



MARKET RESEARCH/INSIGHTS FOR MUSCLE-UP MARKETING

Muscle-up Marketing has helped fitness clubs generate leads for their businesses, so they can sign up new members. The company uses a number of different methods – from print media to web and mobile advertising. But they always need to identify new markets for their clients, and they need to make sure their campaigns are targeted towards the right people.

Understanding your target market is the key to any successful advertising campaign, so it's important to do the proper research to get the maximum conversion possible. But due to time and budget constraints, it is necessary to hand that responsibility over to someone else.



Challenge

When Sidago was first asked to do the job, they knew they needed to determine who would be interested in purchasing a gym membership. This required a detailed analysis of the current demographics, so they would know which groups to focus on in their campaigns.



Solution

Their first line of attack was to conduct market surveys related to certain key markets, and they needed to ask the right questions on each one so they can get the right kind of data. They needed to find people based on age, gender, and other criteria so they can determine a certain demographic.

Based on their research, they have found that women between the ages of 35 and 45 were the most likely group to purchase a gym membership. Young men under the age of 25 also ranked high on the list, especially if they participated in sports.



Results

With this information, Muscle-up Marketing was able to improve its conversion rate by 10%, which is a significant increase. This has led to their customers seeing an overall improvement in sales in the last few months. They have also seen fewer cancellations, which resulted in more long-term business for gyms that have used their services.