



Kathleen Haddad

Sports/ Fitness Blogger Campaign

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Introduction:

Planet Fitness is a chain gym located in the United States, Canada, Dominican Republic, Mexico, Panama, and Australia. The gym is one known for its slogan “the judgement free zone”. This fitness club is geared towards beginner level gym members who are looking for an affordable starter gym. The fitness club is a place where people go to work out and can do so without fear of judgement based on fitness level. The gym also offers a specialty black card membership, which offers additional services including the use of tanning beds and massage chairs.

Analysis:

Strength- Planet Fitness has its own app which has push notifications, and lots of different deals for its members. They have coupons for brand partnerships, find a local club page, have a QR code page you use to sign into the gym, and even have a page where you can track how busy your local club location currently is. The app keeps members engaged and coming back.

Weakness- The fitness club has an active Instagram account with 459k followers; however, they have very repetitive content. The content is not informative and doesn't always have a call to action. These posts are also usually only receiving under 1000 likes. This account needs a better structured post and needs to work on improving follower engagement with the page.

Threat- Planet fitness does not have any sort of influence. They do not use brand influencers and do not send out any PR packages. This lack of relationship with influencers minimizes the customer base.

Opportunity- Posting on other types of digital media will reach a new audience. Many people that are often working out are not sitting on social media. They are looking at other things and on other sites. Posting on a digital media platform like a blog will reach new audiences of planet fitness.

Goal:

My goal is to propose a partnership with a blog and secure a publication to reach new audiences and release new types of media for Planet Fitness.

Chosen Blogs:

Comeback Momma is a blog that's goal is to inspire readers to live happier and healthier lives. It is geared towards moms, encouraging them to make strong comebacks from any challenges they might face in life and motherhood. The blog is all about easy, healthy, living.

Workout Mama is a blog that features workouts, recipes and biblically grounded encouragement. Its audience is mothers and the blog's goal is to help moms stay healthy.

Partnership Pitch Email 1:

Hi Jenn,

I loved your recent piece on boosting self-esteem. I loved the different exercises you discussed and how you made it feel so easy to do daily. You encouraged me to begin some of these practices in my daily life, and I hope to see long-term outcomes.

I wanted to reach out as I have a topic in mind that might interest you and your readers. I am working with Planet Fitness, and they are promoting their judgement free policy. Readers of your site could have an opportunity to hear about how a Planet Fitness membership might benefit their lifestyle and be a friendly safe space for all fitness levels.

Attached are materials and if you need anything additional, please let me know. Also, I see you are from Boston, I too am from Boston!

Best,

Kathleen Haddad

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www.planetfitness.com



Securing Publication Pitch Email 2:

Hi Tamara,

I was looking at your piece on CrossFit inspired workouts and was very interested in this. I love the variety of workouts.

I am working with Planet Fitness, and they are promoting their judgement free policy. I think having a similar article to the one you wrote regarding CrossFit would be aligned with your reader's interest. The piece could also highlight the judgement-free aspect of the club and how it is a great place for all fitness levels.

Attached are the materials and if you need anything additional, please let me know. I saw you and your family took a trip to Bryce Canyon National Park, if you liked it there you should check out Acadia National Park.

Best,

Kathleen Haddad

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JUDGMENT FREE WORKOUT



Simple workouts to try at Planet Fitness

Looking to start getting in shape. Planet Fitness offers a judgment free gym where you can begin your fitness journey. The gym has equipment for all levels at an affordable prices.

Try these workouts at your local club to start getting in shape.

Instant Abs:
1 mile treadmill
25 crunches
30 pushups

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