


VERSION 1.0
10/26/2018



BOXING WORLD

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COMM 428E
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STRATEGY PROJECT

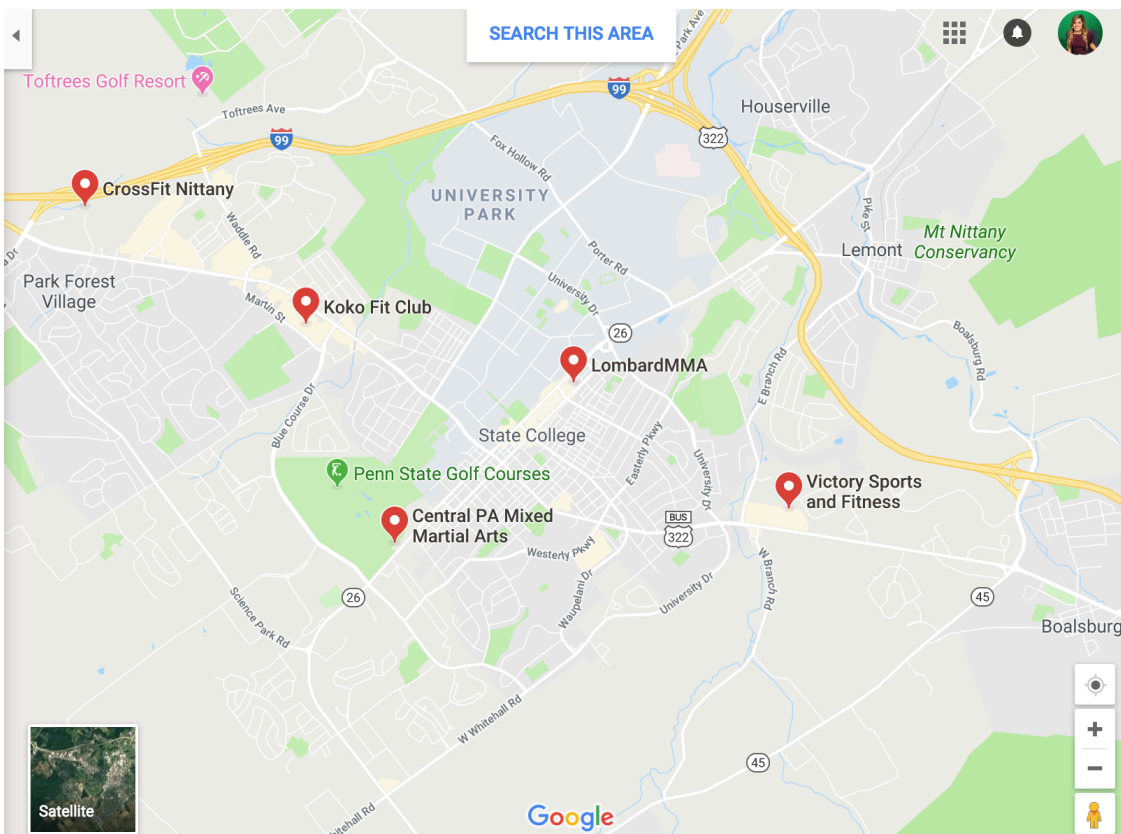
TARGET AUDIENCE

The target audience for Boxing World is mainly students from Penn State University, considering that it's walking distance from campus. The main audience would be college aged students, 18-24 years old. But other potential audiences could include faculty and staff from the university as well as anyone working on campus. Another audience would be anyone living in the area specifically interested in boxing and kickboxing, or health and fitness.

COMPETITORS

There are tons of gyms in the State College area, but there are only a few that offer group classes. Each of these gyms has a comprehensive website and a presence on at least Facebook and Instagram, and 3/5 are on Twitter. Here are gyms that are in direct competition:

- CrossFit Nittany
- KoKo Fit Club
- Lombard MMA
- Central PA Mixed Martial Arts
- Victory Sports and Fitness



SOCIAL MEDIA

This will be the main part of our strategy. Social media is king among college students and Boxing World needs to capitalize on the structures already in place. Instagram, Facebook and Twitter will be critical to the success of the gym and YouTube could also be used to showcase and bring people to the gym.

Instagram:

- Over half of 18-29 year olds have an account
(<https://www.forbes.com/sites/ajagrawal/2017/03/12/3-reasons-why-you-should-become-a-master-of-instagram/#75763e176a98>)
- Users want to engage with brands on Instagram
(<https://www.forbes.com/sites/ajagrawal/2017/03/12/3-reasons-why-you-should-become-a-master-of-instagram/#75763e176a98>)
- Instagram stories make your business relatable, and students use this feature everyday
- You can partner with influencers in the community, meaning find boxing or kickboxing students that are in the public eye and have them promote the Boxing World brand.

Facebook:

- Community members are looking to Facebook for information
- This makes your gym more user friendly, and this page needs to be updated daily. Users want to be able to find out everything on your Facebook page including class times, costs, instructor information, gym background and equipment information
- Facebook Ads can be used to target your audience, and you can filter the ads to target your niche demographic

Twitter:

- Twitter is awesome for quick updates and helps members of your community connect with you and share your news
- Example tweets:
 - “Boxing World is offering free trial classes this week! Sign up at www.boxingworld.com”
 - “Meet Boxing World’s newest kicking boxing instructor, Amy” (included photo with bio)
 - “Get in shape for the New Year, bring your friends to BW for a free NYE class”

YouTube:

I offer up YouTube as an optional strategy. Videos usually get more engagement than photos or anything else. Boxing World could greatly benefit from creating videos like: Boxing 101, How-Tos or Get to Know Boxing World. Videos are costlier than any other platform, because shooting and editing videos takes serious time and money but it can be worth the investment!

- Videos have the potential to go viral
- It can help you kick off campaigns
- It can help Boxing World be an expert on fitness, boxing and kick boxing

TIMELINE

The timeline for this strategy will be between November 15th and January 1st. Using the last 45 days of the year to build energy and excitement around the gym will fit perfectly into people's New Year's resolutions.

	Week of Nov. 11	Nov. 18	Nov. 25	December 2	Dec. 9	Dec. 16	Dec. 23
Instagram			Bring on Instagram Funnel Facebook users to IG	Find influencers in the community to promote gym	Geo fence and target ads at students		Get in shape for the New Year
Facebook	Launch 1 st Grow community through likes		Thanksgiving Day sale Burn off those turkey legs	Share global boxing news		Try classes for free this week!	Christmas sign up discount
Twitter					Bring on Twitter Funnel users from FB to Twitter	Make sure to tweet FB and IG updates	Push Christmas sign up
YouTube				Bring on YouTube	Create videos about being healthy in the New Year	Start introducing the gym	Videos about boxing fundamentals

GOALS

Hit all of these benchmarks by January 1, 2019

Instagram

- Reach 500 followers
- Start engaging with followers, hopefully they are asking questions and sharing content
- Find 3 quality influences, likely Penn State students with large followings, to promote the gym and be ambassadors

Facebook

- Reach 1000 likes
- This should be the most frequented page by members
- High quality engagement and positive content should be driving people to the gym
- The rev up around the New Year should push people to sign up for a membership

Twitter

- Reach 500 follows
- We should be trying to build engagement with retweets and likes

YouTube

- Release two high quality videos and share them across all platforms

BLOGS

Here are some blogs you should be following to stay with the competition and be an expert in the boxing/kick boxing and fitness field.

1. Kettlebell Kickboxing

Website: <http://kettlebellkickboxing.com/blog/>

Jodi Barrett is a famous kick boxing instructor from NYC with a level five kick boxing certification and a huge following. She produces great content about kickboxing and Boxing World can learn from her style.

2. World Boxing News

Website: www.worldboxingnews.net

This site also covers all things boxing, including fight reports, editorials, interviews, results and rankings. You can learn from the content they produce and how they write. Lots of their content is also recyclable.

3. Expert Boxing

Website: www.expertboxing.com

This site is awesome for boxing fundamentals and will keep you up to date and fresh in the sport. They provide lots of how-tos and courses which will help Boxing World in creating their own content. Sharing how-tos and tips for boxing will get lots of engagement from users.

TWITTER

These are some Twitter pages Boxing World should be following:

- @BoxingNewsED this is a great page for all boxing news updates
- @LombardMMA Lombard MMA- this is a local State College kick boxing gym, and it's good to see the competition and engage with them
- @cpamma Central PA MMA- is another good local MMA gym that will help you keep an eye on what the competition is doing
- @CrossFitNittany- this is the local CrossFit gym that is highly successful. Engage with them and see how they engage people
- @penn_state this is the official page of Penn State, and it's a good account to follow so you can follow along with breaks and events going on at the college. For example, as spring break approaches you could run a campaign to get in shape for spring break... etc.

CONCLUSION

This comprehensive plan is customized for Boxing World. Boxing worlds needs to be using all the tools available to drive business to the gym. Because of the geographic location and nature of business, these social media platforms are perfect to execute communication and engage members. If this plan is followed as drafted by Lindley, the gym should see a huge up-tick in engagement as well as increased visibility through engagement and sales.