AMB330 – Digital Portfolio

Digital Audit and Planning Portfolio

Active Life Fitness Everton Hills

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MODULE 1:  *Introduction* –

Active Life Fitness (formerly known as Healthworks) Everton Hills is a health and well-being club that operates in the north side of Brisbane. The family owned business provides their consumers with a unique opportunity compared to a number of their direct competitors. Throughout this audit, their entire digital presence will be analysed followed with a number of recommendations for improvement. Their selected target audience will be overviewed along with their needs and desires. Followed by a number of consumer insights and overall justification of the recommendations provided throughout.
**MODULE 2: Digital Audit –**

Analysing Active Life’s entire digital presence was conducted through the use of a Digital Audit table. It introduces criteria and then observations were made particular to Active Life’s performance and rated on a scale from 1 to 10.

**Client: Active Life Fitness Everton Hills**  
**Date: 2.4.16**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Examples or observations</th>
<th>Rating 1 to 10</th>
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<tbody>
<tr>
<td>Broad vision of how digital media can transform the company</td>
<td>The Digital media that Active Life utilizes aids in developing their brand awareness with the ever-increasing population using the internet or social media to search for a product or service (Teo, T. S. 2001). A leading positioning strategy is to develop a sense of community and belongingness within the gym with the other members and staff. By being able to connect with other members through social media channels it encourages the sense of community. The use of digital media, particularly, social media allows for the members to connect, engage, encourage and inspire each other into living a healthier lifestyle through a friendlier and non-confrontational environment. However, increasing their brand awareness through other digital channels will help in reaching further into the selected target markets of both the ‘Mummy Market’ and Young adults.</td>
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<td>Integration of marketing, IMC and digital strategy</td>
<td>Active Life Fitness is not consistent with their structured marketing and IMC objectives. The company currently employs more traditional channels like letterbox drops within a 5km radius of the gym, as well as snippets in local school newsletters. These methods are currently reaching a portion of the selected market as parents; commonly the mothers will read the school newsletters. However, a broader range can be reached through different digital channels. A well maintained blog, which can encourage a ‘healthier lifestyle’ by sharing healthy recipes, quick workouts, etc. The introduction of an Instagram account which both will successfully reach the target audience as both the young adults and ‘Mummy Market’ are using social media more and more.</td>
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<td>Digital strategy</td>
<td>Active Life’s current digital strategy is to create a sense of community and belongingness within the gym, with members being able to connect and share their progress and success. Their current Facebook serves as a means of communication with their current members, also as a sense of what the gym is about to the new members. The Digital strategy currently used shows that they’re positioning their messages towards the primary target audience of the Mummy Market. Well positioned, however, lacking a large reach of the market shown by the Facebook Data. The most popular posts were identified as relevant videos, shared videos, links and relatable photos. This information will be considered when further developing digital strategies in order to reach particular business objectives.</td>
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<td>Strategically consistent, company-created brand messages</td>
<td>Active Life has a fairly strong consistency within their digital presence, their Facebook posts target towards the gym’s identified target audience. The posts on the page range from inspirational quotes, members progress, and reminders for sessions. Which correlates to the company’s objective of creating a friendly community within the gym. Where the content provided on the website is more information based with gym opening hours, services offered and contact details. The information structured for the website provides an overview of the gym for new consumers looking at comparing with the competition based on the range of services and prices offered. Where the social media is more targeted towards current members who wish to keep up to date with the gym’s special offers or time changes. However, with the messages provided, they lack consistency with the style guide of the website to the Facebook page.</td>
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<td>Degree of company involvement in digital and social media</td>
<td>There is a medium level of involvement from the Active Life team on the digital channels. The company is seen to responding to consumers on their Facebook page through the reviews and answering any queries asked quite quickly through the messages. While they still place resources into the more traditional marketing channels through letterbox drops and newsletter ads – more attention could be focused on their digital channels. With posts being made on average every 2-3 days, some more posts, which offer an incentive for members to engage and participate in discussion would be more effective.</td>
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| Digital tools and social used by the company | - Facebook  
- Website | 5 |
| Frequency of use of digital and social media tools | Active Life is currently updating their Social Media accounts quite irregularly with posts being made every 2-3 days ranging from healthy recipes, motivational quotes, members progress and updates from the trainers. As this is the only channel that allows for consumer engagement, it posts quite irregularly and doesn’t strongly encourage member participation or discussion. | 6 |
| Examples of content shared | Active Life currently uses their social media channels as a means of communicating with their current members and posting content that is targeted towards their primary target market. Their website is positioned towards reaching new members considering to join the gym with information and services all highlighted. | 7 |
### Strategic user engagement

The digital activity is quite well targeted towards the ‘Mummy Market’ who are interested in involving in a sense of community with the other members at the gym. This method reaches people in a non-confrontational manner, which can also interact with other members in the sub target audience of younger adults who spend a large majority of free time on social media.

### Measurement of digital performance

Facebook provides data that can be assessed and evaluated based on the posts and reach of particular posts. This allows for Active Life to evaluate what time of day might have a higher reach with the target audience, what topics they are more interested in and which topics they are more vocal about.

*Where 0 indicates a lack of achievement and 10 represents optimum achievement.*
MODULE 3: Target Audience Analysis and Product and Competition Overview –

Active Life currently has selected the ‘Mummy Market’ as their primary target market specifically mothers aged 25-40 with young children. Their secondary audience has been identified as young adults aged 17-25 looking to stay fit and healthy (Olivia Brusasco, personal communication, March 3rd, 2016).

The Primary target audience (Pickton, D., & Broderick, A. 2001) has been identified and the services offered as Active Life Everton Hills compliments their particular needs and desires. From further analysing the target audience they can be filtered into further market segmentations. Particularly separated into demographic, geographic, psychographic and behavioural variables (Frank, R. E., Massy, W. F., & Wind, Y. 1972).

The audience has been further researched with Roy Morgan data and particular characteristics have been identified into their leading purchase intentions. The data outlined that women aged 25-34 are 26.3 times more likely (Roy Morgan Data, 2016) to think of the number of calories in the food they eat and women aged 35-49 are 27 times more likely. This shows that the women interviewed in the demographic are quite health conscious to the meals they’re eating, which suggests that they’re interested in being healthy. Another factor showed that Women aged 25-34 are 63 times more likely to do any athletic activities and women aged 35-49 are 60 times more likely (Roy Morgan Data, 2016). With such a high number of the population shows that a majority of the population are health conscious and already participate in athletic activities. These factors show that the population interviewed is interested in living a healthy lifestyle if not already living one.

However, over 65% of the audience agreed that they’d like to be able to lose weight (Roy Morgan Data, 2016) and a similar portion agreed that there weren’t enough hours in the day. Where Active Life offer 55+ classes a week and offer 24-hour services – appealing to the target market’s current requirements.
Further analysis of the Roy Morgan data, it is shown that the mothers interviewed, in the age group of 25-34 they were 41 times more likely to have children aged under 5 years old. Where in the same data set, the older the demographic and the younger were less likely. This shows that of the targeted audience there is a high percentage with younger children who would benefit from the $1 per visit crèche (Olivia Brusasco, personal communication, March 3rd, 2016).

From looking at the census data for Everton Hills it was evident that 48% of the population are a couple with children (Australian Bureau of Statistics, 2011). As well as 48% of the population also owns their home with a mortgage with 89% having their repayments less than 30% of their household income (Australian Bureau of Statistics, 2011). This data allows for assumption that the ‘Mummy Market’ in Everton Hills has quite a high level of disposable income allowing for the possibility to spend money on gym memberships. With quite a high socio-economic standing (Alder, N. E., & Ostrove, J. M. 1999), this allows for the current population to live comfortably and spend some money on their health and wellbeing.

Further analysing the health and wellbeing centres in the local area, Active Life’s direct and indirect competitors were compared to the companies offering of product and services (Billing, J. 1980).

The direct competition of the gym was identified as four similar businesses, Club Coops located in Carseldine, Albany Creek leisure centre, mum and bubba bootiecamp and The Gap health & racquet. This clubs were identified as they offer similar services to their members and are all located within a 10k radius of Everton Hills. This is appealing to the consumers and therefore they need to develop a unique offering to their customers to remain competitive (Farrell, A. M., & Lee, N. 2015).

As these locations offer a similar service with a wide range of facilities and particularly child minding services which is appealing to the same demographic of the ‘Mummy Market’. This is why Active Life Fitness has introduced a competitive rate for their crèche offerings of $1 per visit per child (Olivia Brusasco, personal communication, March 3rd, 2016).
The indirect competition has been identified as any gyms located in a 10km radius to Active Life. They've been identified as Club Arana Health & Fitness, Snap Fitness, Jetts Gym and Grit Culture. These locations don’t pose as much threat as the direct competitors because they don’t offer all the same services. However, these locations are still a threat more to the secondary target audience as the younger demographic will primarily compare locations based on price (Jones, M. J., & Zufryden, F. S. 1982).

**MODULE 4: Consumer Insights –**

1. Mothers find it hard to motivate themselves to get to the gym without an encouraging factor. Friends are good motivators, as you don’t want to let them down by not showing up.

This consumer insight was developed through the selected target audience’s psychographic values and behaviours and what they deem to be important. Aforementioned, the audience find that there isn’t enough time in the day for exercise. This is why Active Life offers services, which would appeal directly, such as, 24-hour studios and cheap rates for child minding services. Also relating to Active Life’s positioning strategy of a friendly environment.

2. Mothers with a busy life will often struggle to find the time and resources to get to a gym and will put others personal desires ahead of their own.

This second consumer insight was developed again through analysis of the target audience. Where Active Life respond strongly to this where they offer a number of different activities for a number of different people. Being a wellness centre there would be a range of activities that could be enjoyed by the whole family.
MODULE 5:  Justification of Recommendations –

From analysing Active Life Fitness’ current digital presence there are some areas noted for potential improvement. By increasing their digital presence and consistency it will aid in improving their brand awareness with both target markets. As social media and Internet use is the highest it has ever been (Lenhart, A., Zickuhr, K., Smith, A., & Purcell, K. 2010). This is the easiest and most effective way in reaching the target demographic. With the introduction of other social media accounts such as a dedicated Instagram account will be another method of communicating with the current members and introduce new members to the gym. Having an Instagram account that offers special deals or competitions, which the followers can participate in (e.g. Tag a friend for your chance to win a free PT session together, Tag a friend for your chance to win a 1-month free trial of the gym. Special deals for current members introducing new members to the gym, etc.). This will increase brand awareness through word-of-mouth by incentives (Fisk, G. 1986). Doing this will also help strengthen the current positioning of creating a community as the people that introduce them to the gym will most likely train together.

Another improvement would be to create a dedicated blog for members to read during their free time. Posting on a consistent and a regular basis (i.e. New post every Thursday) about healthy recipes, workouts people can ask their trainers more about, etc. If a well-written and structured blog is set up, consistent with the current style guide used on the website. It may encourage members to share certain posts that they can relate to or are interested in. As the Facebook insights show that Links and Shared videos have some of the highest reach and engagement. There is potential for the blog to be used a marketing tool.

An introduction of a Fitness App specific to the gym would help in creating a sense of community. Being able to add and compare with your friends, earning trophies and credits. E.g. Credits earned for number of times ‘checked-in’ to the gym on Facebook, which can be spent at the café for example. This will allow for members to spread awareness through their personal Facebook. Also allowing to compete with
other friends who have the app with challenges like i.e. Number of visits, weight lost, km’s walked, etc. This will create a friendly competition between other members and generate a stronger word-of-mouth branding.

Lastly, Active Life Fitness should maintain consistency through all digital channels with the same style guide. This will allow for easy brand recognition (Porter, S. S., & Claycomb, C. 1997) within the target market. Having a recognisable brand image will make for easier and efficient consumer retention (Rust, R. T., & Zahorik, A. J. 1993).

If these recommendations are followed it will aid in helping increase Active Life’s current brand awareness within the target ‘Mummy Market’ as a demographic, over 48% agree that Internet is the most useful media for Health, Wellbeing and Fitness (Roy Morgan Data, 2016). It will be worthwhile for the company to increase their resource expenditure into improving their digital presence and channel efficiency, as it is a measureable form of advertising. If these factors are taken into consideration they will also help and correlate with the current consumer insights about the target audience.
References


Lenhart, A., Zickuhr, K., Smith, A., & Purcell, K. (2010). *Social Media & Mobile Internet Use Among Teens and Young Adults. Millennials.*

Roy Morgan Data, Run 09.03.16, 2016. Retrieved from https://blackboard.qut.edu.au/webapps/blackboard/content/listContent.jsp?course_id=_123272_1&content_id=_6158975_1


