



NEW YEAR MARKETING IDEAS

For Your Fitness Business





Starting January 1st, your business will see an influx of prospective members who've made resolutions to live better, fitter, healthier lives.

So, how do you make sure they choose your business over your competitor?

Whether you're looking for a new marketing tactic to try, or you want to improve upon what you did last year, this list of ideas will help you sharpen your marketing and extend your reach during this crucial time of year.

1

"PAY NOTHING UNTIL THE NEW YEAR" PROMOTION

Gyms and studios can get crowded in January. Get new members in the door BEFORE the rush with an amazing deal before the end of the year. Get your prospects' attention with an offer to "Pay Nothing Until the New Year!" on their annual membership.

2

NUTRITION TIPS, EXERCISE GUIDES, RECIPES, & MORE

Prospects and members need to believe that you can help them reach their fitness goals. Before the New Year, put together a fitness toolkit for your members including meal plans, exercise guides, recipes, workout schedules, and health tips. If you give your members everything they need to succeed, they won't go anywhere else.

HINT: You can pair content freebies with your New Year promotion!



3

NEW YEAR BOOT CAMP

Let's face it. Not everyone who wants to join in January plans to stick around all year, but your 6- or 8-week boot camp might sound perfect to them.



Running a boot camp

benefits both you and your prospective members. Prospective members only need to commit short-term to your boot camp and you get a chance to convince them to become members after the boot camp ends.

4

FREE GUEST PASS FOR ONLINE REVIEWS

Positive reviews on online platforms like Google, Yelp, and Facebook will make prospective members more likely to choose your gym or studio over a competitor's. In return for reviews, you can offer a small prize like a free guest pass or a gift card.

5

ASK MEMBERS TO INVITE THEIR FRIENDS

Give your members guest passes, so they can bring their friends in for a free visit. Make sure you get guests' contact information, so you can follow up with your special New Year membership deal!



6

INVITE BACK FORMER MEMBERS WITH A DISCOUNT

Personally call and email each of your former members with a promotional discount and “Welcome Back!” bonus, such as free personal training.

7

REFERRAL PROGRAM OR CONTEST

Provide an incentive, such as a gift card or free month, for members who refer a friend. You can even make it a contest to encourage a little friendly competition!

8

TAP INTO SUMMER FITNESS GOALS

Summer may seem far away, but you know that January is the best time to get started. Create an incentive for long-term memberships with a 6-month, goal-driven plan to get fit for swimsuit season.

9

BUSINESS PARTNERSHIPS

Know of a local chiropractor, massage therapist, or other small business that serves the same community members that you do?

Consider reciprocal marketing; where you and another business promote each other's products and services.

Make a list of businesses in your area that you'd like to work with. Arrange a meeting with each business owner where you explain the benefits of partnering and the additional exposure they would gain for their practice or business.

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