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The role of business development strategies in corporate fitness centre

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Abstract

Business development is playing a very vital role in the fitness industry development. Use of different types of strategies, digital marketing, interest of customer awareness in health and fitness. Its sum of keys is helpful for the business growth. Business is always depends on the customer relationship. So, always maintain the healthy relationship for successful business development in fitness industry.

Keywords: Business development, fitness centre, corporate, digital marketing

Introduction

Today, fitness gyms and private health clubs are a huge global business. Fitness has turned into a folk movement, but not one comparable to the old 20th-century movements, often connected to national sentiments, but instead a highly individualized preoccupation. In this article the historical development of modern gym and fitness culture is described and an analytically developed approach to the understanding of the emergence of this multi-billion-dollar phenomenon is developed. The analysis suggest that the techniques, tools, and physical exercises used today in gyms all over the world are the results of a physical culture developed and refined during the 20th century. The body ideals, exercises, techniques, and the pedagogy of fitness have become an increasingly international enterprise. A tentative analysis of the globalization of gym and fitness culture is developed and presented.

Ways to Promote Your Fitness Business

Marketing your gym is an ongoing process. Placing an advertisement periodically here and there will not be enough for your business to survive. You always have to be proactively thinking about the next promotional idea, slogan, or campaign. There are a handful of ways that are cost efficient and will effectively promote your gym business your within your immediate target area. Here 10 some strategies to help get you started.

1. Charitable event for short term and long term promotions.

A short term promotion idea would be to donate all new members' first month dues or signup fees to the on Veteran's Day. A long term example would be to host a running program dedicated to get your members in shape for the. Then offer 50% of the proceeds for the running program to be donated to the Wounded Warrior Project. On the day of the run, you can also supply your gym brand running apparel for even greater recognition!

2. Sponsorship in fitness centre

You can do this in a number of different ways. To start, you can offer them free branded gym products to use and wear during their performance or competition. If the free products are not enough incentive, you can always offer free membership and/or training packages in exchange for them becoming a walking billboard for your gym. They do not have to be a professional in their field or even have to win the competition in order to make an impact. Just the mere association of your gym's name will give you a good promotional boost.

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3. Press releases

Approach your local newspapers and magazine companies. You can generally do this by going online to their websites. Most will have a “submit press release” link or a “new tip” link. At the very least, you can still contact them via email and attach your written press release. You can submit press releases on topics relating to the considerable benefits of working, or write about any specific noteworthy accomplishments of your fitness centre or those accomplishments of someone that works out at your fitness centre. Press releases are generally not a platform to directly promote your gym but simply have it become more recognizable within your community.

4. People love freebies

Offer free personal training, nutritional counselling, or smoothies. Offer whatever you can to get them interested in your business. Don't forget that with you give away, you are also giving away your first impression of customer service. You have to show member prospects that you are genuinely interested in their health and fitness and that you stand behind your gym business. You can do so by assuring them that they have nothing to lose by trying out your services. Talk to them and engage them in about the immense benefits that can be derived from regularly working out in a social and accountable environment. With the freebies, genuine interest, and excellent customer service, they will surely come back for more.

5. Flyer campaigns after 3 months.

Although this seems like such a simple concept, do not underestimate it. People are usually drawn by flyers. People have something to touch and carry with them as reminders. Make sure that your flyer design is attractive and contains factual details. Don't forget to offer an incentive that has a deadline.

6. Involved in your community

Find out local community events that deal with health and fitness. Volunteer, and set up a booth. If you are consistent with this, your exposure will accomplish brand recognition.

7. Have a stack of business card always with you.

You will never know when you will need them. Every time you hand your business card to a person, that person becomes a potential customer. Even as a customer yourself at the local business surrounding your gym, you will make small talk that will eventually may lead to an offer to leave cards at their front station. Make sure that these business cards offer an incentive to come into the gym to check it out. Also be sure to offer the same to your business neighbours and leave some of their business cards at your reception area too.

8. Get a Sign Spinner!

What better way to promote your gym than to get a mascot to spin your sign. If your gym doesn't have a mascot uniform or costume, then get one. Hire a sign spinner to dance and workout on the corner while spinning your fitness business sign. This is both fun and attention grabbing. It will also make your business unique from the gym down the street.

9. Involve social media

I just saw and the other night and the sharks ripped into the creator of, not because they thought he had a bad product, but because of the way he DID NOT market it. He failed to use the internet and social media outlets to sell. In this day and age, this is now marketing 101. If you do not have a, potential

offers and prospects will swim right past you, will the sharks tear right into you.

10. Never ignore the power of WOM.

WOM stands for word of mouth. Although this is the most potent type of free promotion, it is also one that may have you work the hardest and the longest for. Your customers will give outstanding reviews of your gym but this will require time. You first have to earn their trust and loyalty. After staying true to your word, providing, and genuinely showing interest in their health and fitness goals, they will recommend your services to their friends and family.

Digital Fitness Marketing

1. Slimdown Facebook Promotion

A slimdown Facebook promotion is perfect for a group of women looking to get in shape for summer. Trying to attract new members to your gym, the “Summer Slimdown” would be a unique program that a coach would put together for fast weight loss and a toned summer body.

Marketing this as a special 6-month high-intensity program that is different from the regular class workouts. New members would sign up for six months at a special price and once they are hooked and love the results they see they would sign up for a long-term commitment to your gym.

2. Special offer's on Gym Anniversary

On your gym anniversary run a promotion for the first 20 non-members that visit the gym.

Evaluate your membership and provide a unique offer that will get people in the door. When the 20 people do arrive, make sure you give them a tour, introduce them to the coaches/trainers and make them feel welcome.

3. Corporate Challenge

The winning business either a free membership for 6 months, products (such as vitamins, protein powder, etc.) or a trophy (because everyone loves to brag with a trophy).

Business owners are innately competitive and getting them to have a friendly competition with other business owners will get everyone working towards a goal, and bring more sales to your gym.

The competition could be whatever suits your gym. It could be weight loss, the total time devoted to working out, increasing in strength, or training for a triathlon or something like Tough Mudder.

4. Free Training Day

Create a landing page where non-members can sign in with either Twitter, Facebook or email to receive a free one-to-one session with a personal trainer or join in for a class.

When the individual uses one of the above methods to sign-up to get the free class you have their information to provide them with more information even after they claim their free training.

5. Offer a one-week pass for new check-ins via Foursquare or Facebook

Everyone is glued to their phones so why not take advantage this and provide a free week pass to new check-ins on Facebook and Foursquare.

Promote your offer on Facebook via an ad and only show it on mobile phones. Lure them with a free week of workouts and make sure you have a way to sign them up after the one week is over.

6. Free month pass for a guest with a Google Review

Google reviews not only look good when people are searching for a gym to commit to but people really read them and it helps your business rank higher than your competition in and more than not, it influences their decision. If you're lacking in Google reviews get your members to leave you reviews and provide everyone that does a free month pass to give to whoever they wish.

7. Feature a Gym member every week or month

Do you have exceptional gym members that are working super hard to reach a goal? Of course you do! Always Make your members feel special by featuring a member of the week or month on your website and social media accounts.

Everyone likes to be recognized and there is no better way to keep your members happy than them knowing their personal trainers and coaches are paying attention.

Take a photo of your special member during or after a workout, share why they are so spectacular and recognize them on your digital channels. Want to take it one step further, create special t-shirts that have a special saying or acronym on them. These shirts cannot be given to everyone but it has to be earned. Only featured members get to have them.

Fitness marketing is not only about attracting new members but keeping your current members happy.

8. Answer member questions via blog posts

You know those questions that members continuously ask you during class? Answer those questions on your website. Not only will these blog posts help with current members but now you have a place your members can turn to for resources and FAQ's.

9. Weight loss Challenge

Make the challenge open to everyone for a fee. You can give current gym members a discount since they will be paying extra to be part of the challenge.

A weight loss challenge accomplishes two great things. It helps members reach their goals and it gets non-members in your gym.

10. Provide Meal Plans

One of the most difficult aspects of fitness and having a healthy lifestyle is nutrition! You know food is a constant battle with members so give them a helping hand with meal plans!

A big problem with eating healthy is that most people don't know what to eat or how to make "healthy" food taste good. In addition to being an example provides your members and even non-members meal plans to make their life easier.

Marketing

Marketing is as old as mankind. Fitness services provider trying to attract customer, students, actors promoting films, politicians seeking votes, Insurance agents selling new policies are examples of marketing in practice. Business need to practice marketing for achieving growth and generating profits to survive. Marketing is the process of finding consumer needs and serving those needs profitably. Thus customer is the heart of marketing activities. Marketing people is involved in Marketing 10 types of entities: -



Stage model of buyer behaviour

Identify the Problem

The buying process starts when the buyer feels a problem or need. The need can be triggered by internal or external stimuli. E.g. A person may feel hungry internally or may be sight of sumptuous meal or a smell of delicious food act as an external stimulus to\ arouse want of food in him. Marketer try to stimulate the needs and help people identify these needs by intelligent use of market offering such as product, packaging, pricing or promotions.

1) Information Search

A customer who realizes his need for the services will try to gather information regarding the requirement. Information search helps customer to understand the product better and also create awareness about competing environment. Past purchase experiences will reduce the time required for information search. The information can be gathered from several sources like:-

- **Personal Sources:** Family, Friend, Neighbours, acquaintances.
- **Commercial Sources:** Advertising, Salespersons, Dealers, packaging, displays.
- **Public Sources:** Mass media, Research organizations.
- **Experiential Factors:** Past experiences, free trials.

Generally, customer receives the most information from commercial sources. However, the most effective information comes from personal sources. As the customer gathers more and more information, his awareness level about the product and competing brands and their features will increase. The marketer must identify relative importance of different information sources which will help in designing effective marketing communication.

2) Evaluation of Alternatives

Customer analyses the information available with him to select the right training place. The criteria to evaluate a service may differ depending on buying situation, level of involvement etc. The evaluation is based on rational and conscious thinking as well as mental processes such as perceptions, attitudes, predispositions etc. During this stage customer assigns relative importance to different attributes of the brand or product on the basis of accumulated information and draw conclusions about their relative potential to satisfy his desired needs.

3) Purchase Decision

Purchase decision involves five sub decisions: a brand decision (what to buy?), vendor decision (Where to buy?), quantity decision (How much to buy?), Quality decision, timing decision (When to buy?) and payment decision (Cash payment or credit payment). Purchase is consumer commitment for a product. This stage completes the transaction.

4) Post Purchase Behaviour

After purchasing and consumption, customer will experience some level of satisfaction. If the performance of the services meets his expectations, he will be satisfied. If performance of the services exceeds his expectations, he will be delighted and if it falls below his expectations he is dissatisfied. Post purchase behaviour refers to the behaviour of the consumer after the purchase and it depend upon customer's experiences of using the services and degree of satisfaction. A satisfied customer may involve in continue membership. However, the delightful customer becomes a brand advocate spreading positive image of the brand. A dissatisfied customer not only abstains from repeat purchasing but may also bad mouth the product or brand. Post purchase behaviour also includes learning about the ways product is used and disposed. The study may reveal new usage of the product or threats caused to environment by wrong disposals. It may also help customer to design marketing mix. E.g. Company may develop eco-friendly packages or buy back schemes to improve on sales of new product. The company may also launch refillable packs.

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