

FITNESS BRAND

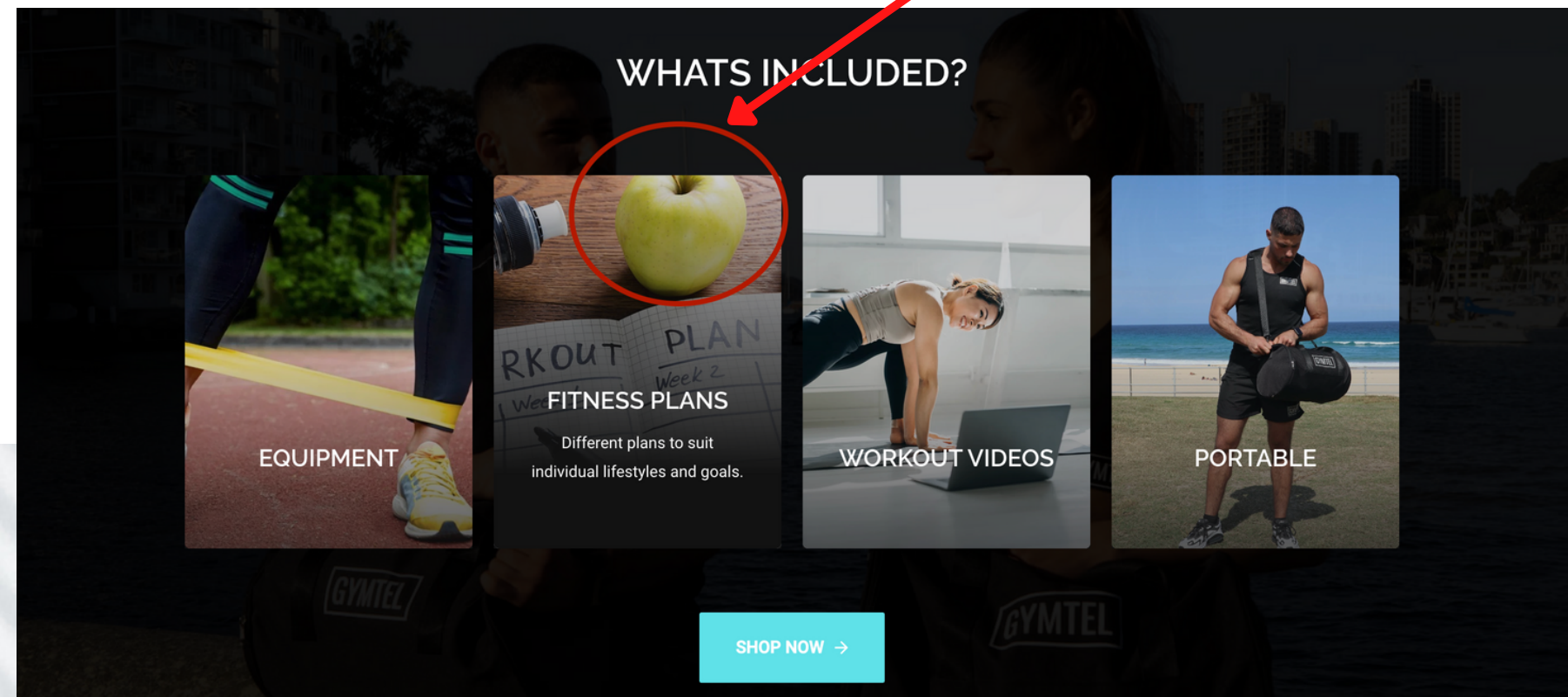
WEBSITE ANALYSIS & MARKETING
RECOMMENDATIONS



Homepage

- The site looks clean. The video is well-edited and offers the user a sense of legitimacy. I felt inspired watching it.
- I liked that you were able to tell me what the product is in 4 words “gym in a bag”. Immediately I knew who this product was for.
- You clearly conveyed what the product comes with, although it took me a minute to understand the difference between the two packs. The bolded products on the Pro Pack are easy to glance over. My eyes were looking for ALSO INCLUDES: or something like that.

? Does the fitness plan include information about nutrition? There's an apple in the picture, so my immediate thought was that nutrition would be addressed.



Shop Page

- I noticed as I was going to this page that it took a while to load. I ran your site through a couple of page speed tools and it came back saying the site is on the slower side. Nothing to worry about - as these are easy fixes. These are the websites I used and they offer suggestions on how to speed it up.
 - <https://developers.google.com/speed/pagespeed/insights/>
 - <https://tools.pingdom.com/>
 - (A faster page speed will boost your SEO so you'll be more likely to show in the search engine result page organically)

MARKETING SUGGESTIONS



- Start a **fitness blog** that addresses certain customer pain points and targets your audience
 - Pain Points: how do I stay healthy while traveling, how do I stay healthy while sitting at a desk, how do I not gain weight while on vacation, how can I stay in shape while not needing to go inside? (Mind you, these are real searches on Google)
 - Write some blogs about these pain points - example: 10 Exercises You Can Do to Keep You Healthy on Vacation.
 - Then you can offer your product within the blog. Even if they don't convert right away, you can set up retargeting campaigns to show ads again to the people who visited your website.
 - This will boost SEO and bring in upper funnel users to the website. We can use that data to retarget these people and increase conversions



- Start with **social media marketing**.
 - Run ads on Facebook and Instagram and target a relevant audience (fitness). You can also use this data to understand your target market better and make further optimizations.
 - I wouldn't suggest Google Ads quite yet only because the product is unique and there aren't many users searching it. Instead, I'd recommend creating some awesome creative assets (which you already have) and using those for your Facebook and Instagram ads.
 - Down the line, you can start running Google Ads and bid on relevant long tail keywords such as 'how do I exercise while on vacation'. Same concept applies as the blog - it's important to get your brand in front of users and retain their attention as long as possible.



- You can try **influencer marketing**. There are a TON of fitness influencers that have a lot of reach. Another good way to expose your brand to many.



- **Create an email list** of past or potential customers and send out weekly/biweekly newsletters and promotional offers



- Is there a way you can try to **find a supplier or warehouse for your products in the U.S?** I feel like your product has the potential to do well - however - I do not foresee many people paying \$150 for shipping.