

5 Steps to Building Awareness

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5 Steps to Building Awareness

1. Determine your target audience

It's very easy to make the assumption that your target audience should simply be "everyone," but a proper target audience should be determined by deciding who your most profitable prospects are.

Ask yourself these questions:

- *Who can afford a membership at my club?*
- *What types of people use the equipment I have?*
- *With what age groups are my trainers most successful?*
- *Who comes to the classes we offer?*
- *Who uses our premium services?*
- *Whose needs are best met at my club?*
- *How far are people willing to travel to work out?*

By asking these questions and taking a look at your current members, you should be able to get a good idea about:

- *The geographic radius around your club that people will travel*
- *The age group most likely to benefit from your offerings*
- *The income a person needs to have to be able to be a member*

Once you figure these things out, you've determined your target audience and can use that information to decide on your messaging and acquire a mailing list of people who meet those criteria.

2. Let people know you're nearby and what you have to offer

Once you've acquired a mailing list of your target audience, reach out to them and let them know you're nearby and what you have to offer. Since you've determined a radius of how far people will travel to work out, and you're only contacting people within that radius, you can say something like "we're in your neighborhood!"

If you want to make the message even more effective, you can **personalize** each mail piece with their name and even include exactly how far their house is from your club. Which sounds more effective: "we're in your neighborhood," or "Just 3 miles away from home!"?

Notes

Once you determine the demographics of your target audience, create a profile of a few imaginary people who meet those criteria.

For example:

Mary is a 23-year-old who makes \$40,000 a year and lives in the heart of San Diego. She enjoys bowling and playing volleyball. Her main goal for working out is to build strength in her legs and tone her abs.

Creating imaginary people and considering how you would target those specific people is easier to do than deciding how to market to an entire group of people.

Notes

At Partners Marketing, we can help you acquire a mailing list of your target audience.

We can also use a database of current members and analyze that list and find similar prospects who have the same demographics in your area.

Personalization: Using variable information, we can add personalized information on each of your mail pieces specific to the individual receiving it. Adding this extra personal touch increases response rates.

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Be sure to let your audience know about everything you have to offer and why they should join your club.

3. Get your club's name in their minds

The main goal of building awareness is to get your club's name into the **evoked set** of your target audience. When someone asks you about different purchases, you typically have a pre-made list ready to go.

Say someone asks you what you'd like to drink. Your automatic answer may be "lemonade." If there is no lemonade, iced tea will suffice. What's next? Water? Soda? This list that your brain automatically generates is your evoked set for beverages. Making your club familiar enough to be in someone's evoked set is a significant step towards gaining them as a member.

An effective way to get your club's name in the minds of your prospects is to hand out promotional products with your logo on them.

It's very possible that these people aren't currently in a workout routine, so be sure to pick items that they will find useful but still falls in line with your brand's image. Choose items that people will keep and use regardless of what's printed on it.

Having your club's name seen regularly and often could be what makes your club their first choice when they finally decide it's time to start working out.

4. Make everyone who passes by aware of your great offers

Having signage up in front of your club showing off what your club has to offer is a great way to get passers-by to stop and walk in the door. It's usually a good idea to regularly change your outdoor signage so that it doesn't become too familiar and eventually ignored. By changing your special weekly and swapping out the main color of your banner, you're keeping things fresh and avoiding being ignored.

Evoked Set: a group of products or companies that come to mind when considering a purchase

Example

Promotional products people tend to hold on to regardless of what's printed on it:

- Note Pads
- Pens
- Sticky Notes
- Water Bottles
- Letter Openers
- Jar Openers
- Can Insulators

There is an extremely wide range of products you can have your logo imprinted on. To do a search of all available products, click [here](#).

Example

A few different types of outdoor signage:

- Banners
- Flags
- Yard Signs
- Flexi Billboards
- Wacky Wavers

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5. Give them details about why your club is perfect for them

Once you've caught the attention of a prospect, be sure to have something available that gives them all the details they may want to know about what your club has to offer.

It could be something as simple as a card, a trifold brochure, or an entire booklet or packet about your club; just be sure it's appealing enough to draw someone into your club.

You want to give them all the information they would need to know – but don't drown them in text. Ensuring that it is easy-to-read and flows well is very important. Use bulleted lists along with pictures and graphics to convey a lot of information quickly and easily.

Check out our other guides!

We're here to do whatever we can to help you succeed in owning and running your fitness club. We've created these informational guides to help you define and achieve your marketing goals.

If you have any questions about marketing or how we can help you promote your club, don't hesitate to contact us.



Notes

Things to be sure to include:

- Your logo
- Location(s)
- Hours
- Website
- Contact Info
- Equipment available
- Classes Offered
- Premium Services (spa, massages, etc)
- Other Amenities (pool, courts, sauna, etc.)
- Membership Types Available
- What makes you unique compared to competitors