

Mobile Marketing Plan 2018

Prairie Athletic Club

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Section 1 – Executive Summary

Prairie Athletic Club (PAC) has earned a stellar reputation in Dane County for an extensive range of options for group exercise classes, equipment and services. The club outperforms most competitors in these measures.

The outlook is good for fitness club membership growth in the U.S., and PAC is on track to take advantage of the trend. The target market for PAC is women aged 20 to 49 in Sun Prairie and nearby areas. Women in the Generation X group are active participants in the fitness industry, yet younger Millennials are an untapped market due to their sense of community and willingness to spend more on their health and fitness than other generations.

PAC can maximize its strong position in the local fitness club marketplace by focusing on two key opportunities:

1. Boost engagement among women and with the PAC brand through content
2. Build a sense of community among women in the target audience

This Mobile Marketing Plan aligns online and offline channels to inspire and connect with women. It will help establish PAC as a thought leader in the local fitness industry so it can better showcase the expertise and personalities of its staff. Valuable content that's created and shared will help PAC improve its search ranking so it's well positioned to gain traction among the target audience. Women in this age range use mobile search extensively before making buying decisions.

Strategies in this plan will accelerate member engagement with the brand and create a stronger support network for women. The brand will partner with women members in the target market to reach their fitness milestones. This partnership will increase member retention, encourage members to invite friends to join and exercise with them, and demonstrate to prospective members that PAC is a thriving community that fits their lifestyle and values.

Section 2 - Current Situation Analysis

Mission and Vision

Prairie Athletic Club (PAC) is the largest health club in the state. They are committed to anticipating and responding “to the needs of each and every member.”

The club’s mission and vision is to “offer a healthy, enjoyable environment allowing our members to achieve their fitness and recreational goals.”

Key Competitors

1 – The Princeton Club

East Madison – 1726 Eagan Road, Madison
West Madison – 8080 Watts Rd.
Fitchburg – 2920 Hardrock Rd.
New Berlin – 14999 W. Beloit Rd.
Xpress – Cottage Grove – 1609 Landmark Drive
Xpress – Fitchburg - 5956 Executive Drive, #4
Xpress – Hilldale - 625 N Segoe Rd.
Xpress – McFarland - 5720 US-51
Xpress – Middleton – 2510 Allen Boulevard
Xpress – Monona – 5413 Monona Drive

2 – YMCA

Sun Prairie – 1470 Don Simon Drive

3 – Pinnacle Health & Fitness

Madison Capitol Square - 44 E. Mifflin Street
Fitchburg – 5973 Executive Drive, #1

4 – Anytime Fitness

Sun Prairie – 2071 McCoy Rd.
Fitchburg – 2980 Cahill Main
Madison – 2045 Atwood Avenue
Madison – 6420 Cottage Grove Rd.
Madison – 301 E. Campus Mall, Suite 203
Madison – 1193 North Sherman Avenue
Madison – 515 S. Midvale Boulevard, Suite 5
Madison – 737 University Row

Services Offered in Comparison to PAC:

- 1 – The Princeton Club
- 2 – YMCA
- 3 – Pinnacle Health & Fitness
- 4 – Anytime Fitness

Service	Prairie	Princeton	YMCA	Pinnacle	Anytime
Acupuncture				X	
Basketball & Racquetball	X	X	X		
Camps – Summer	X	X	X		
Cardio Cinema		X			
Childcare	X	Free	Free	Fee	
Dietician				X	
Exercise Equipment	X	X	X	X	X
Food & Beverage	Food, Coffee	Smoothie Bar		Smoothie Bar	
Group Classes	Fee	Free	Free	Free	Free
Martial Arts	X (Youth)		X		
Massage	X	X		X	
Personal Trainers	X	X		X	X
Pool	X	X	X	X	
Outdoor Waterpark	X				
Running Track	X	X			
Tanning	X			X	X
Tennis		X			
Sauna	X			X	
Soccer	X	X			
Volleyball	X	X			
Whirlpool	X			X	
HOURS – 24/7?	Limited	X			X

NOTE: All services are not available at all locations.

Marketing Tactics of Competitors

Web Search Results

1 – *The Princeton Club*

*Search: Premier fitness club and gym, state-of-the-art, multiple locations

*Event – Former Green Bay Packer Donald Driver recently led an exercise class, tickets could be ordered.

2 – YMCA

*Search: The *YMCA of Dane County's* Mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

*Event - Chamber of Commerce-promoted Open House April 21, 6 a.m. – 7 p.m., Lifestyle Center access, Open Gym, Open Swim, Inflatable Obstacle Course, Water Obstacle Course, Facility Tours and Membership Specials.

3 – Pinnacle Health & Fitness

*Search: Top health and fitness club in the Madison area. We offer group exercise classes, personal trainers, and an aquatic center. We're not just a gym – we're a community club that passionately supports you + your fitness + training goals.

4 – Anytime Fitness

*Search: Welcome to your neighborhood 24-hour gym. Whether you're a beginner or a *fitness* regular, we'll help you get to a healthier place.

Websites

1 – The Princeton Club

<https://www.princetonclub.net/>

*Offer - Try one week free

* Million Pound Challenge – open to members, non-members, corporations – annually donates 1 million pounds of food to area food pantries when participants as a whole achieve 1 million hours of exercise and/or pounds lost during the campaign.

*Mobile-optimized website

2 – YMCA

<http://www.ymcadanecounty.org/northeast-ymca>

*Wellness Coaching session for new members

*Download app via QR code on website.

*Not a mobile-optimized website

3 – Pinnacle Health & Fitness

<https://www.phfitness.com/>

*Offer – New members only - Join by April 30 for \$1, get a value-added package for 2 sessions with a personal trainer, free child care, guest passes to share the club with a friend.

*Blog

*Mobile-optimized website

4 – Anytime Fitness

<https://www.anytimefitness.com/>

*Find your gym and get a free 7-day pass

*Blog

*MyAnytimeStory – stories from members

*Member Spotlight – a woman who achieved her fitness goals

*Support - Free, personalized Get Started Plan/Community

Interactive Quiz – Are You Meant to Work Out Alone?

*Mobile-optimized website

Social Media

1 – The Princeton Club

Facebook, Twitter (not active since 2016)

Reviews - Yelp

Social not promoted on website

2 – YMCA

Facebook, Flickr, Instagram, Pinterest, Twitter, YouTube

3 – Pinnacle Health & Fitness

Facebook, Google+, Pinterest, Yelp

Reviews encouraged on these social media networks

4 – Anytime Fitness

Facebook, Google+, Instagram, LinkedIn, Pinterest, Twitter, YouTube

#MyAnytimeStory

Video – Why Join? (there is little information provided or value communicated)

Fitness Consultation

Other Media

1 – The Princeton Club

Mobile App – class schedules, social engagement, goal-creation, club-challenge participation, link to popular fitness tracking apps.

2 – YMCA

Mobile app – date schedules, class listings, Apple Wallet barcodes, check-in, opt-in alerts & notifications, hours, program registration.

3 – Pinnacle Health & Fitness

Groupon offer - \$59 for a 2-month membership
Madison.com deal

4 – Anytime Fitness

Mobile App – 1,100 workout plans, goal-creation, monitor progress in and away from the club, monitor membership, confirm appointments, view offers.

SWOT Analysis

Strengths

- 1 – The club has a wide range of equipment, group classes, team sport facilities, and personal training
- 2 – PAC has the only outdoor waterpark in Dane County
- 3 – A friendly, knowledgeable staff, according to reviews
- 4 – The club has a restaurant and coffee shop, unlike other clubs
- 5 – Mobile-optimized website

Weaknesses

- 1 – The facility has limited space for growth and may be crowded with equipment
- 2 – It can be overwhelming for some members and prospective members to navigate the numerous options and offerings on the website, and to find their way around the large facility
- 3 – PAC doesn't offer a mobile app like most competitors. However, according to results of one major survey, that may not be a liability going forward. Smart phone exercise apps dropped out of the top 20 fitness trends in 2018. [1]
- 4 – Lack of parking
- 5 – Facilities and resources may not be well marked or communicated to disabled and older adults (elevators, accessible rooms, etc.)

Opportunities

- 1 – The facility can tout its great reputation – it was one of three nominees for Best Fitness Center for “Best of Madison” in 2018. [2]
- 2 – Sun Prairie is growing quickly, ranking as the state's 4th fastest growing city, with 14.1 percent population growth from 2010 to 2016. [3]
- 3 – PAC can tout Dane County's only private outdoor water park

- 4 – Wellness coaching, which is a trend [4]
- 5 – Growth in health club memberships of 26.3% since 2009 [5]

Threats

- 1 – Other clubs are open 24 hours with unlimited access to all members, such as the Princeton Club and Anytime Fitness
- 2 – Some clubs are based in Madison, so have a larger population to draw from, including residents of Sun Prairie who work in Madison
- 3 – PAC doesn't offer access to all classes with all memberships, and some consumers view per-class costs as steep
- 4 – Growth in smaller studios and boutique clubs that feature popular interval training, such as Sun Prairie Fit Body Boot Camp
- 5 – May be more engagement and stronger social communities among competitors

Conclusion

PAC holds an impressive position among local fitness clubs, with a good reputation and extensive offerings. The brand could benefit from creating valuable content and establishing itself as a thought leader for both members and non-members. This opportunity could differentiate PAC from competitors and earn it a better search ranking. Because women in the target market use mobile extensively for research about products and services, there is untapped potential for this strategy. PAC also can engage current members and gain membership among the target market by fostering a stronger sense of community.

Section 3 – Customer Profile/Target Market

Fitness Trends

Some of the trends in the fitness industry are the popularity of high-intensity interval training, smaller boutique-style fitness centers, use of personal trainers, group workout sessions, wearable technology, short and intense workouts, a sense of community, and building core strength, stability and balance. Millennials want to get in and out, and follow an instructor who motivates them.

Users of the Fitness Industry

The fitness industry is big business, and growing. One demographic that shouldn't be ignored is Millennials. According to the 2016 IHRSA Health Club Consumer Report, Millennials like to participate in specialized classes like cross-training and yoga, while those from Generation X don't mind working out alone on an elliptical machine. [6] Millennials account for 48 percent of

gym activities for women 18 and above, while Generation X make up 32 percent of the market. [7] Women in their early twenties shouldn't be ignored as part of the target audience. If they're attending college or vocational school, their lifestyle may have changed since high school so they're looking for ways to get more active and share an experience with friends. Women who have entered the workforce have more disposable income than they did in high school. Health, exercise and fitness expenses are often priorities, especially among younger Millennials. [8]

Target Market Census Data

Based on 2010 Census data, the female population of Sun Prairie between the ages of 20 and 49 is 6,837. [9] The total includes women who are already members, but there is a large number of potential members in the population. Median household income in the city is a healthy \$65,203.

Use of Mobile to Access Information

Women in this demographic are big users of mobile phones and mobile apps. Smart phones are a "must have" for women, indicated by widespread adoption rates. Pew Research Center indicates 75 percent of women of all ages use a smartphone. Among all users, the target market includes power users of smart phones. Overall, the percentage of consumers using smart phones is 94 percent of those aged 20 to 29, and 89 percent of those aged 30 to 49. [10]

Based on June 2016 statistics, 93.5 percent of women in the 20-24 age group used apps for 93.5 hours each month, those 25-34 for 85.6 hours, those 35-44 for 78.8 hours, and those 45-49 for 62.7 hours. Data also revealed that 69 percent of traffic in the United States was mobile traffic. [11]

Use of Social Media to Access Information

Women are big users of social media. According to Sprout Social, 83 percent of adult women use Facebook, which is by far the most popular social media networking site. Instagram also is popular among women, with 59 percent of women aged 20-29 using Instagram, and 33 percent of women ages 30 to 49. [12] According to a 2018 study conducted by Pew Research, women use social media more than men. In the 30-49 age demographic, the four most popular social media channels among adults are Facebook (78 percent), YouTube (85 percent), Instagram (40 percent) and Pinterest (34 percent). [13]

Use of Mobile Devices for Engagement

Women engage with their mobile devices in a number of ways. They access social media and email frequently via mobile. They also are big users of mobile apps.

Other Uses of Technology

Millennials are most likely to use a smart phone versus a tablet, as are Generation Xers. However, members of the Gen X age group are bigger tablet users than other generations. According to MeasuringU, most apps are used to kill time, but apps are being used for shopping at an increasing rate. Mobile commerce is expected to hit \$284 billion by 2020. [14]

The target market uses digital to connect with other people via social media, read news, get recipes, and consume content that's of interest to them. They also use mobile devices to search, which now accounts for more than 50 percent of Internet searches.

Section 4 – Marketing Strategy

Objectives

1) Boost brand engagement for Prairie Athletic Club (PAC) with the target market of women ages 20-49 by posting blog and social content weekly beginning June 1 that establishes PAC as a thought leader and encourages interaction and a personal partnership with the brand to reach ongoing fitness milestones.

Why It's Important

Studies show Millennials are an untapped market for fitness clubs. They prefer to receive guidance and direction from fitness experts, and they use mobile to access content and interact with brands. Gen Xers also will be engaged by valuable content whether viewed via mobile or tablet.

2) Increase brand value for women members by initiating a community-building strategy by July 1 and increasing engagement by 25 percent by October 1, creating a support community to encourage them, and connect them to members and the brand to enrich their experience.

Why It's Important

Women in the target market are very engaged on Facebook and other social media networks. This strategy aligns their online and offline worlds to strengthen the bond with women and the brand, and with friends and fellow fitness buffs. This approach enables Millennials to connect in group classes, and Gen Xers to manage their workouts as they like (such as equipment only), while still connecting on their own terms. A positive experience will grow membership among the target market and boost member retention.

Section 5 – Marketing Tactics

Boost Brand Engagement

PAC has a wide range of group classes, equipment, facilities and services to offer women in the 20-49 target market. That being said, there are aspects of customer experience that can be enhanced. PAC can facilitate a stronger sense of community among members, and develop a personal, emotional connection with members. The following tactics will enable PAC to improve the customer experience, which will lead to an expanding membership.

Social Media

Members of the target market are big users of social media. Using this channel can help PAC improve brand engagement with members, and extend its reach via social sharing by members to their friends and connections.

Blog

- Feature a blog on the PAC website. It will drive Internet traffic and establish PAC as a thought leader. Valuable content that displays on local web searches will increase PAC's search ranking and visibility.
- Include at least one vibrant image or video in each blog post so it adds interest and can be shared on social media.
- Make a blog post the same day every week in the morning so readers know when to expect it. A blog schedule enables tracking to determine which topics and bloggers resonate most with the audience.
- Feature blog posts by PAC personal trainers. Include posts from a personal trainer on a rotating basis on the same day each week. If some personal trainers are willing, have them post on a specific day each week so they can build a following and members know when to expect their content.
- Have guest bloggers about healthy eating if there isn't a resource on staff
- Promote the blog with a link and image on Facebook
- Use compelling titles for blog posts. Examples of potential blog titles are:
 - How to Turbo-Charge Your Calorie Burn
 - 7 Tips to Get More Exercise at Work
 - 5 Secrets to Healthy Eating
- Incorporate keywords to improve local search ranking for fitness clubs (use relevant fitness and city keywords 2-3 times in the title, subhead or body copy)

YouTube

- Use a PAC YouTube channel to demonstrate exercises on the floor, and with a rubber band, a ball, a kettlebell and other equipment for the target audience. For example, one video could focus on what exercises a woman can do on the go (and how many reps), while at home, at school or while traveling for work. The instructor or personal trainer should be personable and introduce himself/herself at the beginning of the video and provide a friendly message at the end. He/she should wear sharp-looking exercise attire to add professionalism to the video. The video should be professionally done to showcase PAC.
- Promote YouTube videos on Facebook and via periodic emails.

Facebook

- Create a monthly editorial calendar with topics, photos and video to plan ahead and stay engaged with the audience. There's always room to add posts about current topics or announcements. Also post promotions, including a **Refer-A-Friend** deal and later a **discount on new memberships**.
- Incorporate Facebook posts that engage the audience, then reply to individual posts. Examples are:
 - Tell us about one of your fitness achievements.
 - What exercise or exercise equipment have you mastered that you didn't think you could?
 - What group class gets you in a zone?
 - What's on your Lululemon wish list?
 - What's in your fave smoothie?
 - What is your biggest obstacle to working out? (*reply with a tip and/or encouragement*)
 - What's on your workout playlist?
- Consider combining the PAC Facebook page and the Personal Trainer Facebook page. Even if a member doesn't book time with a personal trainer, the personal trainers are still "faces" of PAC. Their knowledge and presence can be leveraged along with group class fitness instructors on the PAC website, blog and on social media. Having two pages separates members and divides traffic between two different pages. If the personal trainers get more visible to all members rather than just to a select group, it would add more value for all members, and could generate future business. Personal trainers would be recognized, be able to connect more and earn the trust of more members.

Instagram

- Repurpose exercise demonstration videos on Instagram, plus post compelling photos that tell the PAC story and engage the target audience. Utilize hashtags that are always clever, inspiring or humorous, but never disrespectful, negative or controversial.

Increase Brand Value through Community-Building

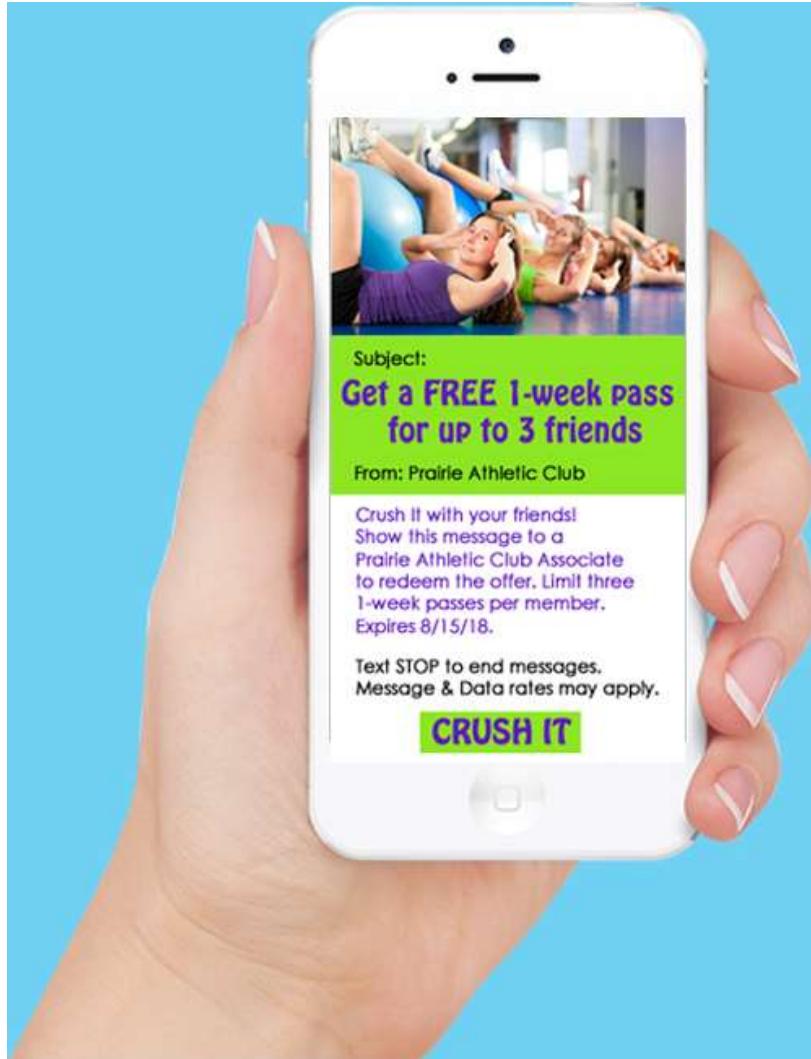
Campaign

Launch a campaign July 1 with the theme CRUSH IT that inspires, rewards and connects with members in the target market. The campaign aligns the online experience with the offline experience. Use a #CrushIt hashtag.

Online

- **MMS**
 - Send MMS messages to women who have double opted-in.
 - Messages should have the same look and feel as offline promotional materials
 - Send 5 messages a month from July 1 through September 30. Incorporate a Refer-a-Friend promotion and later a discount on new memberships. July dates and offers are:
 - **Sunday, July 1** – \$5 off a purchase of \$20 or more for signing up (this message will be used beginning July 1, and whenever a woman signs up to receive text messages)
 - **Monday, July 9** – Refer a friend who joins PAC in July, and both of you get a \$25 voucher toward PAC merchandise or services
 - **Tuesday, July 17** – Sign up by July 31 for a personal training session and get 50% off
 - **Monday, July 23** – Get a free one-week pass for up to 3 friends, offer good through August 15
 - **Sunday, July 29** – Buy one Tee and get a second at half-price

- Design for July 23 MMS:



- **Email**

- Emails weeks of July 1 and July 15 to promote text message sign-ups.
- Emails weeks of July 8 and July 22 to women members encouraging them to take part in Crush It. Ask them to share their stories of reaching fitness milestones and barriers they've overcome. Mention the #CrushIt hashtag, Digital Medals and the Social Media Contest (see following descriptions).
- Also email about promotions, including a **Refer-A-Friend** deal and later a **discount on new memberships**.

- Continue weekly emails throughout the campaign with similar content.

- **Social Media**
 - **Digital Medals** that are branded (with a PAC logo)
Post Digital Medals on Facebook with posts that give a shout-out to women who are reaching such milestones as starting a fitness journey, hitting a fitness goal or partnering with a friend to work out together at PAC. Promote sharing by:
 - Inviting women to share these posts on Facebook and add their own story with the #CrushIt hashtag
 - Encouraging women to post the Digital Medals on Instagram and share their story with their friends with the #CrushIt hashtag.
 - Friends, even non-members, can download Digital Medals to post on a member's Facebook page or Instagram to give encouragement and support. They can also comment on member posts with their own words of encouragement.
 - Medals don't match campaign colors so they can be used on an ongoing basis after the campaign, and new ones can be added. Colors match Promotional Tees (*see Offline strategies that follow*)
 - Examples of Digital Medals to design and post are:
 - Crushed It
 - Power
 - Strength
 - Endurance
 - Performance
 - Inspired
 - Recharged
 - Momentum
 - Rejuvenated
 - Perseverance

- **Sample Design:**



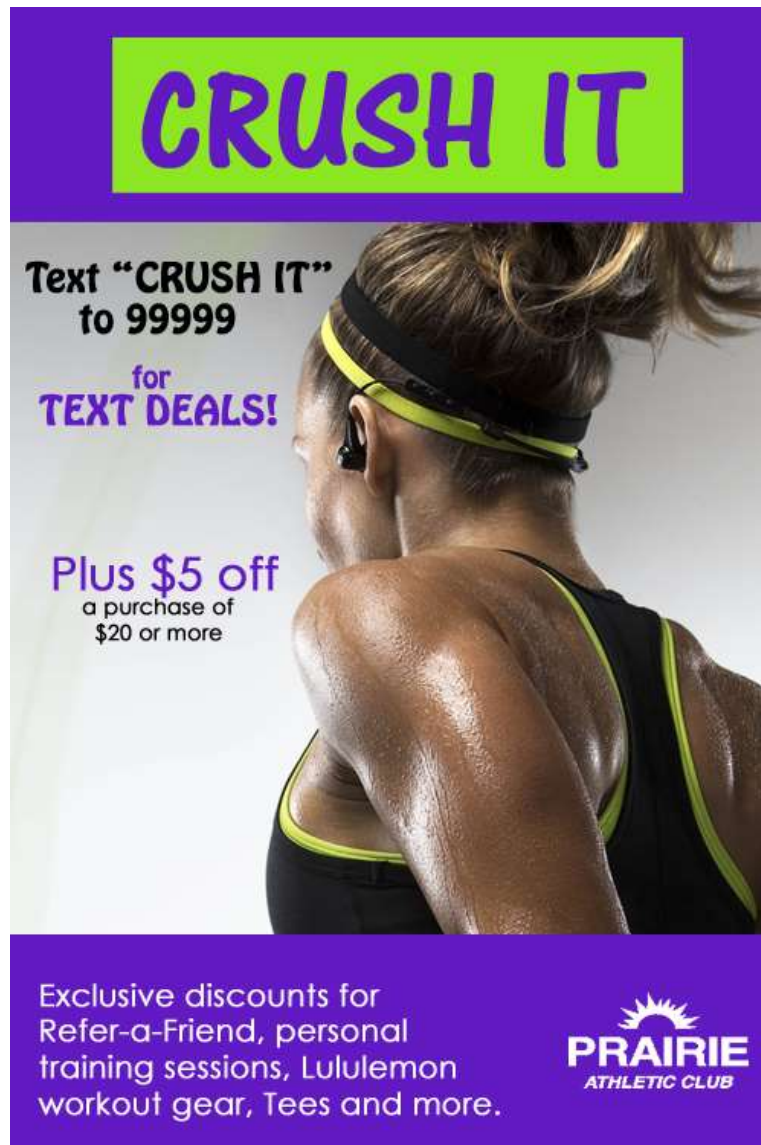
- **Contest** – To support the effort to Add Brand Value, promote a contest on Facebook and Instagram for members in July. Have a weekly drawing for women members who post a Digital Medal with their accomplishment and use the #CrushIt hashtag. A member can win only once. Change the prize each week, with such rewards as:
 - A 1-hour group session with a Personal Trainer for the member and up to 4 friends.
 - A free 60-minute massage
 - 1 free month of membership for the member and a friend
 - \$50 PAC voucher for workout gear or services
- **Landing pages**
 - Create a landing page for Email Sign-ups that matches the email design and clearly identifies it is for email sign-ups at the top. A form should include email address, first name, last name, and a question that's optional that asks them about their fitness interests, such as cardio, weight loss, healthy eating, etc. so

email lists can be segmented and future emails sent about these topics.

- Use a second Crush It landing page for people who see the URL on posters outside the club. Provide details on the page about text signups and Digital Medals. The design should match the posters.
 - Create a separate landing page for a **Refer-A-Friend** deal and later a **discount on new memberships**.
- **Website Banner Ad**
Include a large website banner ad on the home page promoting the Crush It campaign. The ad should match the Crush It campaign posters.
 - **Website Digital Ad to Promote Email Sign-Ups**
Add a smaller digital ad on the website home page to promote email sign-ups for special offers and content. The ad should be directed to a Landing Page (*a description follows*)
 - **Website Enhancements**
PAC offers a wide variety of membership options for members. The range can get overwhelming and confusing to a prospective member. The current use of colors helps break up the list, yet to make a user experience even better, consider these suggestions:
 - List a short description of each membership type before pricing is shown (pricing is currently listed first)
 - Break membership types into shorter “chunks” of information with subheads to make information easier to understand (such as Description, Length, Price, Services/Classes – All. Then list services at the end or with a link.)
 - Clarify what is different about each membership type without a web visitor having to scroll through the full list and remember
 - PAC may wish to consider offering all classes with memberships rather than a limited list.
 - If text is underlined on a website, it should be clickable. If it’s not meant to redirect a user to another page, the underline should be removed.
 - On a separate page of member stories, feature members and their stories that were shared in the Crush It campaign
 - Show pictures of staff members on a separate page

Offline

- Poster Design Mock-Up:



NOTE: Campaign materials should be created by a graphic designer experienced in digital design.

- Locations for displays are:
 - Club lobby – vertical retractable sign
 - Front desk – small, standing tabletop signs
 - Women’s locker room - 6-foot vertical poster
 - Areas of the club frequented by women – standard-sized poster

- Local stores frequented by women that would display a small poster

***NOTE:** Posters displayed outside the club should include a phone number, address and URL for a Crush It landing page.*

- **Buck Slip**

A small buck slip should be inserted into bags with purchases (clothing, to-go food items, etc.), be provided to prospective members during tours, and be given to new members when they sign up at PAC. The buck slip should match the campaign design and include a legal disclaimer about subscribing to text messages.

- **Announcements by Fitness Instructors**

Fitness Instructors should announce the Crush It campaign at the beginning of their class twice per week. They should encourage members to sign up for text deals and also post about their accomplishments with a Digital Medal on Social Media and/or the #CrushIt hashtag to enter a drawing to win prizes.

- **Promotional Tees**

Purchase and print women's Tees for the campaign (and which can be sold later as well) that feature bright, vibrant colors appealing to Millennials and Gen Xers. Each Tee should include a message that inspires, and enables women to express themselves and their emotions. The PAC logo should be included without being too large. Examples of messages for Tees are:

- Crush It
- Conquer the Burn
- Power On
- Fire
- Take On Today

Colors used for Tees should be popular and current, and according to the Advertising Specialty Institute, Millennials have some clear color favorites. [15] These colors also would typically appeal to Gen Xers. It would be preferable to have at least three different color options for members. Color recommendations are:

- 1 - Blooming Dahlia (salmon pink)
- 2 - Teal (in a heather)
- 3 - Lilac
- 4 - Lime Punch
- 5 - Little Boy Blue (light blue)

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