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1.0 Introduction

Social media provides businesses with an effective way to reach and communicate with their consumers; developing deeper customer relationships, increasing brand awareness and brand reputation (Nobre & Silva, 2014). More specifically, businesses can implement social media strategy in order to establish a strong online presence and increase business performance through targeted firm-generated content (Nobre & Silva, 2014). Active Life Fitness Everton Hills (ALF), a Brisbane based gym, can utilise social media in order to effectively reach their target audience, the ‘mummy market’, through platforms such as Facebook and Website Blogs. The findings from ALF’s target audience analysis (refer Healthworks Digital Audit) developed the consumer insight that mums are time poor and feel there are not enough hours in the day (Roy Morgan Data, 2016). This, along with the presence of ‘mum guilt’, mums feeling guilty when they spend time on themselves, can be considered barriers for both potential and existing ALF customers for going to the gym (Freytag, 2015). This report will examine ways that ALF can effectively reach and engage with their target market in order to increase brand awareness and break down the aforementioned barriers. In order to do this, social media strategy, campaign calendar and content creation will be discussed.
2.0 Social Media Strategy

Businesses that invest in social media strategy, developing a strong social media community, can positively impact their revenues and profits whilst also increasing customer value (Kumar et al., 2016). As a result, implementing a successful social media strategy can strengthen customer-business relationships leading to a positive impact on business performance (Kumar et al., 2016). Social media platforms offer businesses the ability to reach and communicate with their target market, both potential and existing customers, faster and easier than before (Nobre & Silva, 2014; Taneja & Toombs, 2014). Furthermore, social media supports business growth and promotion through generating awareness and increasing business ‘traffic’ (i.e. consumer engagement) (Taneja & Toombs, 2014). A business’s social media engagement, more specifically firm generated content, can drive sales and corporate website traffic whilst facilitating valuable interactive customer-business relationships (Kumar et al., 2016; Sabate et al., 2014).

According to MumsNow (2014), Australian mums are avid users of social media and are often looking to social media to find ways to help with their busy lifestyles. Furthermore, Roy Morgan Data (2016) shows that ALF’s potential ‘mummy market’ considers the internet the most useful media source for providing information related to health, fitness and wellbeing. Therefore, ALF can implement a social media strategy in order to effectively reach their target audience and achieve their business objective: to increase awareness and consumer engagement whilst also encouraging existing customers to utilise the supplementary services ALF offers.

2.1 Facebook

Facebook is considered the dominant social media channel, with Australian mums favouring the platform for interacting with brands (Coleman et al., 2015; MumsNow, 2012). In study done by MumsNow (2012), approximately 99% of the mums surveyed had a Facebook account and 50% considered themselves daily active users. According to Coleman et al. (2015) Facebook is an ideal platform for increasing brand awareness and creating brand loyalty, positively impacting business performance. Therefore, implementing social media strategy will increase ALF’s brand awareness and interaction on their Facebook page, subsequently increasing website traffic, following and consumer engagement through likes, comments and shares (Salesforce, 2013). Furthermore, Facebook Insights (analytics), and tracking codes within URL links for content specific click-through-
rates, will also be utilised for measuring the success of this platform (Brettel et al., 2015; Salesforce, 2013).

2.2 Video

Video content is becoming an increasingly important concept for social media strategies; short-term video content is currently trending and more consumers are watching videos online than ever before (WARC, 2015). The popularity of the alternative video platform Facebook is ever increasing; Facebook videos are considered an essential element for any business’s social media strategy (Salesforce, 2013; Visible, 2015). When compared to YouTube, video campaigns on Facebook dominate immediate viewership (Visible, 2015). Furthermore, according to Facebook Insights (Kelly, 2016) video content gains the most reach and consumer engagement on ALF’s Facebook page. Video campaigns that run through Facebook are easily discoverable and can yield powerful reach which in turn generates brand awareness, word of mouth and increases in conversion rates (WARC, 2015). The success of ALF’s Facebook video campaign will be measured through the number of views, likes, shares, comments and click-through-rates (URL link), all of which have high carry-over effects on brand awareness, reputation and performance (Brettel et al., 2015).

2.3 Blog

According to MumsNow (2012), 73% of Australian mums are reading blogs, making blogs the second most popular social media platform for the ‘mummy market’ after Facebook. Blogs are useful for creating awareness through engaging, relatable and informative content (Coleman et al., 2015). The interactive and humanising nature of blogs allows businesses to build a community around their brand, facilitating an emotional connection whilst enhancing consumer relationships (Parsons, 2013). The success of blogs can be measured primarily through page views or click-through-rates as well as other forms of consumer engagement such as commenting, ‘liking’ or sharing of the post (Parsons, 2013).
2.4 Content Pillars

Three content pillars were developed for ALF’s social media strategy (refer Table One).

Table One: ALF’s Content Pillars

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<th>Description</th>
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| 1. ALF Services         | - This pillar is essential for ALF’s strategy as it is aimed at increasing awareness of the brand, its service offerings and facilities in order to motivate both existing and potential customers to use ALF; aligning with ALF’s business objective to encourage the use of supplementary services.  
                          |   - Content will be tailored specifically to the ‘mummy market’ and the services that offer the most value to this target audience.  
                          |   - Content will include: videos and snapshots of ALF’s facilities in use, photos and promotion of ALF’s service offerings, blogs with native advertising of ALF services, and motivational posts used to encourage gym use. |
| 2. Active and Healthy Lifestyle | - This pillar will be used to motivate the ‘mummy market’ into living a healthier and more active lifestyle.  
                          |   - Content generated for this pillar will also be used to motivate ALF’s existing customers in their life outside the gym, prompting them to maintain a healthy lifestyle and encouraging continued long-term gym use.  
                          |   - Content will include: inspirational quotes, tips for living a better lifestyle, healthy recipes, videos of clients in ALF classes or using facilities, health and fitness related blogs, and images that showcase the benefits of being fit and healthy. |
| 3. Community            | - In promoting a like-minded health and fitness community, ALF will be able to increase consumer engagement, build trust and motivate both potential and existing customers.  
                          |   - Developing a sense of community will also provide ALF’s ‘mummy market’ with support and inspiration for living a healthy and active lifestyle; essential for tackling mum guilt.  
                          |   - Content will include: asking questions and encouraging input from ALF’s followers, snapshots of ALF community, ALF ‘meet the members’ posts, photos of ALF’s gym classes, blogs about the ALF community and its members, and promotion of ALF events.  
                          |   - Behind the scenes ‘action shots’ and ‘get to know the staff’ content will also promote a sense of community and transparency; facilitating a greater level of consumer acceptance and trust (Salesforce, 2013). |
3.0 Campaign Calendar

ALF’s social media campaign will run in September, during the second largest peak for gym and fitness search queries, providing an opportunity to spark interest in consumers looking to get back into shape for the summer (Google Trends, n.d.). For Australian mums, social media activity is highest outside business hours, with weeknights (between 8-10pm) being the most popular time for Facebook and Blog platforms (MumsNow, 2012). ALF will generate three Facebook posts a week in order to maintain active consumer engagement with the brand (refer figure one) (Honigman, 2015). For manageable content generation, website blog posts will be created twice a month; alternating between the content pillars, providing consumers with a range of topics (Ellering, 2015). Content for ALF’s services will be on a weekly rotational basis throughout the campaign in order to successfully facilitate increased consumer awareness. Active and healthy lifestyle content will be posted every ‘hump day’ as a way of providing motivation and support to get through the rest of the week. Community content will be posted less frequently in order to slowly build up transparency and the online community presence; facilitating positive brand acceptance.

![Figure One: ALF’s September Campaign Calendar](image-url)
4.0 Content Creation

In order for ALF’s social media strategy to be successful with the ‘mummy market’, content needs to be short and concise and provide this market with inspiration and support (MumsNow, 2014). The content pillar, ALF Services, was chosen in order to increase awareness of the value ALF can offer busy and time poor mums.

4.1 Facebook Post

The Facebook posts (refer figure two) use images in order to attract interest and increase the level of engagement with the consumer (Sabate et al., 2014). This, along with the copy, is aimed at adding value to the ‘mummy market’ through promoting the concept of “fitness for your children” and identifying ALF’s services that help support busy mums; increasing consumer awareness whilst breaking down mum guilt barriers.

Figure Two: ALF Services Facebook Posts
4.2 Facebook Video

The Facebook video (refer figure three) is used to showcase real ALF mums using gym services in order to increase awareness of the value of ALF’s service offerings. This highlights to the potential and existing ‘mummy market’ that ALF offer services to help busy mums achieve their fitness goals. Furthermore, displaying mums and their children enjoying themselves at ALF will help to break down the mum guilt barrier.
Figure Three: Facebook Video Storyboard

Scene 1: Image of Active Life 'young mums' members and their children at the gym with the brand logo and campaign hashtag displayed. This shows that mums can be, and are, active.

Music: An upbeat and motivational song will be played throughout the duration of the video; all other sounds will be muted.

Image credit:
https://www.facebook.com/ActiveLifeFitnessIQA/photos/a.169675136418714.50541.186570008478477/1175844394207965/?type=3&theater

Our Active Life Mums are working hard...
#ActiveLifeMums

Scene 2: Short video of mums (same mums used in the first scene) having fun and using Active Life’s facilities in one of the gym classes. This shows the audience that it is normal for mums to invest in themselves when it comes to fitness.

Image credit:

Scene 3: Short video of children (same children as in scene 1) using the child minding facilities and having fun with the professional day care staff. This shows that the children also get value from the mums going to the gym.

Image credit:

Scene 4: Image of an Active Life mum enjoying some peaceful 'me time' when using the gym’s facilities (or in a gym class). This shows an appealing option for busy mums who would like the opportunity for some 'me time'.

We offer child minding 6 days a week for only $1 so that our Active Life Mums can get some well-deserved 'me time'!
#ActiveLifeMums

Image credit:
http://flanaganravies.com/cleanings_and-prevention/periodental-diseases/<br />

Scene 5: Image of Active Life brand logo, a call to action, website link and hashtag. Could also insert an image of an active life mum and her child leaving the gym smiling together in order to increase engagement.

24hr | 55+ Classes | PT | Child Minding

So what are you waiting for? Take advantage of our wide range of services and facilities and become an Active Life Mum today!

#ActiveLifeMums

Note: The link below will also be added to the Facebook Video in order to track the campaigns click-through-rate.
4.3 Blog Post

The website blog post (refer figure four), which will be shared through ALF’s Facebook page, addresses the concept of time poor mums and mum guilt whilst also offering alternative points of view that bring value to the ‘mummy market’. The blog also incorporates native advertising of ALF’s service offerings in order to increase awareness and spark interest in the gym.
Let Go of Mum Guilt: 3 Reasons to Invest in Your Fitness

1. **Fit Mum = Fit Family**

Mum guilt, society’s unrealistic standards of mothering, is one of the main reasons mums don’t go to the gym or exercise. Mums are extremely time poor and always put their kids first, so going to the gym is usually out of the question.


But what if I told you exercise is not only an investment in your health, but your family as well. We all know exercise can boost energy levels and improve your mood. However, did you know that studies also show that children of fit and active parents are more likely to live a healthier lifestyle (Ekkelzer et al., 2014). By taking the time to work on your own fitness, you are actually putting your kids first.


So say NO to mum guilt and remember that exercising isn’t just for you; it’s for your children too.

2. **“Me Time”**

We all know mums are superwomen in disguise: it can be easy to forget that every mum needs their ‘me time’. Going to the gym or exercising gives mums the perfect opportunity to not only have a break, but to also focus on their own health for a change. Mums that work on their own fitness are generally happier and feel more prepared to handle whatever motherhood throws at them.


Try and make use of gyms with child minding services. Some gyms even offer child minding for as little as $1! This provides a great option for mums that struggle to make time for themselves. Another option for the time poor mums out there is to find a 24 hour gym so you can exercise at a time that best suits you and your family.

“Go for a gym with great child care!” It’s hard to feel guilty when they are begging to go!”

[Credit: http://mumsguidetokids.com/how-mum-guilt-affects-you/]

3. **Social Support**

Having support when exercising can help mums break down the mum guilt barrier and find motivation for their own fitness. Gym classes provide busy mums a great opportunity to get out, socialise and have fun. Gyms are where mums can meet and become a part of a supportive community of like-minded people.


So make sure you take the time to focus on yourself for a change. By investing in your own fitness, you are investing in your family’s health.
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