



It's All About Wellness: Factory Made Gym Pte Ltd

Factory Made Gym (FMG) Pte Ltd manages three gyms under the Anytime Fitness franchise-based model. Since its inception, it has relied largely on walk-ins and word-of-mouth recommendations for offline customer acquisitions, and Facebook and Instagram posts to generate online awareness.

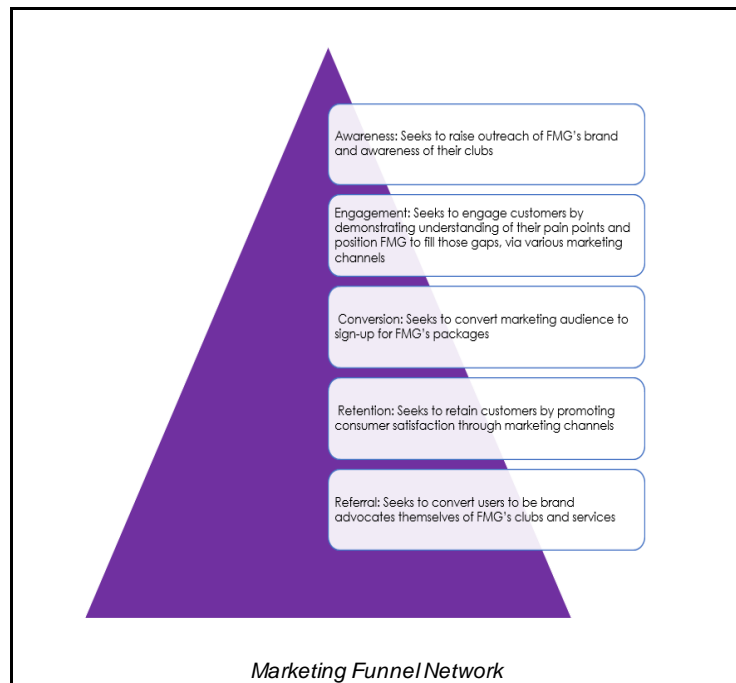
When the small and medium-sized enterprise (SME) wanted to reach out to a wider potential customer base by boosting its online presence, it turned to the UOB-SMU Asian Enterprise Institute to develop a set of digital marketing strategies. Through the Institute's signature SME Consulting Programme (SCP), a consulting team conducted research and analysis, and designed the strategies to help the SME achieve its objectives. As FMG wanted to ascertain the performance and cost efficiency of the recommendations, it opted for the extended SCP, called SCP+, where the consulting team would implement selected proposals.

Under the supervision of an industry veteran as Project Advisor and a manager from the Institute, a team of three student-consultants undertook the digital marketing strategies project.

Say yes to fit and fab

The student-consultants performed an audit of the SME's current online channels and content to understand its marketing efforts. They also decided on the Marketing Funnel Network to direct their research. The Marketing Funnel Network comprises five stages, namely awareness, engagement, conversion, retention and referral.

Tapping on a combination of primary and secondary research to discover the issues facing FMG, as well as the trends in the fitness industry, the team crafted two surveys to delve into the customers' profiles and their perceptions of gyms. One survey was conducted among FMG's gym members while the other was sent out to non-members. The team also conducted one-on-one interviews via Zoom to uncover the target audience's perceptions towards fitness and gym memberships, including the push and pull factors and decision-making process.



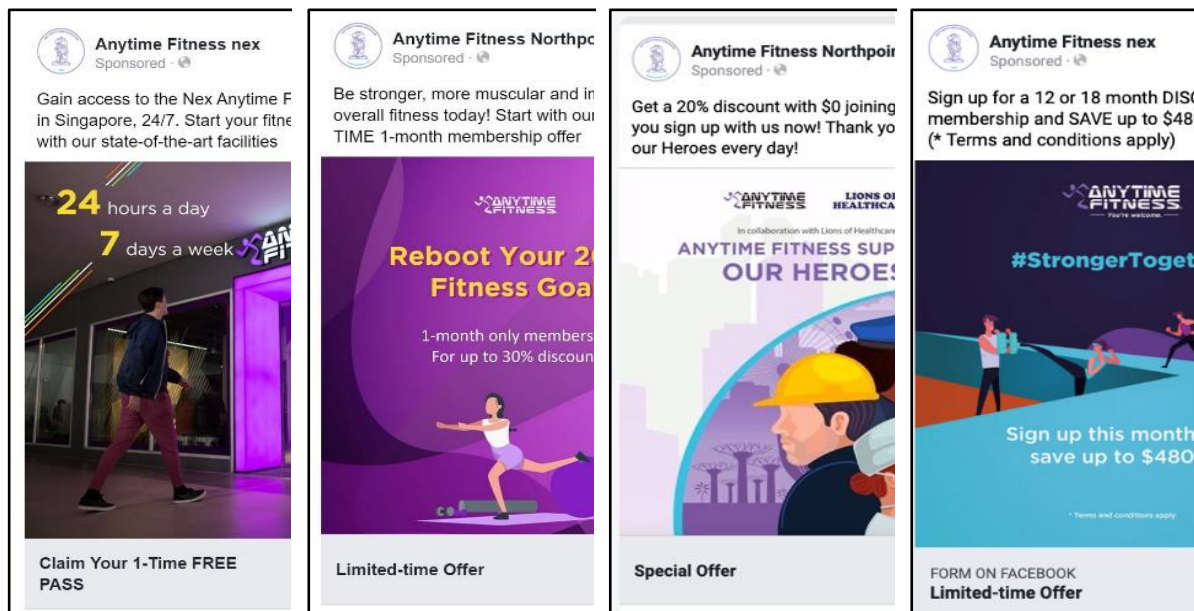
The analysis of the responses revealed salient findings that the team incorporated in their recommendations. For example, "cost" and "convenience" ranked highest among those with gym memberships; and although results-based training (RBT) offered at the FMG gyms was a potential source of revenue, there appeared to be a gap in the engagement and conversion efforts for RBT among members. RBT could distinguish the SME's gyms from other similar gyms, yet, among the non-member respondents, there was little knowledge of this value-adding service.

The secondary research showed that the demand for fitness remained high in Singapore even though more people were seeking alternatives to working out at the gyms. This was probably due to the fears of Covid-19 transmissions. Secondary research corroborated the key findings of the primary research – among them, that “cost” and “convenience” were important considerations for a gym membership, and Facebook and Instagram were the preferred social media channels for fitness-related and other information, followed by YouTube.

No short cuts, only consistency

For the SCP+, the student-consultants, with FMG’s approval, implemented two of the five stages of the Marketing Funnel Network – awareness, and conversion. The awareness stage focused on increasing the FMG brand’s outreach and enhancing awareness of its clubs. In the conversion stage, the aim was to have more people respond to the marketing campaigns by signing up for FMG’s packages.

The student-consultants effected the digital marketing activities via Facebook Lead Ad and Google Discovery Campaign.



Four Facebook Lead Ad Campaigns implemented by the team of student-consultants

There were four campaigns in the Facebook Lead Ad. The team conceptualised the campaigns, designed the materials and launched them between August and September. Each campaign bore a different theme that was tailored for the target audience. Streamlining the approach further, the campaign was divided into three Ad groups, each aimed at an audience within a two-mile radius of the respective FMG club. The demography was 18 to 55 years of age, comprising individuals with an affinity to sports and fitness.

The student-consultants also designed and launched a Google Discovery Campaign, but only in September, at FMG’s behest. The initiative involved highly personalised advertisements that would target consumers via YouTube, Gmail Ads and Google Discovery page. Similar to the Facebook Lead Ad, the Google Discovery Campaign results were compared across the gyms as well as against industry averages.



The analysis and findings from the Facebook and Google Ad programmes provided useful insights into their efficiency and efficacy, for example, the number of impressions achieved, audience reach, cost per result/lead, and return on investment (ROI). The detailed information could serve as a guide for FMG's future digital marketing activities.

The final report comprised a comprehensive set of digital marketing proposals aimed at boosting FMG's brand in the online space, and raising awareness of the gyms' value propositions. When more resources become available, the student-consultants recommended that the SME might want to implement the suggestions to target customers in all five stages of the Marketing Funnel Network.

More about working out

Teri Ong, Manager of FMG, shared that her team had picked up "some basic knowledge and knowhow" about the evidence-based and methodological approaches that are the hallmark of the SCP. Through the qualitative and quantitative data analysis, "we gained a clearer understanding of our marketing needs and how to fulfil them". The SME would continue with the proposals after the project handover because "they work", said Ms Ong.

When the student-consultants signed up for the consulting project, they had looked forward to gaining some real-life consultancy experience and learning more about digital marketing. To deepen their digital marketing competencies, the three of them had attended a course on digital marketing solutions conducted by an external agency.

As digital marketing is data-oriented, when the performance metrics indicated high ROIs, the consulting team knew that their hard work and recommendations were right on the money. "Seeing real results that added value to our client gave us an unrivalled sense of accomplishment," they shared. Additionally, being able to see through the SCP+ project from start to finish was "incredibly fulfilling".

Digital marketing in practice was new to the student-consultants, so Project Advisor Frieda Lee facilitated the process and built on their ideas. She cited how she "guided them to create a digital plan around the layers of the marketing funnel and also in handling the consoles". Ms Lee commended the students for having performed "very well"; they picked up practical life skills including "being agile, active listening and adaptability". When they met with objections from the client, "they kept an open mind, and were willing to make changes for the betterment of the campaign". The student-consultants also had a taste of the consultancy profession, such as running real-world campaigns, client management, and working under pressure for performance.

Project Advisor

Frieda Lee

Student-Consultants

Benjamin Fong Wei Zhang
 Bachelor of Accountancy / 2019

Ho Chia Chun Daniel
 Bachelor of Business Administration / 2019

Valerie Ann Lai Shuen
 Bachelor of Accountancy / 2019



Specially for subscribers of this e-bulletin : Enjoy \$0 joining fees (UP\$95 one-time) when you sign up for a 12 or 18-month membership with FMG's 3 clubs!

Specially for SMU students : Enjoy Student Membership with \$0 joining fees (UP\$95 one-time) and a 10% off regular 12-month membership when you sign up with FMG's 3 clubs!

Specially for ALL with an AF membership : Enjoy 8 complimentary sessions (UP\$800) when you sign up for a 6-month Personal Training Package, at \$800 per month, with FMG's 3 clubs!

Terms & Conditions:

***12-month at \$105/m and 18-month at \$95/m**

***Personal Training at 6-month x 8 sessions per month at \$800/m**

***All prices subject to 7% GST**

***Option to pay monthly or pay in full**

***Student Membership : for full-time students only**

***Offers valid at the above 3 clubs only**

***Please show e-bulletin to redeem offer**

***All other club Terms and Conditions apply**

***For further inquiries, or to speak to someone, please call Hakim at 90628490**