



SmartFit Report



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MKTG 4890.001

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“Providing a framework for consumers to become the best active version of yourself”

PRODUCT OVERVIEW

Introducing our revolutionary fitness app, **SmartFit** – your ultimate companion on the journey to a healthier, fitter you. With cutting-edge features and a user-friendly interface, FitLife Pro is designed to seamlessly integrate into your lifestyle, providing personalized guidance and motivation every step of the way.

Key Features:

- **Customized Workouts:** Tailor your fitness routine to your goals, whether it's weight loss, muscle gain, or overall well-being.
- **Smart Tracking:** Our app effortlessly tracks your workouts, calories burned, and progress, giving you real-time insights into your fitness journey.
- **Nutrition Guidance:** Achieving your fitness goals goes beyond the gym. SmartFit provides expert nutritional guidance, offering personalized meal plans and nutritional insights to fuel your body optimally.
- **Personalized Coaching:** Benefit from personalized coaching tips based on your performance and goals.
- And more!

Embark on a transformative fitness journey with SmartFit – Download now and unlock a world of possibilities for a fitter, healthier, and happier you!



Mission

SmartFit is an American brand that focuses on providing comprehensive and personalized fitness and health solutions that revolutionize the way individuals approach their well-being. We are committed to delivering cutting-edge technology, expert guidance, and a supportive community, enabling our users to embrace a healthier, happier, and more active lifestyle. Through innovation and unwavering dedication, we strive to make SmartFit an integral part of every person's journey toward a more fulfilling and healthier life.

Vision

By the end of 2028, to maintain the #1 position as the leading personalized fitness and wellness app in the United States, we will achieve the following objectives:

- Empower individuals to seek healthier lifestyle practices.
- Design a progressive framework to help consumers achieve their health and fitness goals

SWOT ANALYSIS

Strengths

- **Quality Content:** The app offers healthy recipes, calorie counting, and workout plans created by fitness and nutrition experts.
- **Intuitive Interface:** The app has a user-friendly interface, making it easy for users to navigate and access relevant information.
- **Tracking Functions:** It incorporates progress and achievement tracking tools, motivating users to stay committed to their goals.
- **Variety of Recipes and Workouts:** It offers a wide range of recipes and training programs, adapting to different preferences and fitness levels.
- **Personalized Notifications:** The app sends personalized reminders and notifications to help users stay on track toward their goals.

Weaknesses

- **Dependency on Internet Connection:** The application may be less accessible for users who have Internet connection limitations.
- **Market Competition:** The fitness app market is saturated, which could make it difficult to differentiate the app.
- **Limitations on Personalization:** There may be limitations on the ability to customize training plans and recipes based on individual preferences.
- **Development and Maintenance Cost:** Developing and maintaining high-quality content can be expensive and requires ongoing resources.
- **No established client base/brand awareness.**
- **Pay wall for premium offerings could deter price sensitive customer (targeting college students)**
- **No prior recorded data on success of app.**



Opportunities

- **Content Expansion:** There is an opportunity to expand the offering of recipes and training programs to attract a broader audience.
- **Integration of Social Networks:** The app could integrate social features for users to share their achievements, which could increase app awareness and user engagement.
- **Collaborations with Experts:** Collaborations with renowned chefs and renowned trainers could increase the credibility and quality of the content.
- **Affiliate Programs:** Setting up affiliate programs
- **Creation of Smart fit can expand into greater possibilities within the health and wellness market.**

Threats

- **Changes in Fitness Trends:** Trends in fitness and nutrition can change quickly, which could affect the app's relevance.
- **Privacy and Security Issues:** Concerns about data privacy and security could affect users' trust in the app.
- **Fierce Competition:** Competition with other fitness and wellness apps could impact user engagement and retention.
- **Changes in Mobile Platform Policies:** Changes in app store policies may affect app visibility and distribution.
- **Declining savings in the American population**



4P's Marketing Table

PROMOTION

- Website, Instagram, Facebook, Fitness Conferences, Tik Tok
- Partnership with local gyms for personalized fitness coaching

PLACE

- Online Fitness App
- Website

PRODUCT

- Food/Calorie tracker (add perks)
- Personalized fitness coach (add perks)
- Smoothie and easy food recipes (add perks)

PRICE

- \$40 a month subscription
- Additional perks
\$1.99-\$5.99 per month



Target Market



REGULATORY INFLUENCES

Primary Target

- Individuals aged 18-45 who are health conscious.
- Fitness enthusiasts interested in personalized and data-driven training.
- Young adults with access to smartphones and a desire for convenience in their fitness routines. Those who DON'T like gyms.
- People with varying fitness levels, from beginners to advanced.
-

Secondary Target

- Individuals looking for tailored/disciplined workout plans.
- Busy professionals with limited time for fitness.
- Fitness enthusiasts interested in advanced analytics and tracking. An additional benefit could be to have enthusiasts post their workout plans.

GLOBAL ECONOMIC FACTORS

Demographics: DFW has a diverse population, including a mix of urban and suburban residents. Consider targeting professionals, families, and health-conscious individuals across different age groups.

Fitness Culture: The region has a strong fitness culture with a multitude of gyms, fitness studios, and outdoor activities. Position SmartFit as a comprehensive solution that complements existing fitness practices.

Technology Adoption: DFW residents are generally tech-savvy. Leverage cutting-edge technology as a core aspect of SmartFit's offerings to appeal to this demographic.
Corporate Wellness: Collaborate with local businesses to provide corporate wellness programs, tapping into the growing trend of companies promoting employee well-being.

Community Engagement: Engage with local events, sports clubs, and health expos to build brand awareness and establish SmartFit as an integral part of the DFW fitness community.

Target Market

POTENTIAL MARKETS

Underserved Communities: Identify and target underserved areas or communities within DFW where access to personalized fitness solutions may be limited. This can involve partnerships with community centers or initiatives to make SmartFit more accessible.

Specialized Niches: Explore specialized niches within the fitness market, such as tailored programs for seniors, postpartum fitness, or those with specific health conditions. This can open up new avenues for growth.



Technology-Resistant Segments: While DFW is generally tech-savvy, there may be segments less inclined towards technology. Develop strategies to address their concerns and showcase the user-friendly aspects of SmartFit.

Home Fitness Market: With the rise of remote work and home-based activities, tap into the growing demand for home fitness solutions. Develop virtual classes, interactive apps, or home fitness equipment to cater to this market.

Competitor Analysis

MY FITNESS PAL

- Provides a food tracker service with categorized food entry, with an extensive database of over 6 million foods
- Offers healthy meal planning ideas
- Syncs with Apple Health App to track steps and record calories burned
- MFP holds the largest market share in the fitness industry

NIKE TRAINING CLUB



- 185+ free workouts recommended based on fitness goals
- Access to content from certified, professional, and famous trainers/experts
- Nike branding to provide credibility for its workouts, leading to being one of the most successful workout focused apps, with over 30 million downloads to date
- Doesn't offer personal 1 on 1 coaching, which SmartFit does offer

STRAVA

- Strong focus on community with leaderboards and the ability to post completed workouts
- Strava clocks your time, distance, speed, and other relevant factors about your activities while you're doing them.
- With over 90 million users, it is clear Strava has reaped the rewards of developing such an integrated social experience.

CREATING A ONE STOP SHOP FOR ALL OF ONES HEALTH AND WELLNESS NEEDS

MORE WORKOUT FOCUSED



MORE DIET FOCUSED



Campaign Agenda

Year 1

Phase 1: unlocks Partner with Anytime and 24-hour Fitness gyms across the United States. Partnerships with gyms will be in urban populated areas where our target market frequents. The app will be launched at a premium price with perks throughout its first year.

Price: \$40 monthly with a limited-time deal of 50% for college students. New subscribers will receive a one-month free trial at sign-up.

Food/Calorie tracker (add perks) for \$1.99 a month.

Personalized online fitness coach (add perks) free for students.

Year 2

Phase 2: unlocks Smartfit will begin partnerships with influencers to promote the app and boost marketing across various channels of communication. Influencers will be given a unique code that gives customers money off (ex: \$15 off for one month).

Year 3

Phase 3: unlocks Motivational messaging and Journal tracking features will unlock for \$3.99 a month.

Rollout PR packages to influencers we have previously worked with to promote (merch, pre-workout, water bottles, etc.).

Giveaways for merchandise will take place via Instagram to increase following, interaction, and engagement.

Campaign Agenda Continued...

Year 4

Phase 4: unlock Smartfit will enroll and participate with its own booths at global fitness conferences.

Loyal fans and sponsored fitness guru's will be invited to participate and represent Smartfit as a brand.

Year 5

Phase 5: unlocks with the continuation of services from years 1-4 and introducing Partner with food subscription services (Hello Fresh and more.)

Smoothie and meal prep recipes (add perks) \$3.99 a month

Social Media Content and Branding



GOALS

- **Brand awareness:** Let more people know about the product and who we are
- **Community creation and engagement:** Create a healthy community
- **Teach everyone the app usage and benefits**
- **User interaction/engagement with the company**

STRATEGY

- We leverage TikTok and Instagram, which are prominent platforms known for their visual appeal, to enhance brand identity. This involves using carefully selected colors, fonts, and logos.
- Our content strategy includes exciting elements like fitness challenges endorsed by popular fitness personalities on the platform, collaborations with fitness influencers, informative tips and tricks, authentic testimonials, and engagement with trending video formats. We also share videos addressing specific muscle groups and fitness goals to cater to our audience's diverse interests and needs.



SOCIAL MEDIA CONTENT

Social media content is important to have different types of content that helps our costumers to know our brand

Hashtags



- For challenges
 - #SmartFitweekChallenge
 - #SmartHealthy
- Our hashtags:
 - #FitWithSmartFit
 - #SmartFitSquad

Influencers:



- Influencers will take part on our challenges
- Influencers will participate on special events for the brand
- Brand partnerships

Weekly work out Chalenger



- Challenge yourself to commit and share content every day with the weekly fitness plan

Community engagement



- TikTok and Instagram life
- Community Q/A
- Sharing content from our costumers

Eat healthy challenge



- Calendar of weekly meals and recipes for users

Education



- Make tips for a healthy life
- Forums
- How to use our app

BRANDING AND INSTAGRAM POST

A visual of our brand colors and how they will be used in our social media posts.

The following post are an example description of the content that we would like to see in the social media.

OUR LOGO



 SMARTFIT
HEALTHY EATING WITH SMARTFIT



 SMARTFIT
THE WEEKLY CHALLENGE

MONDAY: LEGS

- Squat - 25
- Deadlifts - 10
- Lunges - 15
- Hip Thrusts - 15

TUESDAY: ABS

- Plank - 30s
- Hip rotate - 20
- Abs - 60
- Crunches - 30

WEDNESDAY: ARMS

- Dumbbell rows - 12
- Shoulder-press-15
- Push ups 10
- Bend over rows - 10

THURSDAY: CARDIO

- Run - 30 min
- Burpees - 10
- Bikes - 30 min
- Scalator - 15 min

FRIDAY: BACK

- Back extentions
- Pull down - 10
- Pull ups - 10
- Inverted row - 10

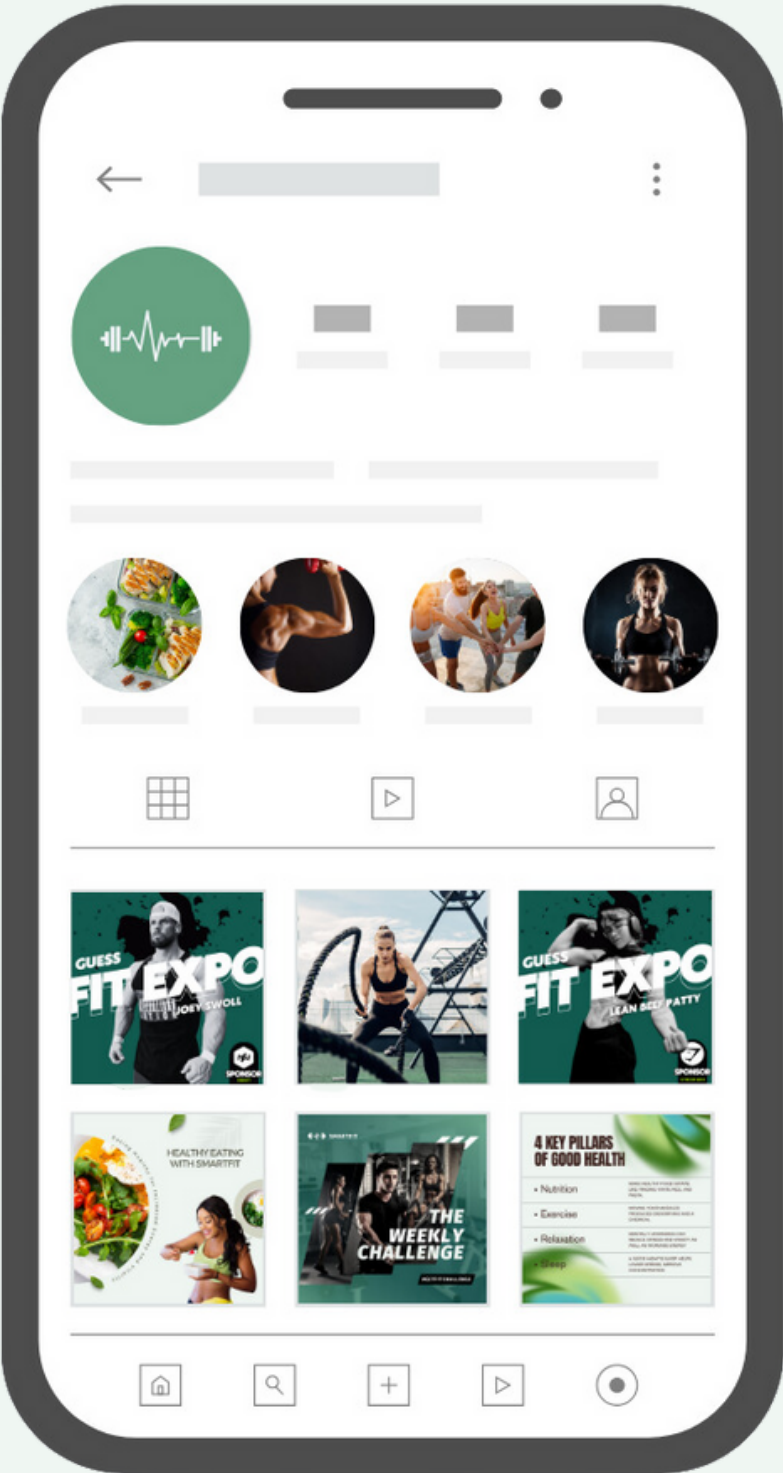
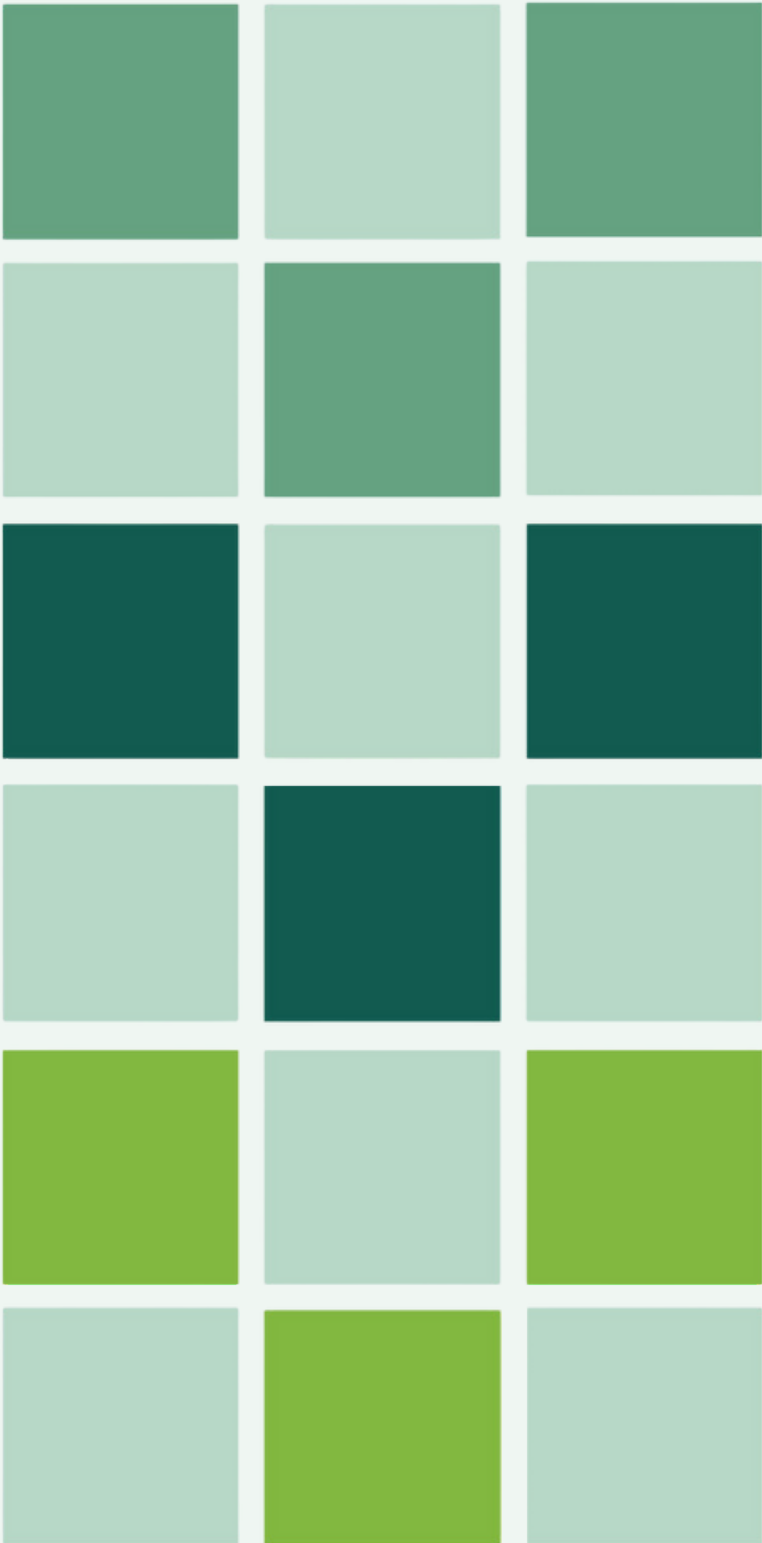
#GETFITCHALLENGE

FEED AESTHETIC

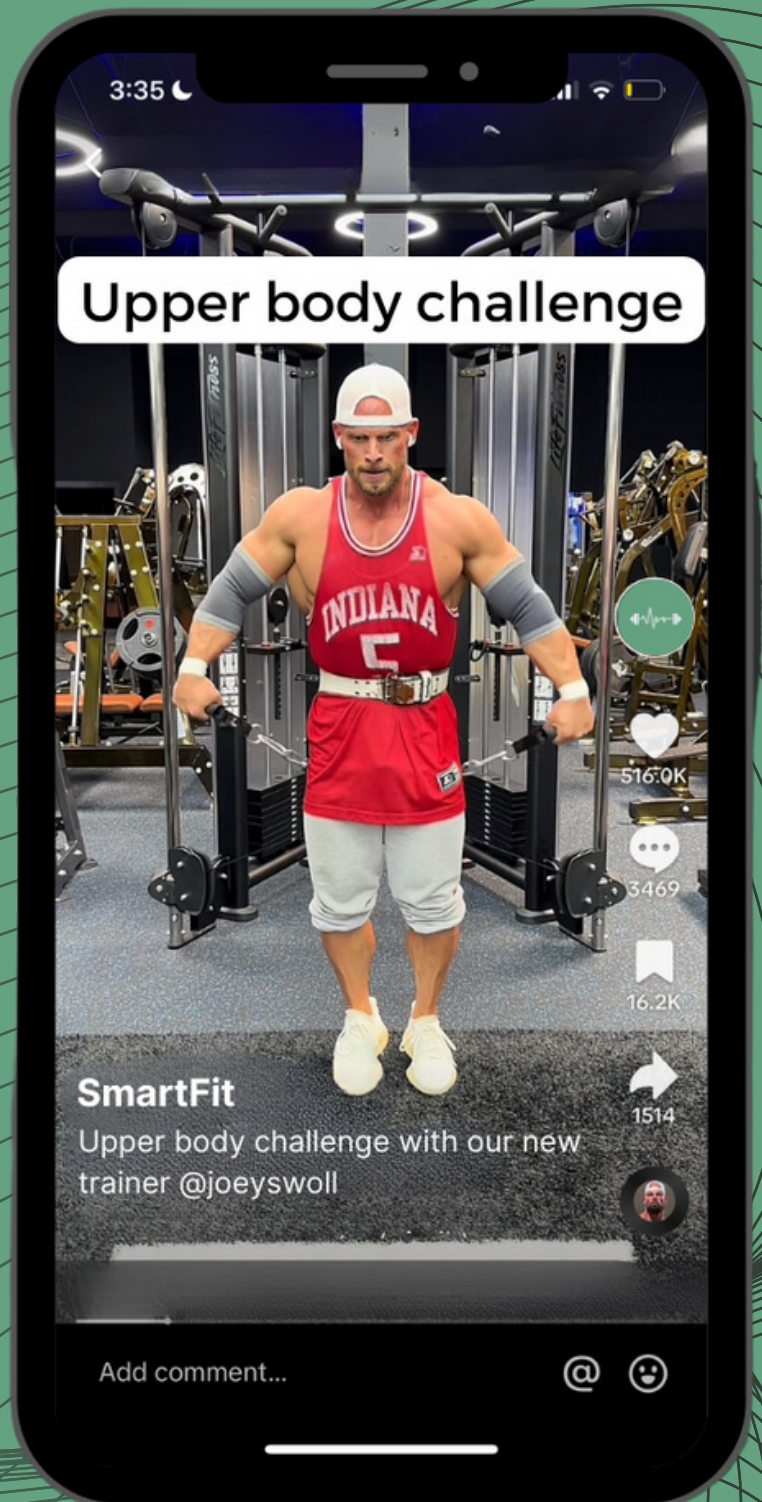
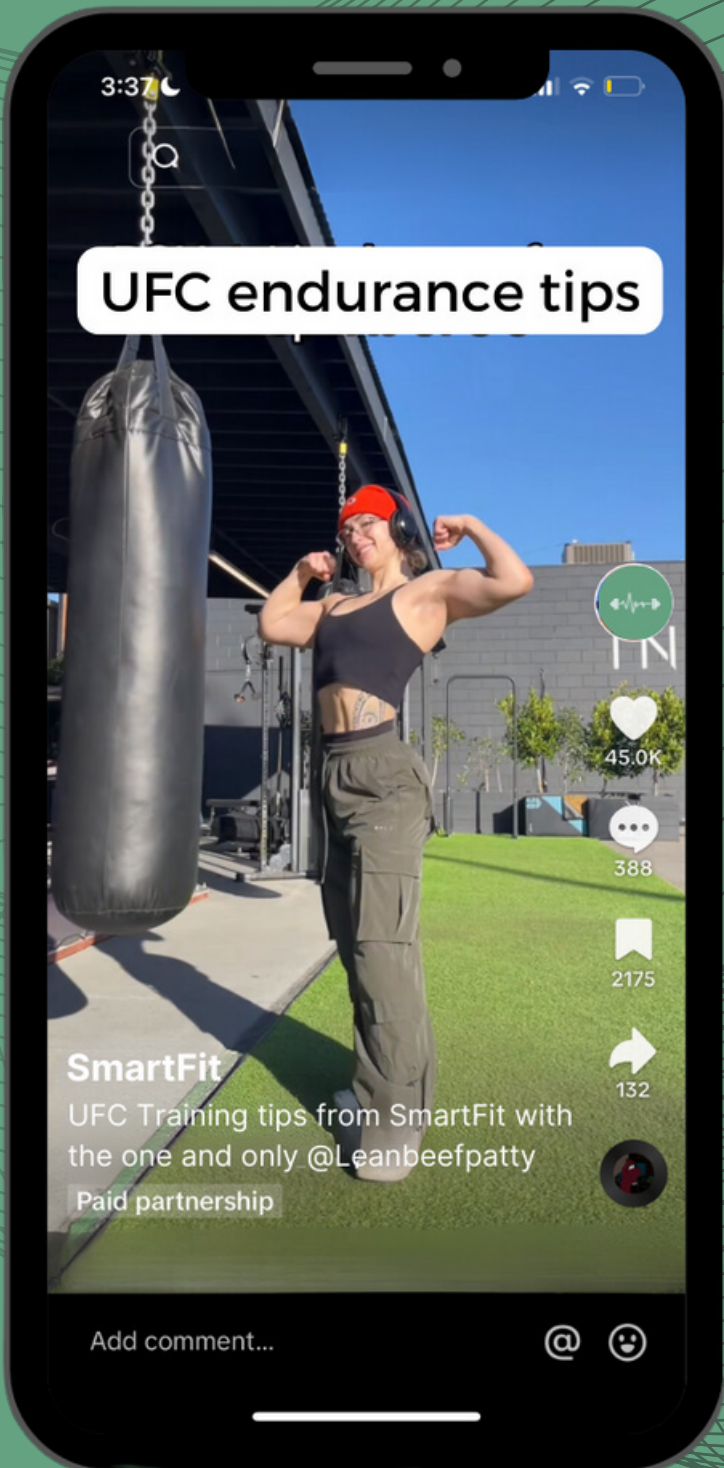


This is the way that our feed brand colors are going to be displayed in our social media

This is a visual example of how they will look in the actual feed



TikTok/Reel Content

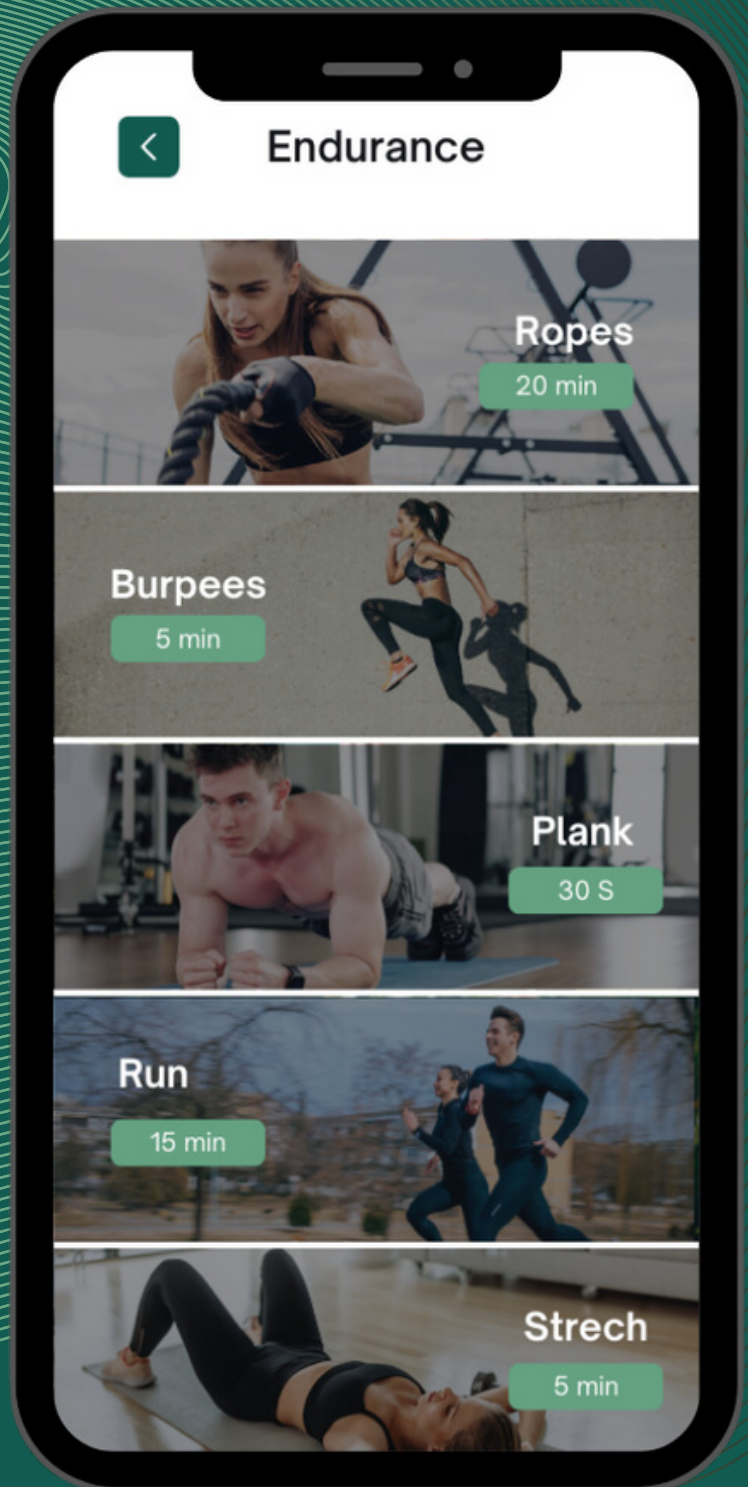
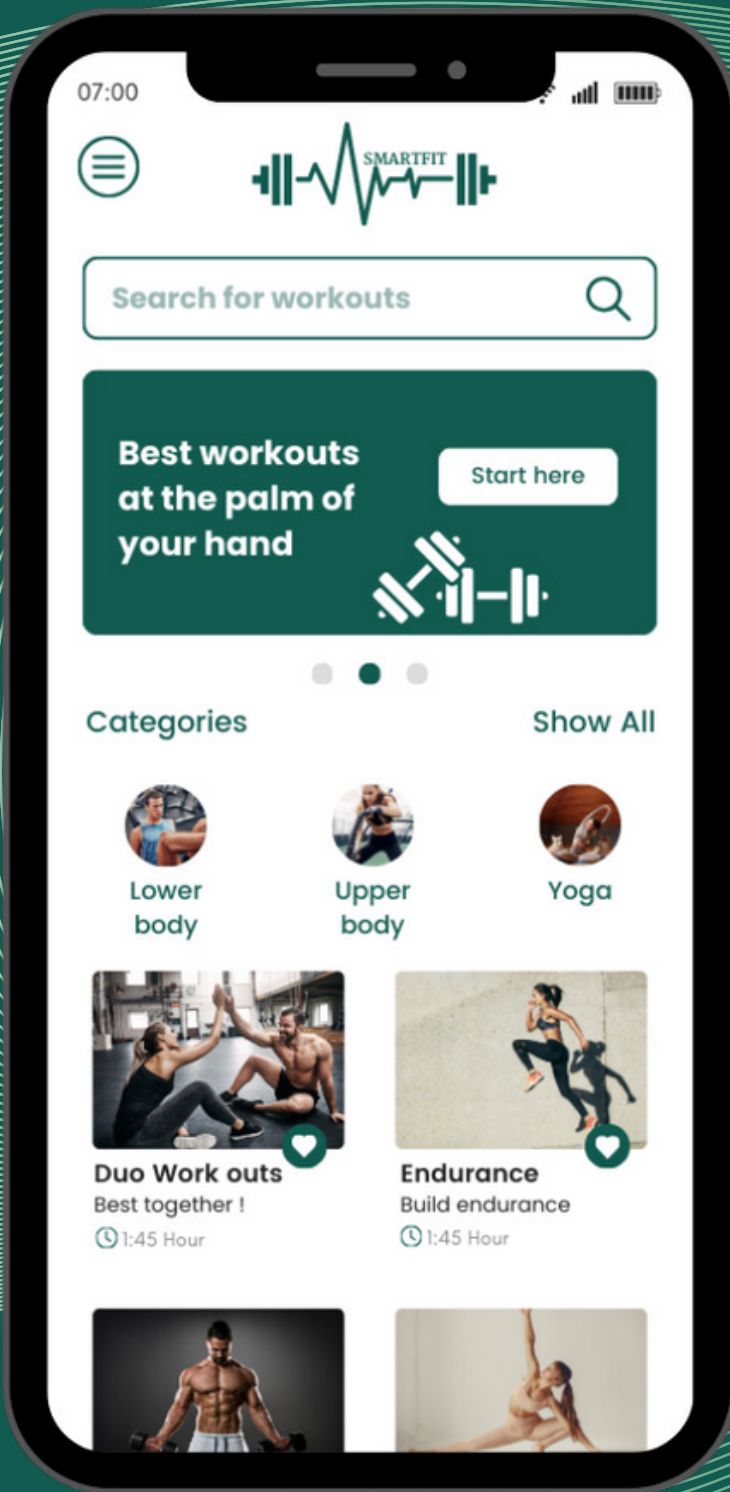


Tips & Challenges

App trainers and influencers would take place in challenges in video form to reach goals together.

- **Tips** - Weekly tips on your favorite workouts and lifestyle
- **Challenges** - Train with the best weekly challenges

APP Design



The entire APP will follow the branding colors and fonts

The app development is very easy to use and displays all workouts teach by our personal SmartFit trainers

Budget Breakdown



Phase	Estimated budget
Phase 01 Research and Assessment	\$ 5,000
Phase 02 App Release	\$ 15,000
Phase 03 Public Relations & App Upgrades	\$ 20,000
Phase 04 SmartFit Bootcamp National Tour	\$ 10,000
Phase 05 Research, Assessment, and Advancement	\$ 20,000
Grand total	\$ 60,000

What's Next for Us in the next FIVE Years

Timeline of Our Upcoming Strategies

PHASE 1

2024

Partnering with Anytime and 24-hour Fitness gyms across the nation will increase subscriber and brand recognition for SmartFit.

PHASE 2

2025

Smartfit will begin partnerships with **influencers** to promote the app and boost marketing across various social media channels communication, primarily, Instagram and TikTok.

PHASE 3

2026

Rollout **PR packages** to influencers we have previously worked with to promote (merch, pre-workout, water bottles, etc.). Giveaways for **merchandise** will take place via Instagram to increase following, interaction, and engagement.

PHASE 4

2027

SmartFit will began a nationwide tour with loyal fans and influencer's to bring **SmartFit bootcamp** and training to locals.

PHASE 5

2028

Research, Assessment, and Advancement. Introducing a partnership with food subscription service Hello Fresh, and meal prep recipes.



Conclusion and Next Steps



With a broad and diverse customer base, already drawn to self-improvement in their lifestyles, these implementations into the SmartFit app will propel the brand into early success. For consumer's to build a strong appreciation for SmartFit as a brand and to expand SmartFit as a global powerhouse in the lifestyle and fitness sector, we believe that our suggestions provide a legible framework for short and long-term success of the brand.

