

It's Working Out

Shifts Strategy to Reach More Consumers

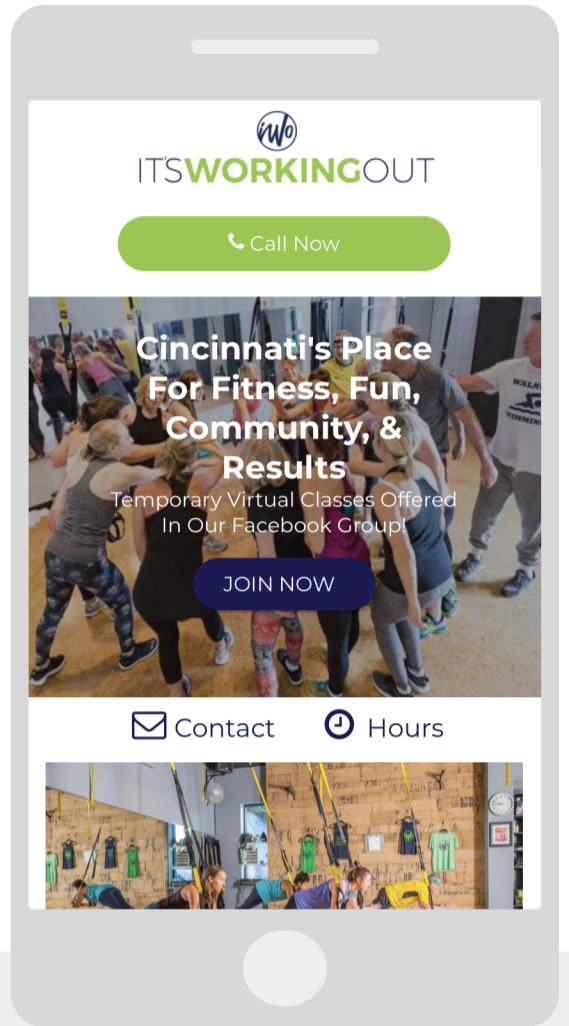


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Digital Marketing Works for Gyms and Fitness Centers

As a gym owner, you want to see your members thrive and find a workout routine that suits their needs. However, what happens when a disruption occurs, and your members temporarily can't follow their normal schedule?

Due to gyms and fitness centers in Ohio being forced to close their doors in the face of COVID-19, RevLocal client It's Working Out knew they needed to shift their digital marketing strategy to continue reaching their members.



How RevLocal Helped

At the beginning of COVID-19, Lindsay's client at It's Working Out was hesitant with adjusting their digital marketing strategy. Lindsay recognized that her client was fearful of what COVID-19 would do to their business, but not making adjustments to their digital marketing would hurt them and potential members more in the long run.

During the call, Lindsay discussed a strategy shift and how they could focus on their active members as well as becoming more visible to consumers online.

Lindsay explained that consumers who are cooped up at home during the shutdown will be wanting to hit the gym as soon as they reopen. By adjusting their marketing efforts now, It's Working Out will be able to reach consumers when they need gyms or fitness centers the most.

At the moment, the client realized the importance of digital marketing. Lindsay recommended a switch from Targeted Ads to RevLocal's Brand Expander option. Utilizing this strategy will help It's Working Out be more visible to consumers during their online searches.

With your marketing, it's important to make sure your strategy adjusts to the situation at hand. Our industry-experienced team will help you make the right decisions so consumers can benefit from your services or products.

Things to Think About

As a gym or fitness center during this time, important things to communicate to your customers are:

1. A change in your hours of operation.
2. Any specials or discounts upon reopening your business.
3. Any online classes while you're closed.
4. The ways you are supporting your community.

