

Short Paper: App 212

DSM 520

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Elevator Pitch

In a world where gyms are predominated by males, approaching the gym as a woman can feel intimidating, scary and sometimes even unsafe - resulting in women not approaching the strength training section, avoiding certain exercises, or maybe even skipping the gym all together. Our app 212, helps women find female fitness buddies by connecting them with other women at their own gym, and providing them with the opportunity to work out together. In order to reach our target audience, we will market 212 through various social networking sites using targeted marketing, macro and micro influencer marketing, brand collaborations and fitness events.

Description of Product

According to an article posted in Glamour Magazine, Garnet Henderson discussing the gender gap being an issue that discourages women from pursuing fitness activity at male dominated gyms (Henderson, 2019). Feeling unsafe and alone at the gym intimidates women and discourages a healthy environment for them to reach their fitness potential. The idea being promoted through this app is to help women find other women to work out with so that they feel comfortable and confident to work out in their local gyms and studios.

212 will be a monthly subscription based service and will work according to the B2C (business to consumer) business model. Users will be able to create their online profiles linked to their social media accounts to verify their information. By indicating their workout preferences, work out timings and their interests, women will be matched with other women who they can take classes with or plan workouts together. This app is intended to bridge that gender gap and promote a safe environment. The benefit of this app promotes friendships at the gym, which increases the likelihood that women will stay loyal to a gym by creating a safe community.

Strategy Overview

Launch Timeline

Since we are launching a brand new service, our primary goal is to let women know that we exist and encourage them to use our app. The campaign will run for a month and a half, from mid-March to the end of April. We specifically chose this time period because spring is a time when people start feeling happier and more motivated after the winter, and are more likely to work out. Outdoor events in Los Angeles will also be exciting to attend at this time.

Pre Launch: What is 212?

We will educate our potential users about the app and the problem that it will be solving ie. making going to the gym as a woman feel less intimidating and more fun.

For a month and a half, we will use the following strategy to educate and attract potential users:

1. Run targeted sponsored content on Instagram introducing our app.
2. Engage macro and micro influencers in our content creation, and run sponsored Instagram stories (as well as posts on our Instagram account) where they tell stories about challenges they have personally faced being alone in a gym environment and promoting the use of the app. We will only use influencers that our target audience (women who are afraid of going to the gym) can relate to (ie. realistic role models rather than the biggest fitness influencers). Influencer created content about the app will also be posted and promoted on our Instagram account.
3. Vox-pops/unscripted interviews with random women informing them about the app and asking them questions about their personal experiences of going to the gym alone will be uploaded to Youtube and promoted on Facebook and posted on our website.
4. Sponsored targeted video testimonials of current users of the app on our Instagram stories.
5. Launch website containing information about the app and the team. The primary purpose of the website is to ensure credibility of the app, but it will also contain a blog where we talk about recent news about the app or related topics, post some of the content from Instagram and Facebook, as well as testimonials.
6. Running Instagram/Facebook promotions of our upcoming launch fitness event arranged by us and our sponsors. Women will be required to follow our Instagram page to attend the event, and we will put an emphasis on the fact that it is okay to come by yourself - encouraging women to be open to meeting new friends and workout buddies at the event - and reinforcing the purpose of the app.
7. Instagram competitions with the chance to win products from our sponsors (such as fitness clothing brands), free subscription to the app etc. if they follow our account and tag 3 friends.

Launch: Engage with 212

After the introductory/promotional phase, we will physically interact with potential users through an on-ground launch event. This will be an outdoor fitness and wellness event where we will have a member of our team introduce the app, well known guest speakers sharing personal stories, free workout classes, free giveaways, competitions and free healthy food and snacks from our sponsors throughout the day. We will continuously post content from the event while it is happening, and encourage all attendees to post

Instagram stories and content using our hashtags and tagging us for a chance to have their content reposted and win a free subscription.

Media Platforms

The three main platforms for this app will be:

1. Instagram (stories and feed): This will be our main platform for communication about our service. We will be using it to promote our app through sponsored content, influencer content collaborations, event coverage, contest giveaways, testimonial video ads etc.
2. Facebook: To create event pages for on ground promotions such as the fitness event, post videos and blog content from our website and from content collaborators' blogs.
3. Website: Landing page in order to gain credibility among our potential and current users - will include 'about' and 'team' page, as well as blog, testimonials and information about previous and upcoming events.

Organic vs Paid Engagement

During the campaign period, we will be targeting our specific audience using paid advertising on Facebook and Instagram. Since growing an organic audience can take a long time, we will need to spend more resources on sponsored targeted marketing leading up to the launch event. We will, however, use Instagram competitions (where contestants have to tag their friends) and macro and micro influencers who already have an established following in order to draw attention to our pages, and gain more followers and users. In the period following the launch, we will place an emphasis on creating content that engages our target audience organically.

Cloud Provider and Coding

Since our app will be a social networking app, we would need a cloud provider to host the app as well as our website. This infrastructure would be cost-effective and convenient for the kind of service we are providing. Furthermore, not more than 3 coders will be required for the programming and maintenance of the app.

Partnerships

We will be entering into partnerships for 212. By collaborating with influencers like Karena Dawn and Katrina Scott from Tone It Up, exercise brands such as Outdoor Voices and content collaborators like

Popsugar and Discover Los Angeles who all share our values, we will leverage on their viewership and presence in the digital world to gain awareness for our app.

Discount vouchers from outdoor apparel stores and healthy food restaurants along with 212 merchandise (water bottles, caps and yoga mats) will be provided to micro influencers who are willing to collaborate with us as a form of gratification.

Rate of Success

The rate of success will be measured in the number of new users gained following the end of the campaign period. We will run analytics on Facebook and Instagram to identify what strategies are most effective, and build on them to adjust our strategy accordingly (if required).

References

Henderson, G. (2019, March 5). Is a Gender Gap at the Gym Keeping Women From Working Out? Retrieved February 29, 2020, from <https://www.glamour.com/story/a-gender-gap-at-the-gym-is-keeping-women-from-working-out>

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