

Marketing Strategy for a Fitness Consultant & Personal Trainer



The Problem

Client: A Fitness consultant and personal trainer with three lines of business had no marketing strategy and was looking to sign on with an agency to develop a website, manage his social media, and run paid ads on Facebook. Client hired JMK MarComm to provide the following:

- JMK MarComm provided strategic guidance throughout the development of the website, proofed and edited content, assisted with the selection of appropriate stock photos.
- Using outside company to deliver minimal SEO and listings
- Paying an outside company for social media posts that do not go to the Firm's website.
- No press releases or media visibility.



The Solution

Client hired JMK MarComm to provide the following services:

- Strategic guidance throughout the development of the website; proofing and editing content; guide the selection of appropriate stock photos.
- Create and manage LinkedIn company page to reach B2B decision makers who would hire him to manage their corporate gyms and HR managers for wellness program seminars.
- Proof, edit, upload new articles written by client to the website; promote with social posts.
- Co-managed webinar with client as presenter on zoom through Eventbrite and promoted it across social media and calendar listings.
- Provide ongoing strategic guidance via monthly calls to focus on his business development outreach and ad spend, and overall keep client focused.



The Results

- Created presence in the B2B space with regular posts of blogs and video tutorials on LinkedIn.
- Recorded webinar for extraction of short snips to promote client as speaker and his content for corporate wellness programs.
- Standardized non-salesy posts in Facebook by reposting the LinkedIn posts, driving engagement and traffic to website and YouTube channel.

Let JMK MarComm do this for your business.
(833) 633-3565 | info@jmkmarcomm.com | jmkmarcomm.com