

Ready, Aim... Fitness Choreography Customer Acquisition Strategy

From your friends at SCW Fitness Education

Thirty years ago, any ambitious fitness choreography company could purchase airtime on any fitness or infomercial channel, and a legion of leotard-clad living room fitness enthusiasts would buy out their DVD stockpile. One commercial would fund the next, and grow the brand. It was an easy formula, and it worked with unwavering efficiency. Richard Simmons was only one of thousands of fitness personalities that struck it rich using this strategy. But that was then, and this is now.

Now, the market has changed. The demographic has changed, and the world has changed. Although some of the heavy-hitting choreography companies may make it seem like televised advertising is their bread and butter, the reality is that **no significant percentage of any active demographic is exercising in front of their televisions.**

This is a fact of our industry. While appealing to the general audience that cable TV offers is still beneficial for branding purposes, **televised advertising is**, even for the largest fitness choreography companies, **merely one aspect of any marketing strategy.** This is good news for most of our industry, which consists of small business owners catering to the fitness lifestyle, who can't afford airtime, but still need their companies to succeed.

Even though televising your choreography is out of reach for most, the fact is that **hands-on marketing is far more effective and economical, anyway.**

What is Hands-on Marketing and How Does it Help My Consumer Acquisition?

Are you more likely to order six boxes of cookies from the cooking channel, or from the pair of doe-eyed girl scouts knocking at your door, trying to raise funds for their next camping trip?

While the girl scout example is a simple explanation, the truth it illustrates is unmistakable:

At its core, hands-on marketing is the most targeted form of marketing which systematically draws the highest consumer acquisition and retention rates.

For the girl scouts, every single homeowner is a potential customer. Ideally, the same would apply in the fitness world, just as it did in the 80's. But instead of working out at home, fitness enthusiasts are going about their exercise a different

route – they’re working out in gyms, twenty or thirty people at a time, taught by a fitness instructor. This is a significant deviation from the living room standard of yesteryear. Therefore, **the people you want to market your choreography programs to are no longer the direct consumers, but the instructors teaching the practitioners.**

Fitness instructors are always looking for fresh new routines to add to their repertoire. They have a vested interest in retaining their clientele, which means they need to hold the interest of their clientele – and the same, old routines each week get boring—fast. And the very best way to learn and obtain a quantity of new routines is to attend—what else? Fitness conventions.

SCW Fitness Education’s MANIA conventions reach more fitness professionals per year than any other fitness convention company on the planet.

It might sound boastful, but it’s true – between seven conventions held annually across the country, *MANIA* draws upwards of **9,000** attendees each year.

75% of *MANIA* attendees are fitness instructors.

What this means to you:

For less than half of what it costs to run a single commercial on any late-night infomercial channel, your participation at all seven *MANIA*’s will allow you directly interact with a larger number of highly targeted potential customers than any other circuit of fitness conventions, hosted domestically or internationally. Additionally, the inclusion of a booth in our expo hall is the perfect avenue to talk one-on-one with our attendees, pitch your programs, and sell your products.

73% of sponsoring companies see an 80% or greater ROI within two years.

And the potential for a greater ROI only increases with extended participation, as SCW’s attendees come to *MANIA* each year and become more acquainted with your program. Repeat attendees account for 47% of attendance, not only because of the continuous inclusion of new, exciting sponsors and instructors, but also because *MANIA* offers continuing education credits, thanks to the participation of numerous certifying bodies, such as ACE, NCSF, NAFP. If you have participated in fitness

conventions in the past, you can already see why SCW's popularity and participation by qualified attendees exceeds the industry standard.

As an entrepreneur in the fitness choreography industry, you owe it to yourself to give your program the most exposure possible. Our team of professionals are at your disposal to ensure that your participation is as successful as possible. Over the past 25 years, SCW has aided in the success and helped launch the careers of many of the top fitness choreography companies you see today. Contact us, and see how SCW Fitness Education can help your company succeed as well!

For sponsorship information please message us through our "Contact Us" link located on www.scwfitness.com.
To schedule a meeting to discuss participation, contact Isai LeBrun at 847 562-4020