



# The 2021 Digital Marketing Playbook

## For The Fitness Industry



Whether you're a solo personal trainer or a huge, all inclusive gym brand, digital marketing and content creation has become a pinnacle component of your marketing and brand awareness efforts. From buying ads across social channels to lure new members into the gym with sweaty, sexy interactive videos that target people based on location and other demographics, to wildy popular (during the height of the pandemic) live group workout streaming that people were (and still are) able to tap into through their instagram accounts to maintain their fitness. There seem to be endless strategies at your disposal when thinking about your digital marketing efforts in 2021.

**We've built a digital marketing strategy playbook for the fitness industry to give you the tools and techniques to launch your brand, grow your userbase and become a huge success.**

## — THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

# 01

## Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

# 02

## Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

# 03

## Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

# 04

## Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.

## 01

## Brand Identity + Creative

Memorable, captivating and cohesive branding in the fitness industry is necessary when trying to build a loyal base of followers and customers that will book classes, engage across social time and time again. To do this effectively, your digital footprint must emulate the ambiance, concept and experience equally as it does when someone walks through the doors of your gym and crushes their fitness goals. Of course there's no experience quite like being served a fresh dose of humble pie during a bootcamp class, but it starts online and continues through every point of engagement.

Click on an item for a full definition page with tools and helpful links.

- ☐ [Brand Design](#)
- ☐ [Brand Naming](#)
- ☐ [Full Identity Development](#)
- ☐ [Brand Strategy](#)



## 02

## Web Design + Development

Fitness web design not only has to be engaging, it also needs to be functional and effective. Many factors play into the design of a website including how easily you can extend the physical experience of your gym to your digital presence, how accessible your appointments are, how easily it is for a customer to book a session and if they can't make it to workout, how simple it is for a customer to book a virtual checkin. Color, easy to read content, and the ability to capture reservations and online class bookings and new memberships are just a few crucial items that cannot be overlooked when focusing on fitness web design.

Click on an item for a full definition page with tools and helpful links.

- |   |   |
|---|---|
| <input type="checkbox"/> <a href="#">Website Development</a>      | <input type="checkbox"/> <a href="#">Schema Markup Development</a>    |
| <input type="checkbox"/> <a href="#">Online Bookings</a>          | <input type="checkbox"/> <a href="#">301 Redirect Mapping</a>         |
| <input type="checkbox"/> <a href="#">Landing Pages</a>            | <input type="checkbox"/> <a href="#">Technical SEO</a>                |
| <input type="checkbox"/> <a href="#">Virtual Tour/Experiences</a> | <input type="checkbox"/> <a href="#">ADA Accessibility Compliance</a> |
| <input type="checkbox"/> <a href="#">Mobile App Development</a>   | <input type="checkbox"/> <a href="#">Performance Optimization</a>     |
| <input type="checkbox"/> <a href="#">CRM Integration</a>          |   |

## 03

## Digital Marketing

Whether you're an independent personal trainer, a yoga instructor or a national, high-end spin class chain, digital marketing is absolutely essential to your growth, staying power and success. Reaching members and enthusiasts via email, maxing out your visibility in local search engines, and connecting with potential new customers (as well as existing ones) on various social channels are just a small sampling of tactics gyms and trainers should be considering to continuously develop and expand on their revenue and operations. Digital marketing is crucial, as it ensures ongoing engagement with customers in your immediate vicinity and beyond.

Click on an item for a full definition page with tools and helpful links.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <a href="#">Organic SEO</a>             | <input type="checkbox"/> <a href="#">Paid Social</a>                 | <input type="checkbox"/> <a href="#">Google Tag Manager</a>        |
| <input type="checkbox"/> <a href="#">Social Media Management</a> | <input type="checkbox"/> <a href="#">Demand Generation</a>           | <input type="checkbox"/> <a href="#">Retargeting</a>               |
| <input type="checkbox"/> <a href="#">Content Marketing</a>       | <input type="checkbox"/> <a href="#">PPC / Display Ads</a>           | <input type="checkbox"/> <a href="#">Database List Acquisition</a> |
| <input type="checkbox"/> <a href="#">Email Marketing</a>         | <input type="checkbox"/> <a href="#">Influencer Marketing</a>        | <input type="checkbox"/> <a href="#">Lookalike Audiences</a>       |
| <input type="checkbox"/> <a href="#">Account Based Marketing</a> | <input type="checkbox"/> <a href="#">Integrated Marketing Stacks</a> | <input type="checkbox"/> <a href="#">Channel Development</a>       |
|  |  | <input type="checkbox"/> <a href="#">Blogging</a>                  |

# 04

## Strategy + Analytics

The ability to process every data point related to your fitness marketing efforts, is and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your google listing, all the way to the moment they book a class online, through to when they've paid for that one on one training session. POS integration, CRM integration and tracking + analytics platforms may all feel like overkill, especially if you're a solopreneur, but they paint an important view of how you're being found, how customers are interacting with your business, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

☐ [Strategy Development](#)

☐ [Analytics + Tracking](#)

☐ [Customer Profiling](#)

☐ [Competitive Research](#)

☐ [Capabilities Assessment](#)

☐ [ROI Tracking + Reporting](#)

☐ [Webmaster Tools](#)

☐ [Data Studios + Dashboards](#)

— SO HOW'S IT GOING?

# Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)



## — SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

**Brand Identity + Creative**

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

**Web Design + Development**

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

**Digital Marketing + Advertising**

The days of "If you build it, they will come" are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

**Strategy + Analytics**

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)