

SpinalFit Digital Media Strategy

Target audience: SpinalFit participants. This strategy is not targeting SpinalFit potential trainers and box owners. The focus of this strategy is SpinalFit St. Simons and Brunswick.

Goals of this strategy:

- Create foundation.
- Build content.
- Establish consistency.
- Share the heck out of the brand!!

If these goals are accomplished, SpinalFit will be ready and able to market to other box owners. Why? Because you will have proven that IT WORKS—not just the SpinalFit program for participants but the SpinalFit business structure for box owners!! You will have created a model that is repeatable with guidance and you will be offering box owners a meaningful, and potentially recognizable brand that people are hungry to be a part of. When that time comes, there will need to be a new strategy created, one with the different target audience in mind.

A VERY important thing to keep in mind. The best brands don't make themselves the hero. They make the client or the customer the hero. SpinalFit is no doubt a hero product, but it's awesome because it provides a program for people to be the hero in their own lives. THIS IS HUGE. Leveraging that as much as possible, highlighting the participants as much as possible will be important to helping people feel as if they too can do SpinalFit!!!

CREATE THE FOUNDATION

1. Get the SpinalFit website updated and rocking! Whether it's right or wrong, people judge the professionalism. Here's great article that gives 10 reasons for the importance of having a website: <https://blogs.constantcontact.com/small-business-website/> It's also not just about having a website but about making sure the information is what people want and need. Here's another "10" article for what people want out of a business website: <https://www.entrepreneur.com/article/207300#> Not all are reverent to SpinalFit but still great info!
 - The current website needs to be simplified with participants only in mind. They need to view this website as a place they can get resources. For example: when you gave me my folder it had the packet of stretches and how to sleep. I was carrying it around mom and Dad's house all weekend but then we went to Amelia and I didn't do all the stretches because I left the folder at home and forgot half of them.
 - To highlight the participants, since that's the focus of this strategy, I recommend "hiding" the member areas in a way that they could access but doesn't distract from what a participant may need.
 - My guesstimation is this will take 60-80 hours worth of work, possibly more if content has to be created instead of just "copied and pasted". The current website platform is clunky and not easy to change and may be impossible to make the changes necessary to create a powerful and attractive website. My recommendation is to ditch the current platform and hire someone (maybe Hogan Dyer?) with website development background. IT/website design experience (which is what your current website platform folks have) is not as important as brand development and media creation experience. The difference is that IT/technical folks do not necessarily have the design experience that creates a meaningful website experience. There are programs out there everyday folks can use to create websites. I built this one (<https://www.lukasfortunato.com>) using [wix.com](https://www.wix.com) and paying for the \$98 yearly update. I didn't need technical experience because the program was fairly simple to use, however my design background was EXTREMELY necessary to figure things out like white space, font sizes, image placement, etc. Some thoughts about the website:
 - What does a prospective participant need?

- Think WHY SpinalFit and maximize that as the focus of the website, then get into the whats. The catch phrase “every BODY can do it” needs to be front and center and used as often as possible. This is the WHY. Why would you even consider SpinalFit?? Because EVERYONE can do SpinalFit!! :)
 - The Whats:
 - “What is SpinalFit” (this will have nothing to do with Dr. Carlyle)
 - Who created the program (this will have everything to do with Dr. Carlyle)
 - Where can I participate??
 - Who are the trainers (need to have a tab for current trainers with photos, bio, contact information, etc.)
 - Some “whats” need to be removed and/or hidden: prospective trainers, and the partner log in information. Don’t get rid of it because this information will be used in that second strategy with them as the target audience.
2. Establish a blog. Do you have this already? A blog is important because a website is stagnant and typically harder to change. A blog is a great space to post relevant content on a wide range of topics. This will be important in the “establish consistency” goal because you can only put so much information in a social media post. In goal 4 “share the heck out of the brand!” You’ll have a lot of blog posts that will need to be written and created. These posts can be written WAY in advance and scheduled accordingly. The most important thing here will be CONSISTENCY but we’ll talk about that more later.
 3. SpinalFit SSI on Facebook needs to be a “SpinalFit” only page. Thing BRAND (like CrossFit), not box (like Crossfit Brunswick). There needs to be contact information for both SSI and Brunswick but it needs to be a platform that can be leveraged for both classes so people start to think about SpinalFit as a brand, not just a class they attend on SSI.
 - This may require contacting Facebook and figuring out how to do it— my hope is that all you have to do is shut down the current “SpinalFit” page and then you can rename SpinalFit SSI to SpinalFit only. I recommend contacting Facebook directly to get their help in figuring it out!

BUILD CONTENT

1. Assimilate all content into an organized and easily “grab-able” resource library. This includes testimonials, question/answer discussion groups, all videos of work outs, etc.
 - I recommend starting a Dropbox account/folder (you may have to pay for the business version to get extra space) and build out a structure that is easy to grab from.
 - Video editing will be required here. I suggest making 15 sec, 30 sec, 1-2 minute versions of a lot of what you have. I’m especially thinking of testimonials. People don’t typically sit around for a whole minute to watch a video on social media. Having “teaser” videos created that are shorter will get folks amped and excited and want to learn more. The “learning more” part is what makes the website SO IMPORTANT and requires it to be step 1.
 - Example: Think about a 60 year old on Facebook, she sees a short clip of a woman who is her age doing exercises she thinks she can do. But she’s super super skeptical, she clicks on the Facebook page and reads a few more posts about people who have injuries like she does but are still getting their bodies moving and getting healthier. Again, she’s not quite bought in yet so she goes to the blog and reads more in depth articles. She starts thinking “okay, this is something I want to be a part of” and then she lands lastly on the website. If all the previous steps had been awesome but then she lands on a website that confuses her, she’ll possible get discouraged and her search stops there. If the website is easy to use and does more to grab her in and make her think she can do it — make her believe she can be the hero!!!

2. Create blog posts and social media posts weeks or even months in advance. Have them written, edited, and READY to go whenever you need them! This may be leveraging information you already have, repackaging existing material, or creating new content entirely.
 - I know you pay a service to write an email to your Carlyle Wellness members. Have you ever looked at metrics from that work? They should be able to tell you how many people open the emails and how many people click links in the emails. If there isn't much activity on those emails, it may be worth it to switch energy and financial resources into getting someone to help with a blog post plan instead. Why not make SpinalFit the "expert" in all things health and push that information to your Wellness folks as well?

ESTABLISH CONSISTENCY

1. Once the website is updated, blog is created, and content is assimilated and ready to grab, determine who is going to be the designated poster is important. Managing expectations with that person and making sure they are on board with the strategy will be important.
2. Create a schedule for social digital media posting. I have gotten you started with a 60 day social media plan.

SHARE THE HECK OUT OF THE BRAND!

1. I think this is pretty self explanatory :)
2. An important aspect of social media and brand development is not just posting. There needs to be engaging with people who are liking and commenting SpinalFit posts. Some things to think about:
 - Are you adding people as friends on Facebook?
 - Are you looking at their pages and liking photos or their posts?
 - Are you engaging with them when they comment on your posts?
3. Leverage current participants to help get the brand and the brand story out. Anytime a post includes a specific participant, tag them! Ask participants to share posts about themselves with their followers. My mom is a great example of doing this, getting others to do it as well will help.

SpinalFit Social Media Plan

This plan is designed to post on 3 times a week focused on themes for the posts.

Leverage hashtags to attract people outside of common circles of influence. I recommend searching on all social media platforms for these hashtags to learn what people are already posting. Don't necessarily copy what they are doing but it helps get an idea what folks using the hashtags are already thinking about.

Monday-Friday noon-3pm have been researched as the highest activity times during the week for social media. My guess is people get lazy after they eat lunch and do some scrolling before getting back to work. In my experience, noon to 2 is an even better window. HOWEVER, that's not a hard and fast rule. If you do that for a couple weeks and aren't seeing traction, switching up the times you post— early in the morning or late at night— may bring more traffic. My biggest recommendation is anytime you make changes to times you post you try it out for several weeks before bailing and trying something new.

For 60 days do no kinds of sales pitches on social media— stick to the “building trust” and building a following with a foundation of people who are liking and getting engaged. It's less about saying “hey! Come try this out because it's awesome” and more about IMPLYING that it's awesome and you're an expert for them to seek you out because they want to be a part of the awesome!

Motivation Monday (#motivationmonday)

- These posts will focus on motivating people to get their BODY moving but also think out of the box with these quotes. Think about inspiring and motivating people in all aspects of their lives, not just their bodies.
- The goal of these days will be to earn trust in SpinalFit for people as a thought leader in the area of motivation. Channel how you motivate people in class with these posts!
- These will be Facebook only, no blog post, days
- There's an app called “Canva” that allows you to create your own quote posts. I recommend reading this or other articles similar to learn about why visual identity is important: <https://designschool.canva.com/blog/8-social-media-lessons-can-learn-pros-templates/>
- Create your quote template and use it whenever you're posting a picture of a quote — try to use the same font every time, although the photo or image behind the words can change!

Transformation Tuesday (#transformationtuesday)

- This is all about showing off your clients! Highlighting their weaknesses that turned into strengths and leveraging the testimonials you have on a weekly basis.
- Don't worry if you don't have 52 testimonials for the year. This is where the 15 second clips come into handy. For example, SpinalFit could have a month straight about Kim Belt's or Byron's transformation. The first week is about their challenges, the last week about their success and the 2 in between are about their progress. Each of those transformation Tuesday's will link to the blog post written about their entire story of transformation. So you're writing one blog post but leveraging it multiple times.
- These will be primarily focused on Facebook posts but will need a link to a full testimonial on the website
- Tuesday's are the only days you really “sales pitch”.

Expert Friday (no hashtag here)

- Consider this the time you show folks you guys know what you're doing in all aspects of wellness
- This will be there the blog is important. These posts are all about education and arming the reader to be a hero in their own life regarding their health. This is where you share

- tips and tricks— it's NOT a sales pitch. This is where you're "showing off" you know what you're doing with science and knowledge, etc.
- These do not have to be written all or even any of the time, they can also be vlogs.
 - Since I'm not the expert I won't be able to give recommendations as to what specifically you need to post about but things that come to mind are:
 - Why is drinking water important?
 - Why should you care about your endocrine/neurological/any other systems? (You could make this a blog "series" that lasts several weeks and talks about all the different systems in the body)
 - That's where my suggestions stop :) feel free to text me to ask if I think it's a good idea to post a specific topic
 - The important thing to remember here is to portray SpinalFit as an expert in health and fitness and not to be too cocky and arrogant.
 - ALSO you don't have to always write your own blog posts. Some Fridays you'll want to leverage another blog or author or person you trust with your own health and post on Facebook the link to their page
 - Any time you post on the blog, you'll need to post a teaser on Facebook using a sentence (no more than 3) from the post that makes people want to read more. Or another quote that is relevant that causes people to pause and makes them want to read.

Day	Day of Week	Theme	Content	Platform(s)
1	Monday	Motivation Monday	Post your first motivational quote using your quote template	Facebook
2	Tuesday	Transformation Tuesday	Participant's transformation journey: Video snippet of them sharing their challenges/why they joined SpinalFit	Facebook Link to Website Testimonial
3	Wed	Break		
4	Thurs	Break		
5	Friday	Expert Day	NOT A SALES PITCH but share some of the science behind SpinalFit	Blog Post "Advertise" blog post on Facebook with teaser
6	Sat	Break		
7	Sun	Break		
8	Monday	Motivation Monday	YouTube video that inspires such as the Gatorade Secret to Victory video: https://www.youtube.com/watch?v=hSLV3AjLiZk	

9	Tuesday	Transformation Tuesday	Participant's transformation journey: Video snipit of them doing or sharing their start of SpinalFit	Facebook Link to Website Testimonial
10	Wed	Break		
11	Thurs	Break		
12	Friday	Expert Day	"Is water really important" or other one blog idea	Blog Post "Advertise" blog post on Facebook with teaser
13	Sat	Break		
14	Sun	Break		
15	Monday	Motivation Monday	Motivational quote using quote template	Facebook
16	Tuesday	Transformation Tuesday	Participant's transformation journey: Video snipit of them getting stronger in SpinalFit	Facebook Link to Website Testimonial
17	Wed	Break		
18	Thurs	Break		
19	Friday	Expert Day	Find a blog post you believe in/stand behind and post on Facebook with a teaser and if it's a personal friend, tag that friend!	No SpinalFit Blog Post "Advertise" blog post on Facebook with teaser
20	Sat	Break		
21	Sun	Break		
22	Monday	Motivation Monday	SHORT YouTube video for motivation	Facebook
23	Tuesday	Transformation Tuesday	Participant's transformation journey: Celebration day! How have their lives been impacted by SpinalFit?	Facebook Link to Website Testimonial
24	Wed	Break		
25	Thurs	Break		

26	Friday	Expert Day	"Systems of the body" teaching opportunity series? Introduce it with the teaser and tell them how long they need to "stick around" to learn like "in the next 7 weeks we'll talk about....."	Blog Post "Advertise" blog post on Facebook with teaser
27	Sat	Break		
28	Sun	Break		
29	Monday	Motivation Monday	Motivational quote using template	Facebook
30	Tuesday	Transformation Tuesday	Start again with the Participant's transformation journey: Video snipit of them sharing their challenges/why they joined SpinalFit	Facebook Link to Website Testimonial
31	Wed	Break		
32	Thurs	Break		
33	Friday	Expert Day	Systems of the body continued	Blog Post "Advertise" blog post on Facebook with teaser
34	Sat	Break		
35	Sun	Break		
36	Monday	Motivation Monday	Motivational quote using template	Facebook
37	Tuesday	Transformation Tuesday	Participant's transformation journey: Video snipit of them doing or sharing their start of SpinalFit	Facebook Link to Website Testimonial
38	Wed	Break		
39	Thurs	Break		
40	Friday	Expert Day	Systems of the body continued	Blog Post "Advertise" blog post on Facebook with teaser
41	Sat	Break		
42	Sun	Break		

43	Monday	Motivation Monday	Motivational Quote using template	Facebook
44	Tuesday	Transformation Tuesday	Participant's transformation journey: Video snipit of them getting stronger in SpinalFit	Facebook Link to Website Testimonial
45	Wed	Break		
46	Thurs	Break		
47	Friday	Expert Day	Systems of the body continued	Blog Post "Advertise" blog post on Facebook with teaser
48	Sat	Break		
49	Sun	Break		
50	Monday	Motivation Monday	SHORT YouTube video for motivation	Facebook
51	Tuesday	Transformation Tuesday	Participant's transformation journey: Celebration day! How have their lives been impacted by SpinalFit?	Facebook Link to Website Testimonial
52	Wed	Break		
53	Thurs	Break		
54	Friday	Expert Day	Systems of the body continued	Blog Post "Advertise" blog post on Facebook with teaser
55	Sat	Break		
56	Sun	Break		
57	Monday	Motivation Monday	SHORT YouTube video for motivation	Facebook
58	Tuesday	Transformation Tuesday	Either start over with a new participant or share a short testimonial video	Facebook Link to Website Testimonial
59	Wed	Break		
60	Thurs	Break		