SMARTFIT & XGROWTH

Project Proposal - Branding Capstone Project
Applied Marketing Problems - MKTG 4890

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WELCOME TO XGROWTH

Our marketing company is the missing variable that your product needs.

- Creative
- Innovative
- Top-Rated

XGROWTH

ABOUT SMARTFIT

“This isn’t just another workout tracker, we are keeping track of how your life is working out”

SmartFit aims to not only become a leading personalized fitness app but also a holistic wellness companion, transforming the lives of users around the globe. Through strategic partnerships, continuous innovation, and a commitment to user satisfaction, SmartFit will solidify its position as a revolutionary force in the fitness and wellness industry.

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MISSION

“To transform lives, one workout at a time.”

CURRENT STATUS:
WHERE IS SMARTFIT CURRENTLY POSITIONED?

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CURRENT STATUS

Strategic SWOT Table

Environmental Data	Opportunities	Threats	Strengths	Weaknesses
Rise in Social Media Usage	Brands connecting with consumers	Other competition	Personalization abilities	Lack of social media presence
Advancements in Technology	Affordability of new technology	Digital tech. constantly evolving	Wearable tech. integration	Data Privacy Concerns
Growth in Health & Wellness Trends	Increase in work-out app downloads	Limited access to equipment	Free and paid versions of the app	Monetization Issues

Environmental Data

Increase in Competition

National Physical Fitness & Sports Month

Opportunities

Engagement in bribery incentives

Individuals/Influencers who invest their time in sports/fitness

Threats

Lack of knowledge in gym culture

Lack of consumer “free-time”

Strengths

Excellent SEO practices

Encourages individual vigilance in fitness

Weaknesses

Limited Budgets

Lack of marketing resources

CURRENT STATUS

Competitor Analysis

• MyFitnessPal	→ Track nutrition, offers free & premium version, set personal goals
• FitOn	→ Fitness, meditation, yoga classes. Celebrity trainers. Free and premium versions.
• Fitness / Apple Activity	→ Free version: tracks movement & exercise. Premium: trainer tips, various workouts trackers
• Nike Training Club	→ Free for nike members, available trainers, progressive workout programs
• TikTok	→ Fitness influencers provide nutritional and workout tips

CURRENT STATUS

Current Brand Positioning

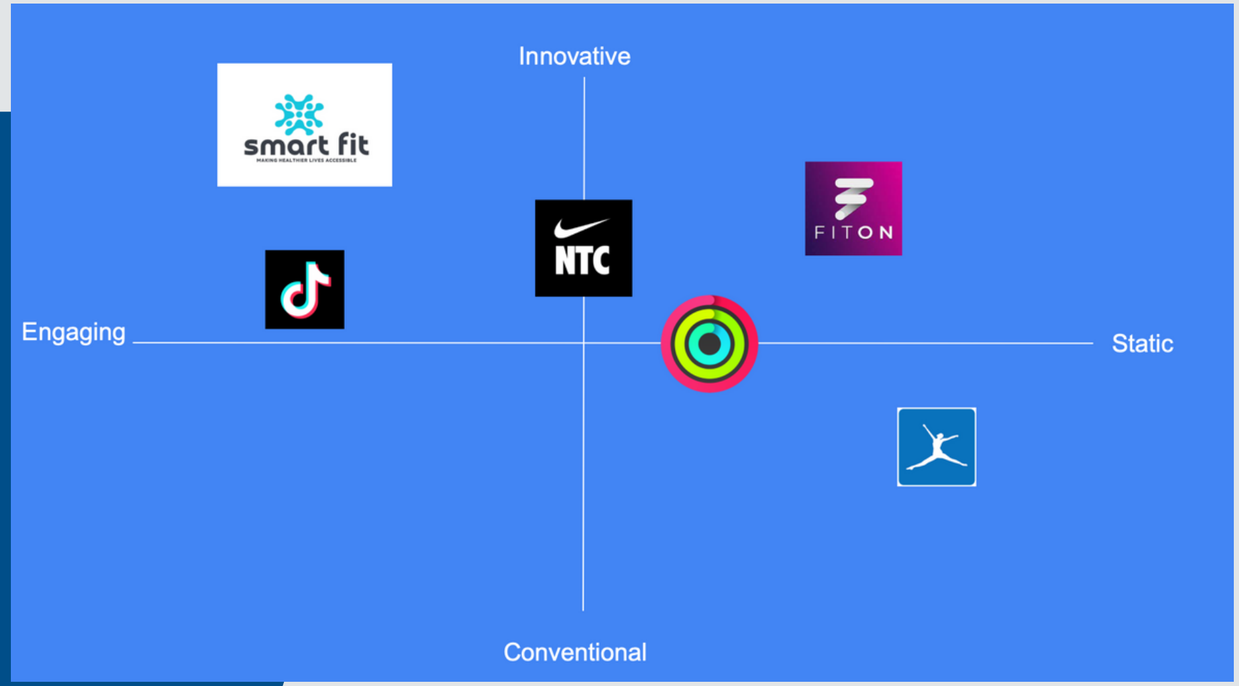
SmartFit Brand Duality:

Emotional - Improving mental and emotional health with different connections

Rational - Encouraging fitness and habits in different daily activities

Current Major Competitors:

- MyFitnessPal
- FitOn
- Fitness / Apple Activity
- Nike Training Club
- TikTok



LOOKING FORWARD:
WHO WILL BE A SMARTFIT WITH US?

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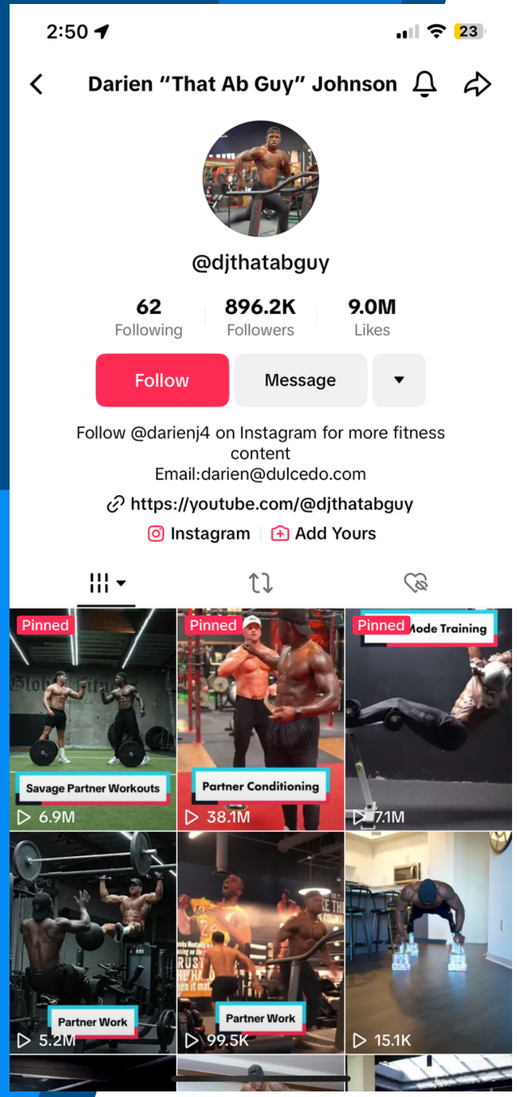

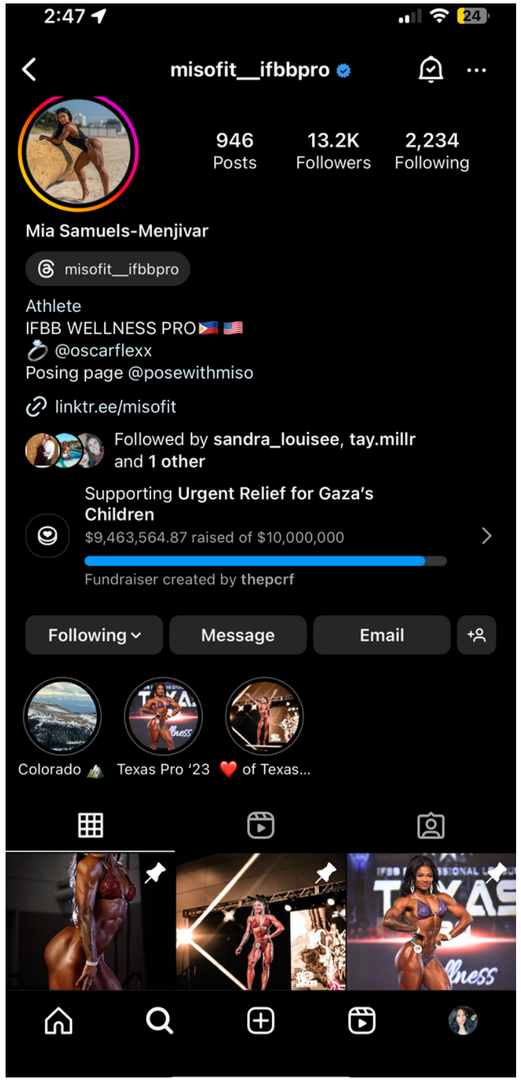

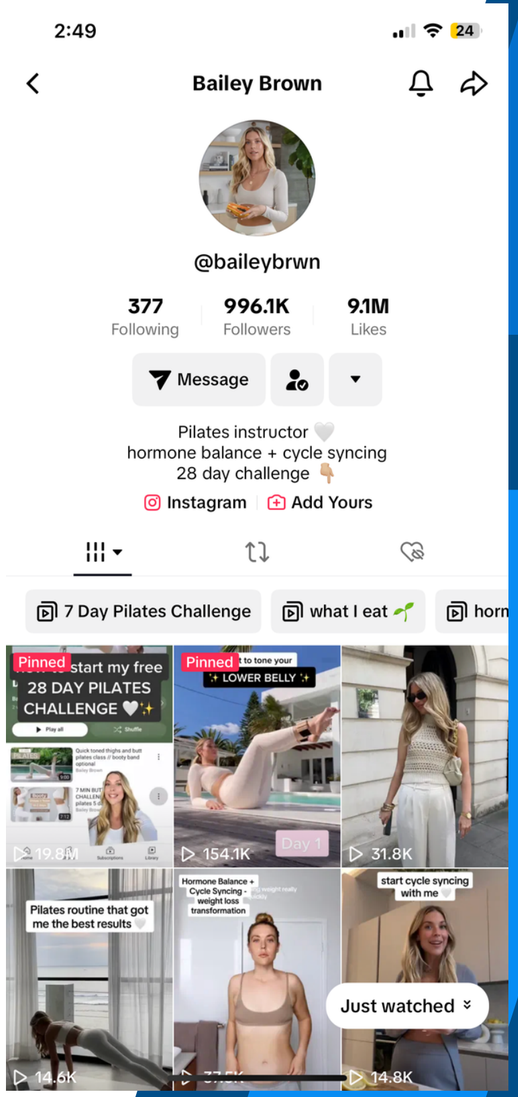

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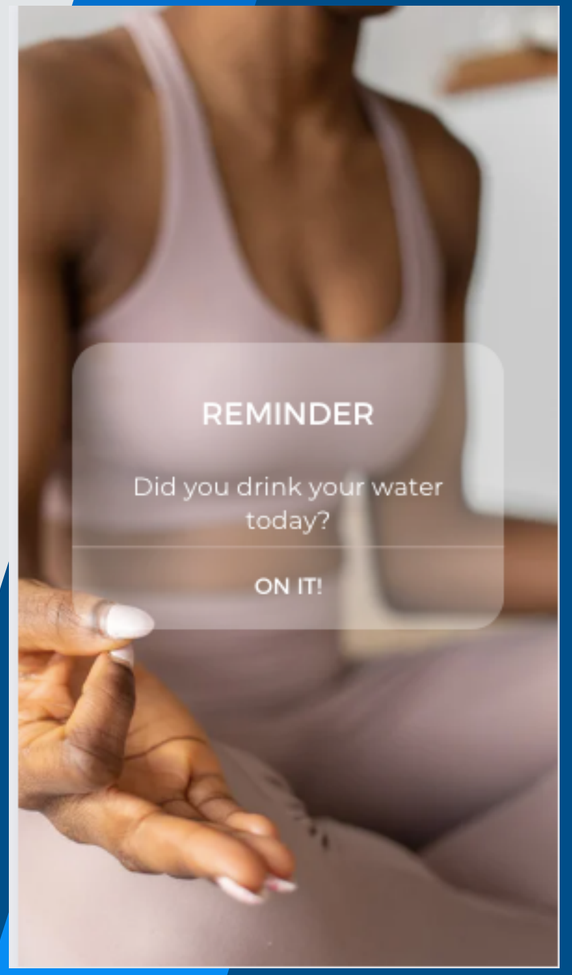
WHO WILL BE SMARTFIT?

Target Demographics:

- age range 25-40
- low-middle to low-high income
- optimistic minded consumers
- suburb/city environment
- not gender exclusive



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STEPS TO SUCCESS:
HOW DOES SMARTFIT BECOME #1?

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STEPS TO SUCCESS

KPI Metrics

Mobile Downloads

Achieve 100,000 mobile downloads

Conversion Rate

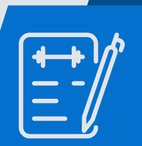
Conversion rate of 30% from free trial to paid subcriptions

Retention Rate

Maintain 25% retention rate of usage of the app

SM Impressions

Achieve 10 million impressions on social media platforms



Influencer Reach

Gain 50,000 new users through collaborations with influencers

Referral Program

Aim for a 20% participation rate in the referral program

STEPS TO SUCEESS

KPI Metrics Continued

Daily Active Users

Achieve 70,000 users by the end of the campaign

Session Duration

Reach average of 5-10 minute session

UGC Contributions

Generate 50,000 brand mentions through hashtags

Fitness Milestones

Celebrate 10,000 users reach fitness milestones

U/S Surveys

Attain 90% of satisfaction rate

FUTURE STATUS

4 P’s Marketing Strategy

Product

a revolutionary fitness app that combines social media and personalized challenges in the form of a workout. Providing efficient solutions for individuals seeking guidance, motivation, and support in their fitness journey. The app caters to individuals with busy lives, focusing not just on weight loss but also on promoting an overall healthier lifestyle

Place

The app is available for download on various platforms, accessible via smartphones and tablets. partnerships with insurance companies can be leveraged to offer the app as part of health and wellness initiatives or packages for their members.

Promotion

Utilize platforms like Instagram, TikTok, Twitter, and Facebook for engaging content. Partner with fitness influencers and personalities to showcase their experiences with the app, emphasizing how it caters to their unique fitness goals. .

DISCOVER YOUR BEST “FIT”

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Free

$0

- Basic workout planner
- Calorie tracker
- Healthy lifestyle reminders
- Daily Motivationals

Monthly

$9.99

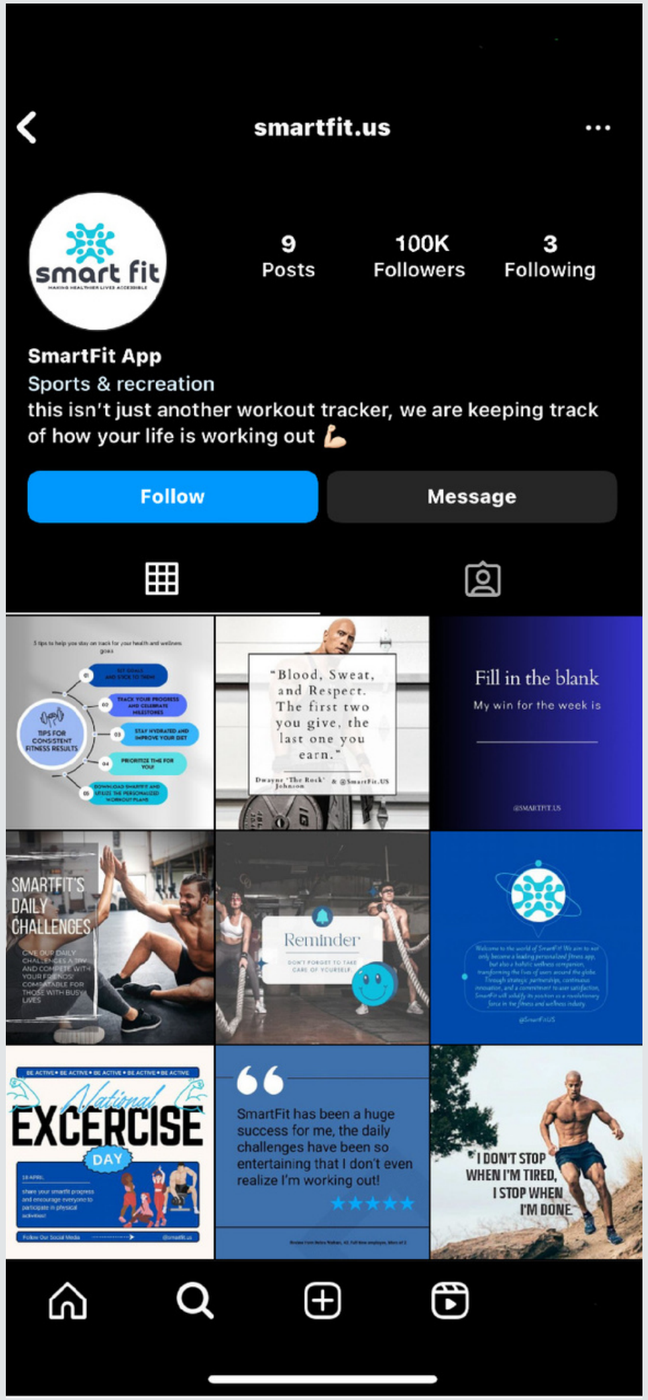
- Ad Free!
- All Free Features!
- Unlimited Curated Workout Plan Adjustments
- Form Check

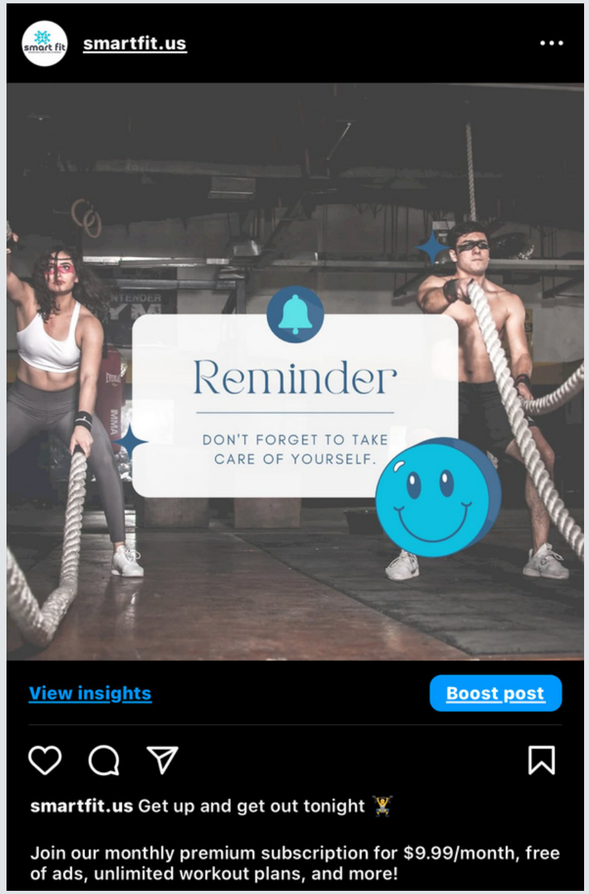
Yearly

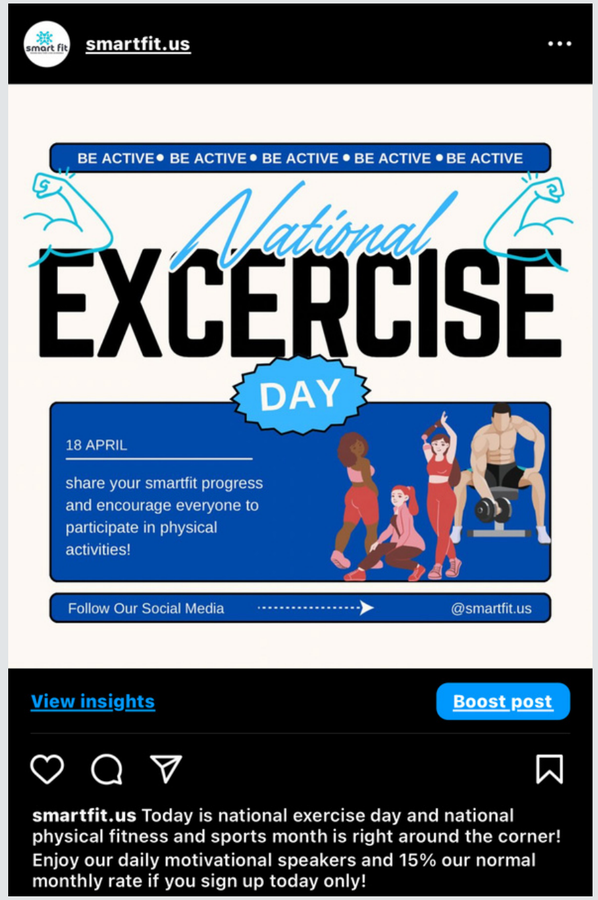
$100
(20% off)

- Including everything from the monthly price but at discount price!

SOCIAL MEDIA MOCKUPS







GOALS

Establishing Presence and Building Trust (Year 1-2)

- Introduce SmartFit to the Market, Build a Loyal User Base, and create positive partnerships

Enhancing Personalization and Expanding Features (Year 3-4)

- Strengthen SmartFit's Position as the Ultimate Personalized Fitness Solution
- Maintain an average of 6 month customer retention

Solidifying Leadership and Diversifying Offerings (Year 5)

- Cement SmartFit as the Go-To Fitness App and Expand Service Offerings

THANK YOU

FOR YOUR ATTENTION

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