

Case Study

Growing your fitness business during a Pandemic

Before the pandemic hit, we took a lot of things for granted. Being able to walk in the streets, shopping, family gatherings, and being able to go to the gym. In the beginning of 2020 the pandemic caused many businesses to shut down, putting a damper on the economy. The feeling of uncertainty wreaked havoc in the lives of every business owner.

Fearing the shut down could potentially cause Nancy's Smith fitness business to close, Nancy decided to do something about it. Nancy knew that her clients wanted to continue to exercise regardless of the shut down. Nancy had to turn to the power of social media to keep her fitness business going.

How do you transition clients from in-person to online fitness classes

Nancy is the owner of a small fitness studio in Anytown, USA. All of Nancy's clients attended studio sessions three times a week. Nancy decided to harness the power of Facebook and email campaigns to transition her clients from in-person online. Nancy already had a large Facebook following, so she decided to promote her classes with blog posts and webinars.

Along with Facebook, Nancy decided to run an email campaign to attract new clients. Nancy promised new clients could attend a free session by providing their email. Thanks to Nancy's foresight and great business skills, she was able to transition her clients to her online platform. Now Nancy has increased her following and teaches three times to five times per week.

What tools can you use to deliver a better experience to your clients

With Nancy's online business picking up. Nancy wanted to explore ways to provide a better service to her clients. For instance, she wanted to see how many fitness sessions her clients wanted to attend a week, the duration of these sessions, and how much were her clients willing to pay for these services.

The answer was twofold. Nancy decided to run an email campaign with surveys to gauge her clients interests, price point, and availability. At the

same time, Nancy asked similar questions on her Facebook group and asked for feedback in regards to her services. By performing these inquiries, Nancy had a better understanding of her clients and what she can do to better serve her clients.

Goals for the new year and beyond

During tough times business owners have to get creative and find new outlets to keep their business going. Nancy did this by using her online platform to retain and acquire new clients. Besides using her online platform, Nancy used the right tools to better understand her clients, and deliver a better customer experience. The goal for the new year is to continue to find revenue streams that will keep her business striving. Nancy decided to have a combination of in-person and online classes. Nancy is also looking into selling merchandise and selling her services as a public speaker in the health and fitness field.