET **TOTAL** FITNESS”  
because our programs are  
more than machines.



# GET TOTAL FITNESS

**“TOTAL” – We must build our hearts and minds as we build our bodies.**



## **GET STRONG.**

Our state-of-the-art facilities offer free weights, and over 100 hightech machines.

## **GET HEALTHY.**

Programs include a balanced approach to total body wellness for food, nutrition and mental health.

## **GET CONNECTED.**

We have a strong community that enjoys hanging out at the gym and in our town.



@GTF.com

# We Believe



**“We believe we  
cannot become  
what we  
want to be  
by remaining  
what we are.”**



- Max Depree



# GET TOTAL FITNESS

IN-PERSON & VIRTUAL





A Unisex Icon: To speak to all demographics



# GET TOTAL FITNESS

IN-PERSON & VIRTUAL





A Unisex Icon: To speak to all demographics



Swirl: Motion showing energy

# GET TOTAL FITNESS

IN-PERSON & VIRTUAL





A Unisex Icon: To speak to all demographics

Swirl: Motion showing energy



Add TOTAL to the name to include health and community

# GET TOTAL FITNESS

IN-PERSON & VIRTUAL







A Unisex Icon: To speak to all demographics



Swirl: Motion showing energy

Add TOTAL to the name to include health and community

Bolding the word FITNESS to allow for easy identification

**GET TOTAL  
FITNESS**

**IN-PERSON & VIRTUAL**





A Unisex Icon: To speak to all demographics



Swirl: Motion showing energy

Add TOTAL to the name to include health and community

Bolding the word FITNESS to allow for easy identification

**GET TOTAL  
FITNESS**

**IN-PERSON & VIRTUAL**

Shows options for engagement





**GET TOTAL  
FITNESS**  
**IN-PERSON & VIRTUAL**

Blue:  
Bright blues can be energizing and refreshing.  
(1)

Green:  
Brighter greens are more energizing and vibrant. (1)

Red: Used for CTAs

Typography:  
Get Total Fitness in:  
Source Sans Pro

Tag Line: Avenir Next

All Caps - Always Bold



#328BD9



#00B5EB



#00DBE0



#75FAC7



#E75550





## Optional Alternate Logo Layouts



White lettering and white outline of human icon for use on blue background - 2 color logo. Great for apparel and swag. Icon to the left of the stacked name. No tag line needed.



Icon Only

Icon with the GTF.com address below





# Competition



01

## Planet Fitness

Their gear icon makes it feel very “machine-driven.” We are more than machines.



02

## YMCA

While this version is modern - it's not easily identifiable as a gym or fitness center.



03

## Anytime Fitness

Like our logo this one depicts a non-gender specific person, but ours references “total fitness.”



# The Market

*Our New Target Audience & Users*





### **Audience Model 1**

- Average age 45
- Rent / own home
- Average household income \$47,500
- Equal mix of male / female ratio
- Average households of 4-5 people

### **Audience Model 2**

- 18-45 year olds
- Remote workers
- Business Travelers
- Distant learners
- Users of fitness apps





# SOCIAL MEDIA MARKETING

Our customers are communicating, researching, learning and buying online. We must have a presence there too.

These are typically free networks to use - which meets the needs of the limited budget for GTF.







**FACEBOOK POST**



**INSTAGRAM POST**

**SPELL YOUR NAME WORKOUT**

- A - 15 JUMPING JACKS
- B - 30 SECOND PLANK
- C - 10 SITUPS
- D - 15 SQUATS
- E - 10 JUMP SQUATS
- F - 15 PUSH UPS
- G - 20 RUSSIAN TWISTS
- H - 10 TRICEP DIPS
- I - 20 JUMPING JACKS
- J - 15 GLUTE BRIDGES
- K - 15 MOUNTAIN CLIMBERS
- L - 5 BURPEES
- M - 20 CALF RAISES
- N - 15 JUMP SQUATS
- O - 45 SECOND PLANK
- P - 20 JUMPING JACKS
- Q - 15 SITUPS
- R - 20 MOUNTAIN CLIMBERS
- S - 5 PUSH UPS
- T - 1 MINUTE WALL SIT
- U - 10 BURPEES
- V - 15 CALF RAISES
- W - 20 CRUNCHES
- X - 20 SQUATS
- Y - 15 RUSSIAN TWISTS
- Z - 20 TRICEP DIPS

**TWITTER POST**



## Social Media Content Calendar

Log				Twitter			Facebook			Instagram		
Date	Day	Time	Notes	Message	Link	Visual	Message	Link	Visual	Message	Link	Visual
4/13/20	Mon	9:00 AM		SPELL YOUR NAME WORKOUT	<a href="http://samplelink-add">http://samplelink-add</a> <a href="#">links to be included in the message</a>	Alphabet with workouts						
		10:00 AM				ONE WEEK FREE		<a href="http://samplelink-add">http://samplelink-add</a> <a href="#">links to be included in the message</a>	Man working out with barbell			
		11:00 AM								LIVE FITNESS CLASS / YOGA	<a href="http://samplelink-add">http://samplelink-add</a> <a href="#">links to be included in the message</a>	Trainer Bradley practicing yoga
4/14/20	Tue	9:00 AM		HEALTH TIP	<a href="http://samplelink-add">http://samplelink-add</a> <a href="#">links to be included in the message</a>	Talk about ways to eat healthy during pandemic						
		10:00 AM		MOTIVATIONAL QUOTE	<a href="http://samplelink-add">http://samplelink-add</a> <a href="#">links to be included in the message</a>	Use quote to promote health while in quarantine						
		11:00 AM				KIDS CLUB		<a href="http://samplelink-add">http://samplelink-add</a> <a href="#">links to be included in the message</a>	Kids in the kidsclub playing	LIVE FITNESS CLASS / 20 MINUTE CARDIO	<a href="http://samplelink-add">http://samplelink-add</a> <a href="#">links to be included in the message</a>	Trainer instructing at home work outs

# PUBLISHING

## INSTAGRAM:

- @GETTOTALFITNESS (handle)
- Provides live fitness classes and weekly updates on the gym

## FACEBOOK:

- Get Total Fitness (handle)
- Provides live fitness classes and weekly updates on the gym

## TWITTER:

- @GETTOTALFITNESS (handle)
- Provides motivational quotes and health tips





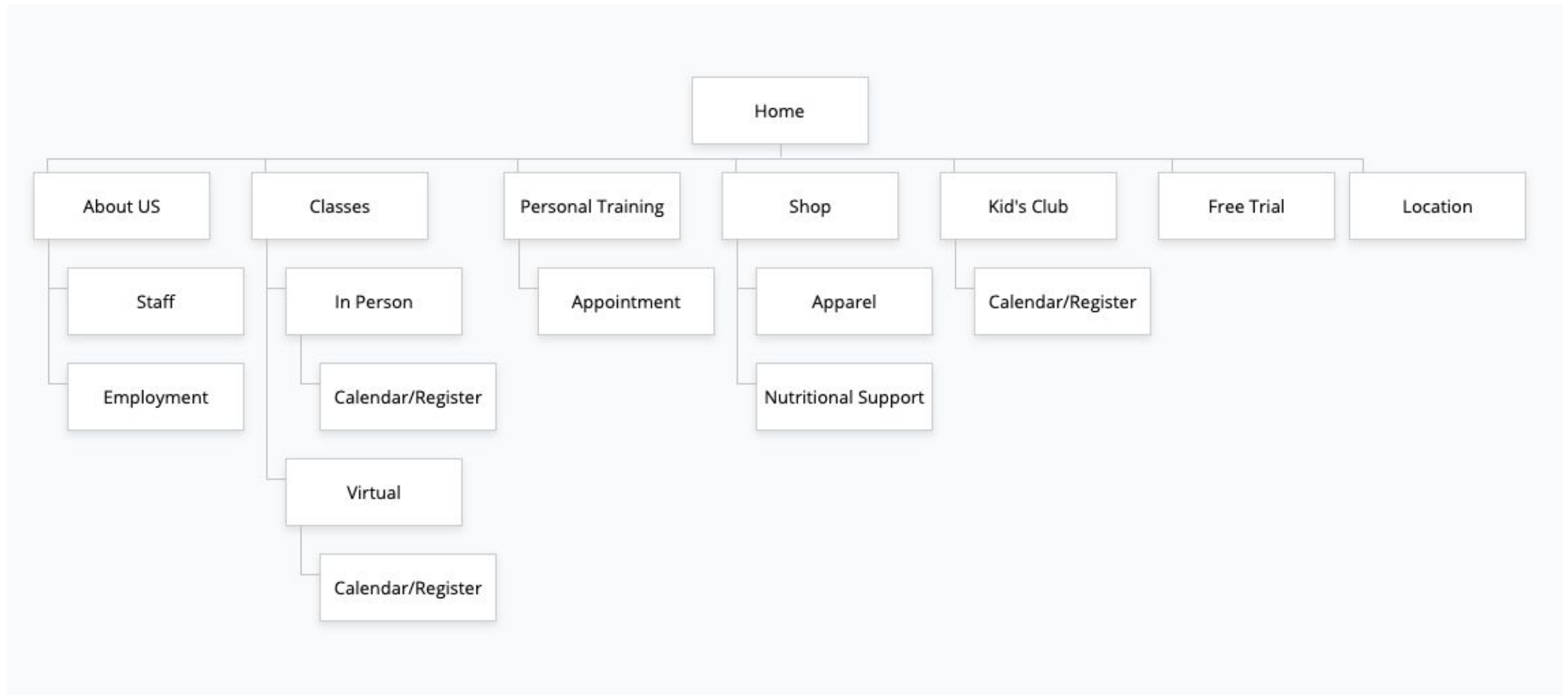
# The Website

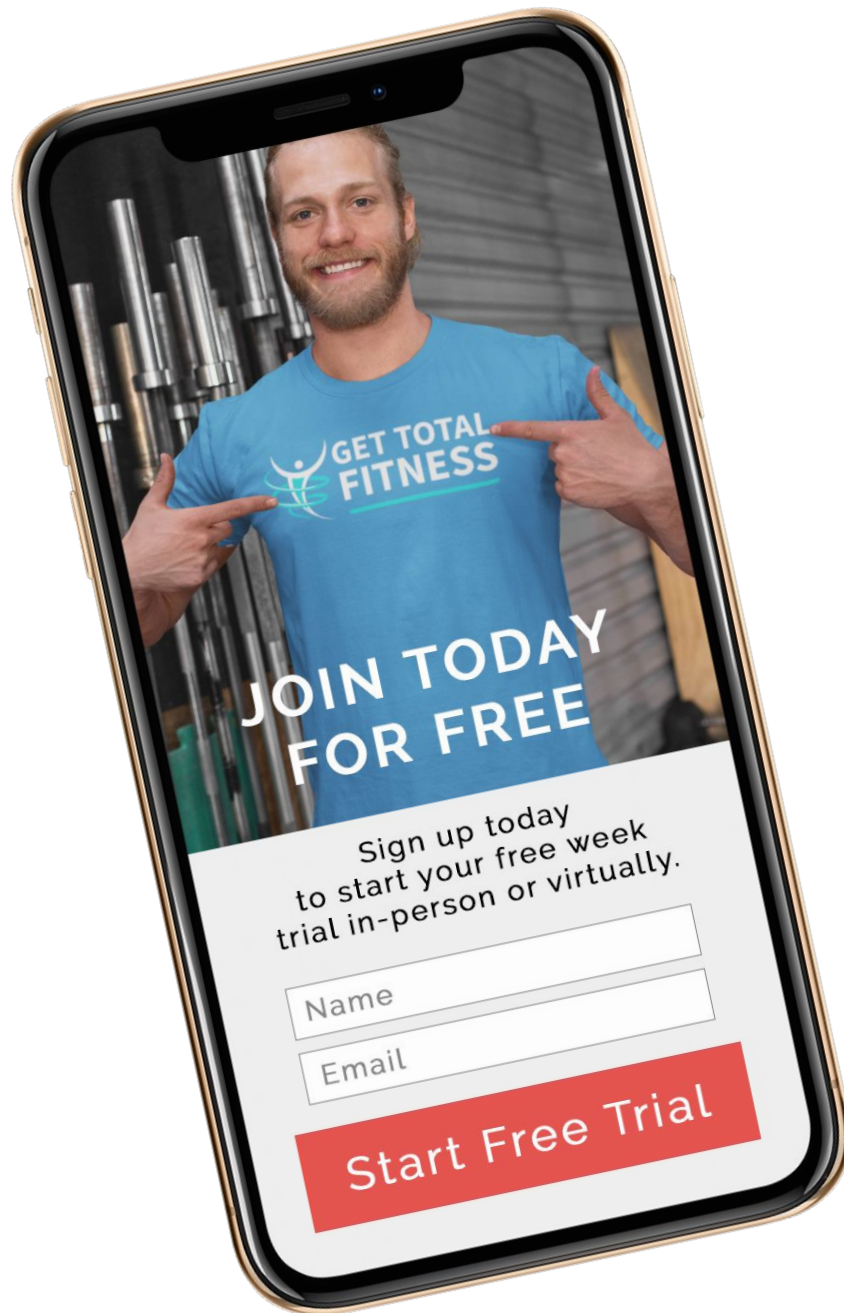
*Their First Look At The Brand*





# SITEMAP





# MOBILE FIRST

## Primary User - Average age 45

- 92 % of people aged between 30 and 49 years old owned a smartphone in 2018 (2).

## Secondary User - 18 to 45 years old

- 96 % of people aged between 18 and 29 years old owned a smartphone in 2018 (2).

## Users' State of Awareness

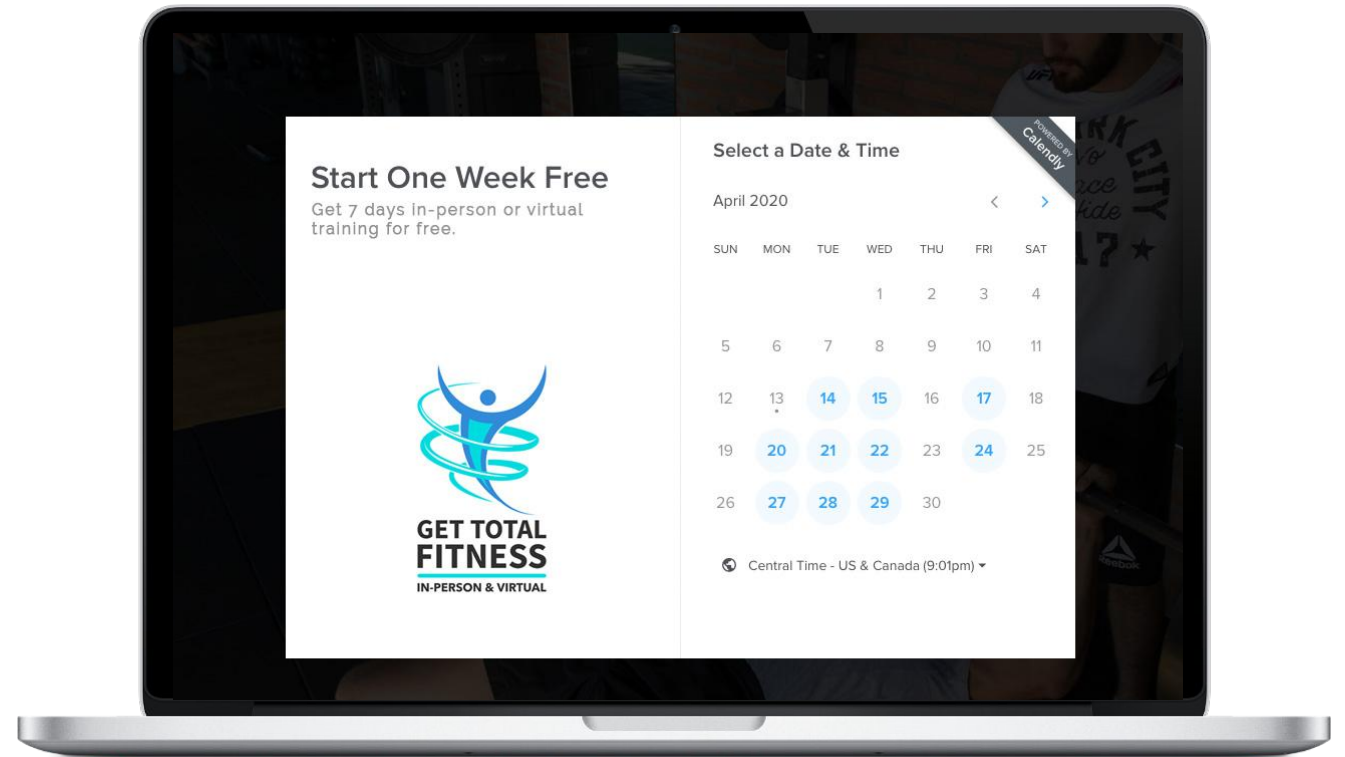
*Most of our demographic is familiar with the process of signing up online, but might need to be made aware of how to live stream workouts.*



# EASIER SIGNUPS

Our Solution: *Calendly* integrated into Google Calendar

1. Save time
2. Accelerate sales
3. Improve service quality
4. Easy admin





## TRY US FOR **FREE**

- Membership models that offer a... one-time free trial are even more likely to get returning potential members. (3)
- Risk-Free trials attract potential members without pressure. (3)

**One Week Free**



# WORKOUT FROM HOME: VIRTUAL CLASSES



- More than 12,000 fitness clubs globally offer their clients a virtual option. (4)
- Virtual option represents 300% growth in the past few years and is expected to double again by 2020. (4)







# NEW WEBSITE – Home Page

**GET TOTAL FITNESS**

Home Contact   About Free Trial   Classes   Personal Training   Shop   Kid's Club

Facebook   YouTube   Instagram

“We believe we cannot become what we want to be by remaining what we are.”

Get Total Fitness offers extensive in-person or virtual training for all people. Our brand isn't only about physical fitness, we strive to build a community inside and outside of the gym. Along with our weight we also offer 100 hightech machines that can be paired with our programs that promote food nutrition, mental health, and overall boost your body wellness!

We must build our hearts and minds as our bodies.

Medium Fidelity



# NEW WEBSITE – About Us

**GET TOTAL FITNESS**  
IN-PERSON & VIRTUAL

Home  
Contact

About  
Free Trial

Classes

Personal Training

Shop

Kid's Club


## About Us!

Get Total Fitness offers memberships to fully access our many exercise and dietary amenities, such as our basketball gym, cardio room, weight room, spin room, racquetball courts, and our swimming pool! There are stereotypes surround the gym culture that are not all inclusive and we're here to break through those barriers. Our staff are here to insure you receive the attention and guidance you need no matter what your goal may be. We offer enough classes that appeal to all individuals in order to netrualize any tension that may be going on in the gym our in our community and to open a space for people to come together. At Get Total Fitness we believe you cannot become what you want to be by remaining what you are, so let us help!

Medium Fidelity






# NEW WEBSITE - Classes



[Home](#)
[About](#)
[Classes](#)
[Personal Training](#)
[Shop](#)
[Kid's Club](#)

Contact
Free Trial

Whether you are looking for physical training or dietary intuition, we got it!

### Available Sessions

Click any available time slot to sign up today!

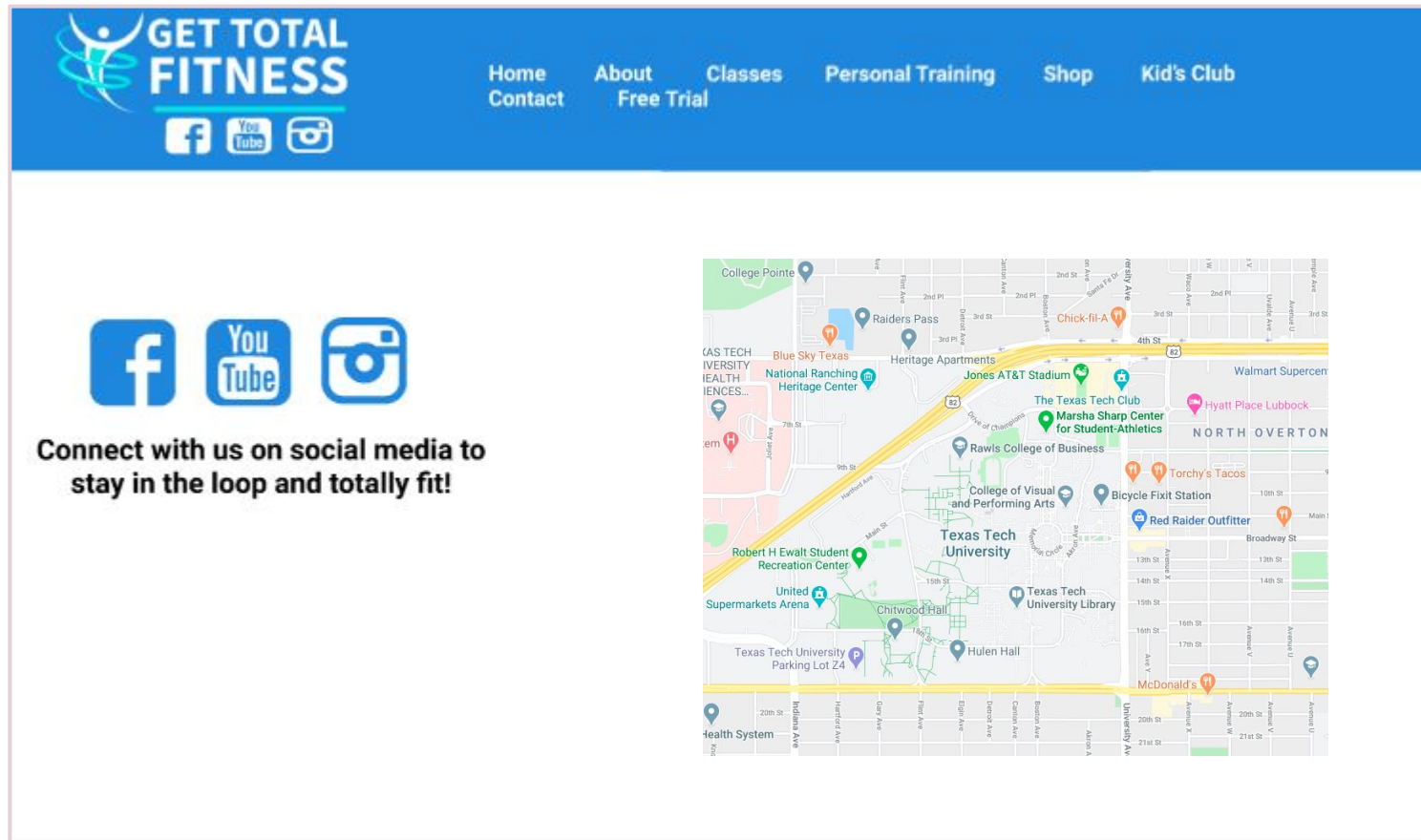
P= Physical Training  
D= Dietary Workshops

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
P 8:00AM-9:00AM		P 8:00AM-9:00AM		P 8:00AM-9:00AM		
P 9:00AM- 10:00AM	P 9:00AM- 10:00AM		P 9:00AM- 10:00AM		P 9:00AM- 10:00AM	
	D 10:00AM-11:00AM		D 10:00AM-11:00AM		D 10:00AM-11:00AM	
D 1:00PM-2:00PM		D 1:00PM-2:00PM		D 1:00PM-2:00PM		D 1:00PM-2:00PM
	P 2:00PM-3:00PM	P 2:00PM-3:00PM	P 2:00PM-3:00PM	P 2:00PM-3:00PM	P 2:00PM-3:00PM	P 2:00PM-3:00PM
P&D 3:00PM-4:00PM	P 3:00PM-4:00PM		D 3:00PM-4:00PM		P 3:00PM-4:00PM	
P 4:00PM-5:00PM		P 4:00PM-5:00PM		P 4:00PM-5:00PM		
	P 5:00PM-6:00PM		P 5:00PM-6:00PM		P 5:00PM-6:00PM	
P 6:00PM-7:00PM	D 6:00PM-7:00PM	D 6:00PM-7:00PM	D 6:00PM-7:00PM	D 6:00PM-7:00PM	D 6:00PM-7:00PM	

Medium Fidelity



# NEW WEBSITE – Location



Medium Fidelity



Next Online Class Starts In 04 mins 37 secs [JOIN](#)

GET TOTAL FITNESS IN-PERSON & VIRTUAL

About Personal Training Shop Kid's Club Location Free Trial

# SPRING SALE

BE QUICK IT IS THE LAST C

[View C](#)

## Get Total Fitness Swag

Drinkware

Unisex T-Shirts

Hats

Kids

Women

Nutritional Snacks

Bags

**GET STRONG.**  
Our state-of-the-art facilities offer free weights, and over 100 hightech machines.

**GET HEALTHY.**  
Programs include a balanced approach to total body wellness for food, nutrition and mental health.

Home About Classes Personal Training Shop Our Location

[Start Free Trial](#) [Our Location](#)

Next Online Class Starts In 04 mins 37 secs [JOIN](#)

GET TOTAL FITNESS IN-PERSON & VIRTUAL

About Classes Personal Training Shop Kid's Club Location Free Trial

## You Can Get Total Fitness @ Home.

GTF now offers virtual group and one-on-one classes that you can join at your convenience. Stream live or view our entire library of archived sessions online. Your monthly membership gets you unlimited access to any virtual group class. If you'd like to start with your own virtual, personal trainer, reach out to our staff today to learn more about our flexible payments and scheduling.

### Upcoming Virtual Classes

Today < > April 2020

	SUN	MON	TUE	WED	THU	FRI	SAT
9:00	Lower Body	Core Strength	14				
10:00		Morning Yoga	Morning Yoga	Morning Yoga	Morning Yoga	Morning Yoga	Morning Yoga
11:00		Strength Training	Strength Training	Strength Training	Strength Training	Strength Training	Strength Training
12:00		Yoga	Yoga	Yoga	Yoga	Yoga	Yoga
13:00		Hardy Ho Challenge	Hardy Ho Challenge	Hardy Ho Challenge	Hardy Ho Challenge	Hardy Ho Challenge	Hardy Ho Challenge
14:00		Power HIIT	Power HIIT	Power HIIT	Power HIIT	Power HIIT	Power HIIT
15:00		Hardy Ho Challenge	Hardy Ho Challenge	Hardy Ho Challenge	Hardy Ho Challenge	Hardy Ho Challenge	Hardy Ho Challenge
16:00		Power HIIT	Power HIIT	Power HIIT	Power HIIT	Power HIIT	Power HIIT
17:00		Yoga	Yoga	Yoga	Yoga	Yoga	Yoga
18:00		Strength Training	Strength Training	Strength Training	Strength Training	Strength Training	Strength Training

**Sign up for alerts**  [Add](#)

Add your email to receive free alerts for new classes and schedules.

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Home About Classes Personal Training Shop Kid's Club Contact Employment

[Start Free Trial](#) [Our Location](#)

Next Online Class Starts In 04 mins 37 secs [JOIN](#)

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Virtual Classes

Personal Training

Group Classes

Kid's Club

## You Can Get Total Fitness!

Get Strong. Get Healthy. Get Connected. Get Total Fitness! Our programs are more than machines. We believe that we must build our hearts and minds as we build our bodies. When you join GTF, you become part of a community who are passionate about physical, emotional, and mental health.

-Sean R., Personal Trainer

[See Class Schedule](#)

Home About Classes Personal Training Shop Kid's Club Contact Employment

[Start Free Trial](#) [Our Location](#)

# Thank You





# REFERENCES

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