



SmartFit 

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**MKTG 4890.001
GROUP #6**



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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.

Customized
workouts

Smart Tracking

Nutrition Guidance

Personalized
Coaching



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



Mission

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.

Vision

By the end of 2028, to maintain the #1 position as the leading personalized fitness and wellness app.

- 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



Personalized Notifications

Tracking Functions



variety of Recipes and Workouts

Intuitive interface



Opportunities

Integration of Social Networks



Collaborations with Experts

Affiliate Programs



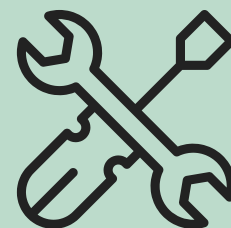
Weaknesses

Dependency on Internet Connection



Market Competition

Limitations on Personalization



Development and Maintenance Cost

No established client base/brand awareness.

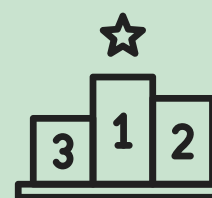


Threats



Changes in Fitness Trends

Fierce Competition



Changes in Mobile Platform Policies

Privacy and Security Issues



Declining savings in the American population

- Pay wall for premium offerings could deter price sensitive customer (targeting college students)
- No prior recorded data on success of app.

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
- Adults with access to smartphones
- Those who DON'T like gyms.
- People with varying fitness levels,

Secondary Target

- Individuals looking for tailored workout plans.
- Busy professionals with limited time for fitness.
- Enthusiasts are interested in advanced analytics

GLOBAL ECONOMIC FACTORS

DEMOGRAPHICS

FITNESS CULTURE

TECHNOLOGY ADOPTION

COMMUNITY ENGAGEMENT

Target Market

POTENTIAL MARKETS

Underserved Communities



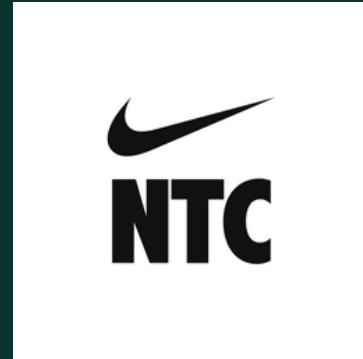
Specialized Niches



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.





NIKE TRAINING CLUB

- 185+ free workouts recommended based on fitness goals
- Access to content from certified, professionals.
- Nike provides Credibility
- Doesn't offer personal 1 on 1 coaching



MY FITNESS PAL

- Provides a food tracker service
- Syncs with Apple Health App
- MFP holds the largest market share in the fitness industry

Competitor Analysis

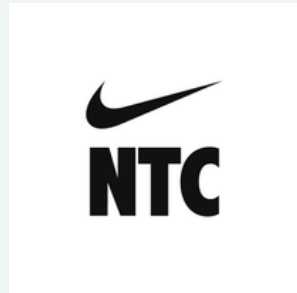


STRAVA

- Strong focus on community
- Strava clocks your time, distance, speed, and other relevant factors
- With over 90 million users

**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 24-hour Fitness gyms across the United States. 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.
- 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.



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
- Community engagement
- Teach everyone the app usage and benefits
- User interaction

STRATEGY

We leverage TikTok and Instagram

- Challenges endorsed by popular fitness personalities
- Collaborations with fitness influencers
- Informative tips and tricks
- Testimonials
- 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



Hashtags

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



Eat healthy challenge

- Calendar of weekly meals and recipes for users



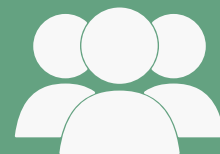
Community engagement

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



Weekly work out Chalerger

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



Influencers:

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



Education

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

BRANDING AND INSTAGRAM POSTS

4 KEY PILLARS OF GOOD HEALTH

- Nutrition MAKE HEALTHY FOOD SWAPS, LIKE TRADING WHITE RICE, AND PASTA.
- Exercise MOVING YOUR MUSCLES PRODUCES ENDORPHINS AND A CHEMICAL
- Relaxation MENTALLY UNWINDING CAN REDUCE STRESS AND ANXIETY AS WELL AS INCREASE ENERGY
- Sleep A GOOD NIGHT'S SLEEP HELPS LOWER STRESS, IMPROVE CONCENTRATION

GUESS FIT EXPO
LEAN BEEF PATTY
SPONSOR GYMSHARK

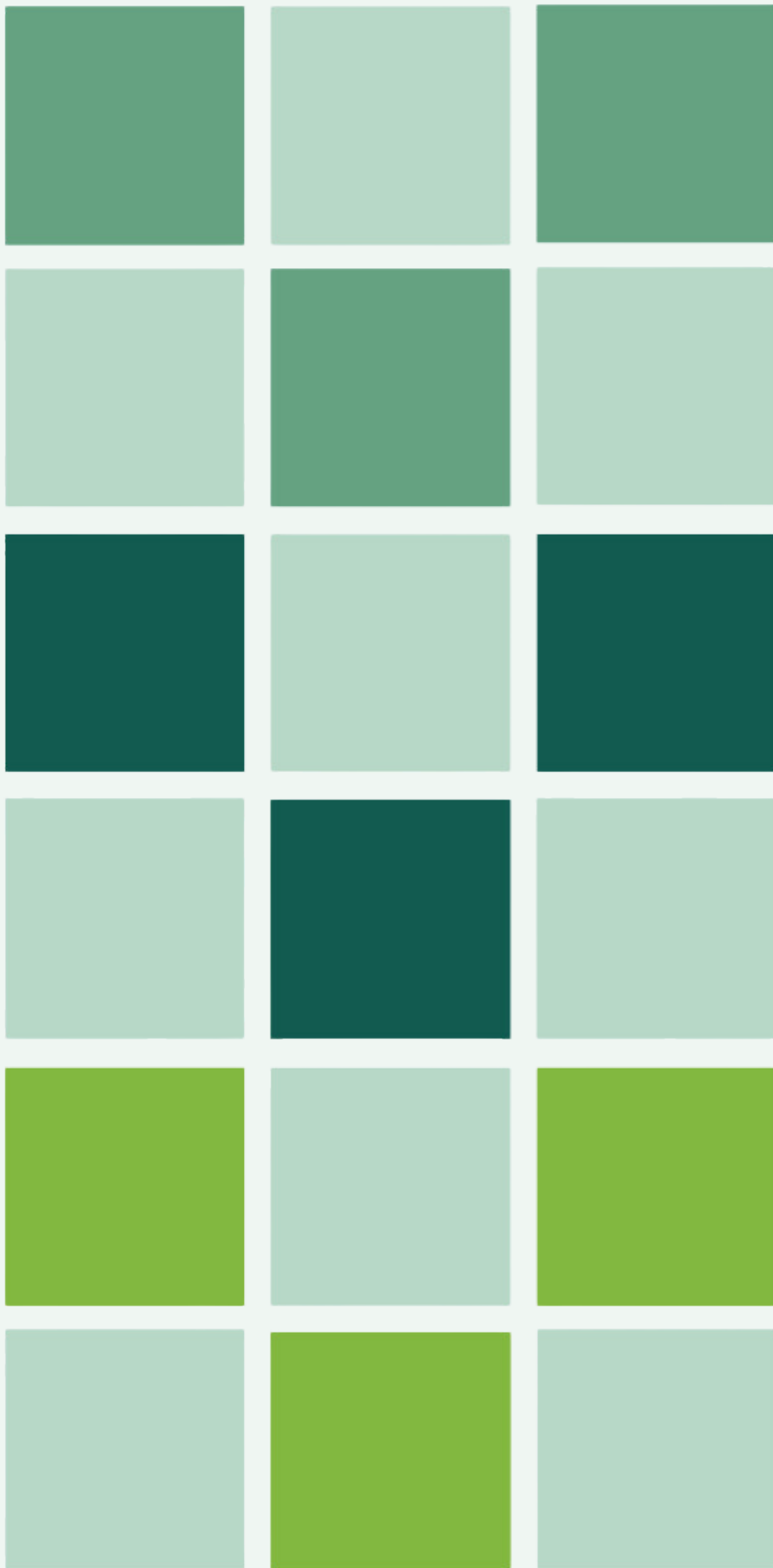
SMARTFIT
HEALTHY EATING WITH SMARTFIT
Eating Healthy for Increased Energy and Vitality

GUESS FIT EXPO
POSITIVITY NATION JOEY SWOLL
SPONSOR ONNIT

↓ Before
↑ After
SMARTFIT

SMARTFIT
THE WEEKLY CHALLENGE
#GETFITCHALLENGE

SMARTFIT

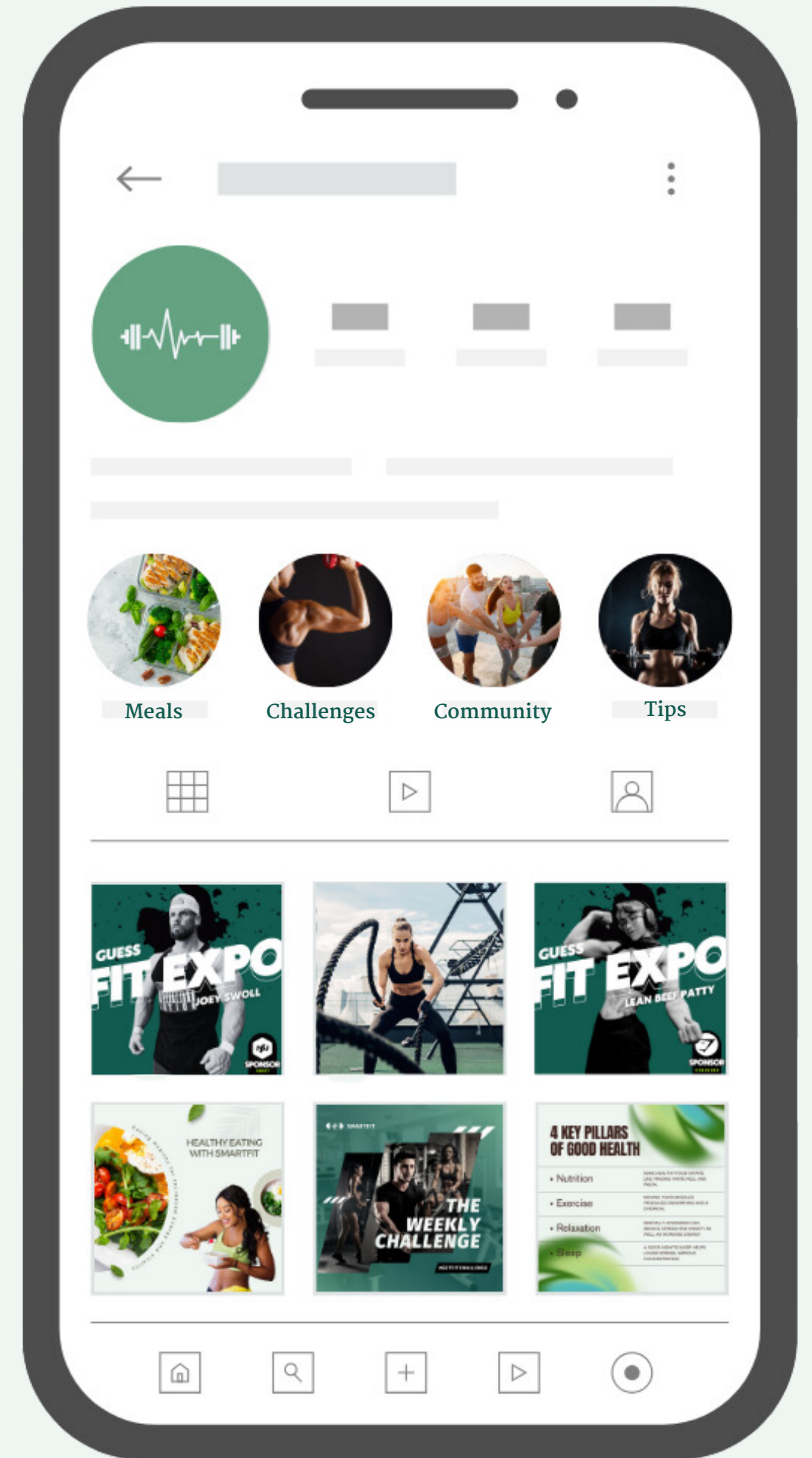


Feed colors



FEED AESTHETIC

Feed Example



TikTok/Reel Content

Tips & Challenges

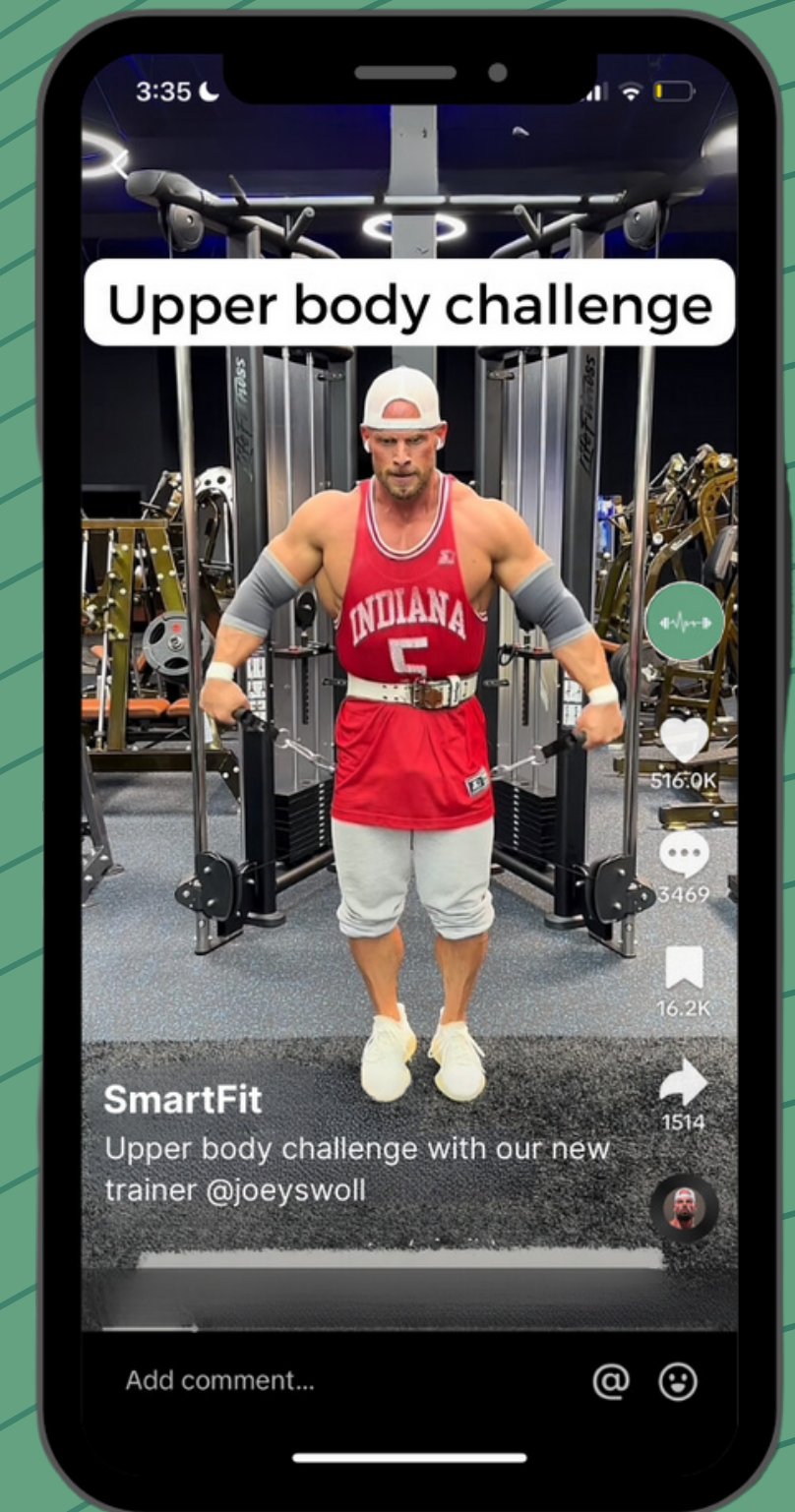
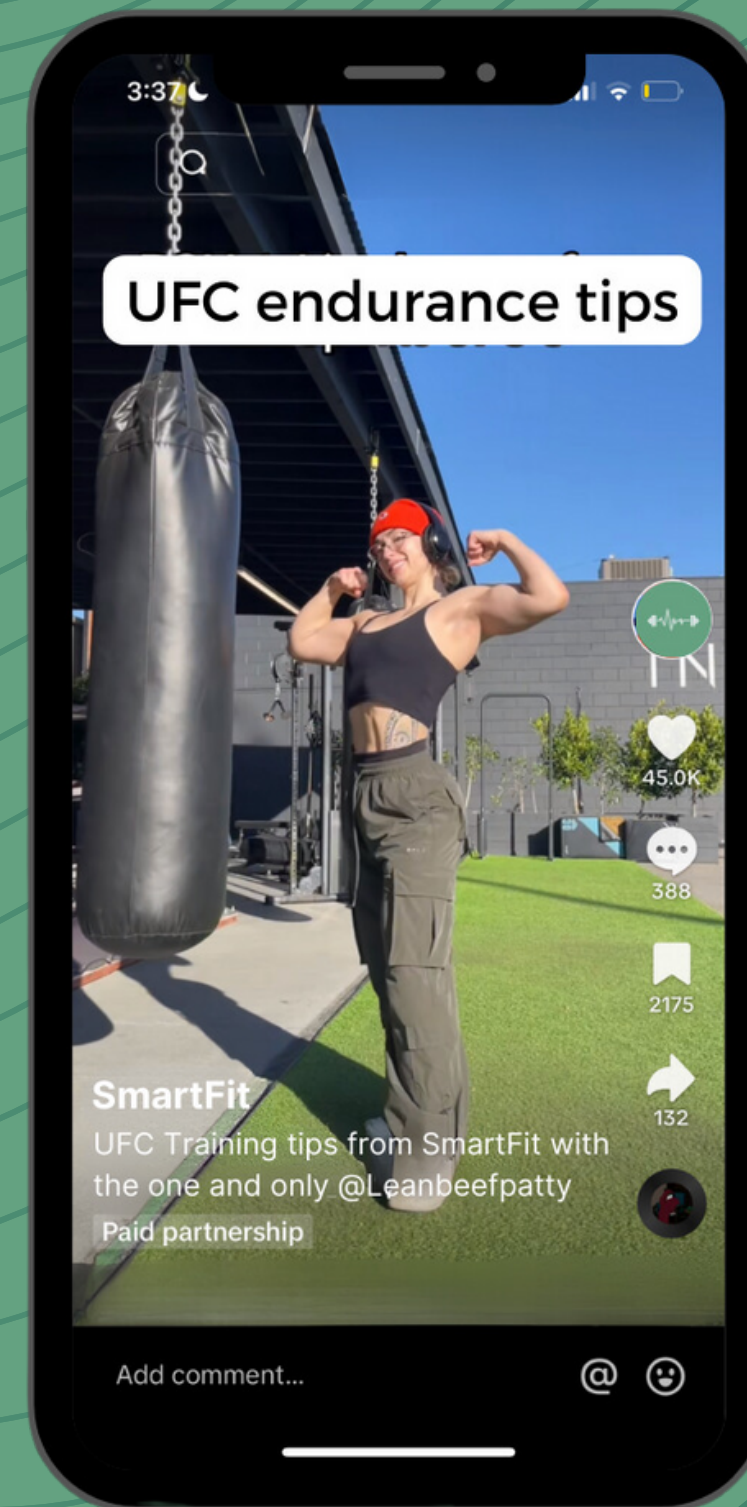
App trainers and influencers would take place in challenges in video form to reach goals together.

Tips

Weekly tips on your favorite workouts and lifestyle

Challenges

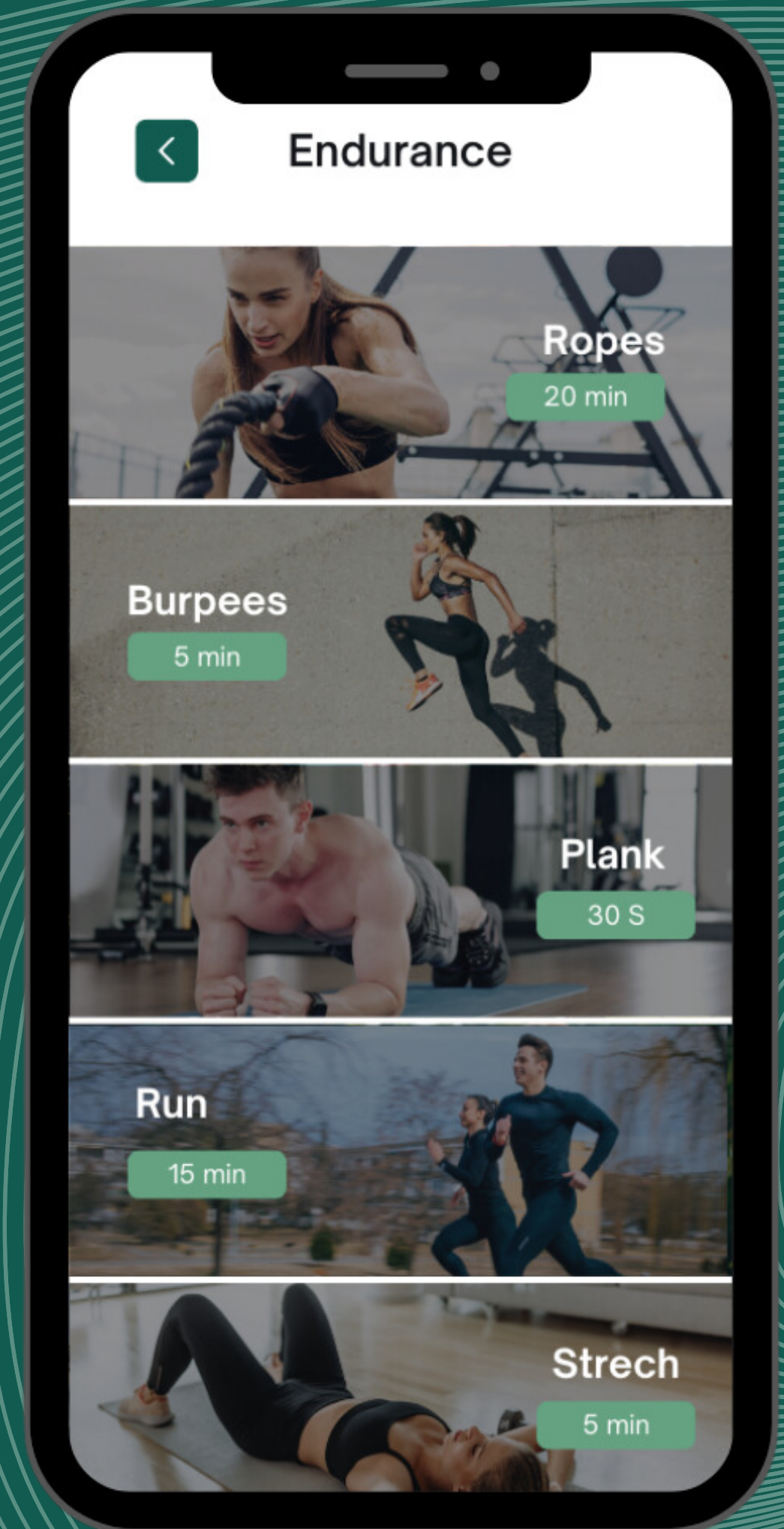
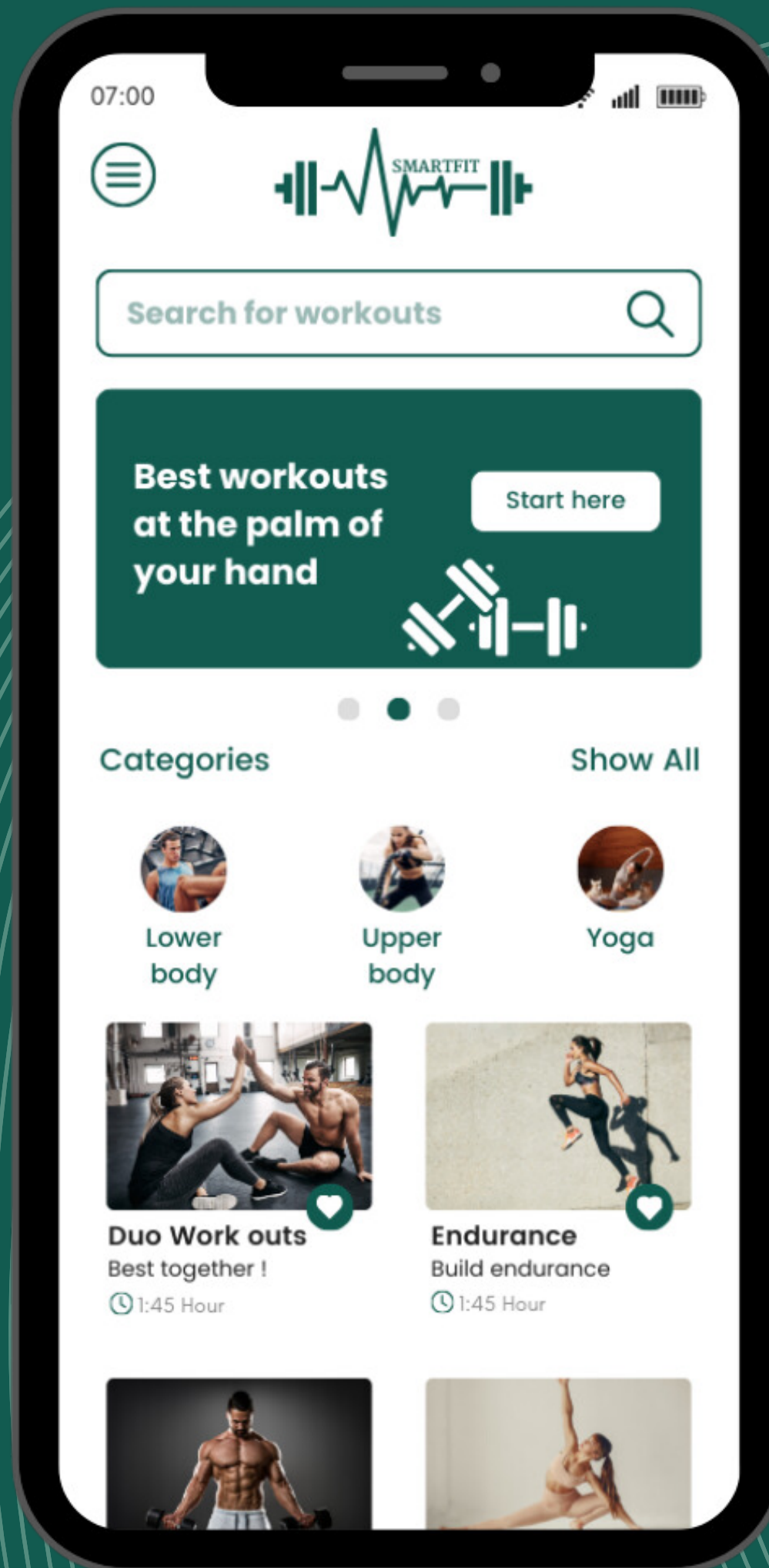
Train with the best weekly challenges



APP Design



Smartfit



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

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.



THANKS

QUESTIONS?