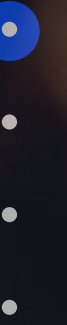


Get Wright Fitness

Bryan Wright Jr.

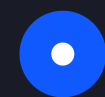


My Story



Owner

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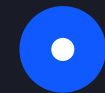
PART 1:

What I researched



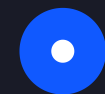
PART 2:

What I created



PART 3:

Communication and Marketing



PART 4:

Overall Summary



What I researched.



What I created.



Communication and Marketing.



Move your body shape your future!

Major Goals



Clients

50%

INCREASE

Annual Revenue

30,000



COMPANY STRATEGIES FOR THE YEAR

- Expand online presence
- Target New Customers
- Increase sale and revenue



Expand online presence

Website Development

Social Media Post



- Showcase our professionalism
- Show clients what we can do for them and what we have to offer.



Target New Customers

A significant percentage of our clients are from referrals and word-of-mouth



Basic Instagram Post



MOVE YOUR BODY SHAPE YOUR
FUTURE

GET WRIGHT FITNESS

Sign up now
at
<https://bwright2016.wixsite.com/getwrightfitness>



Increase sales and revenue



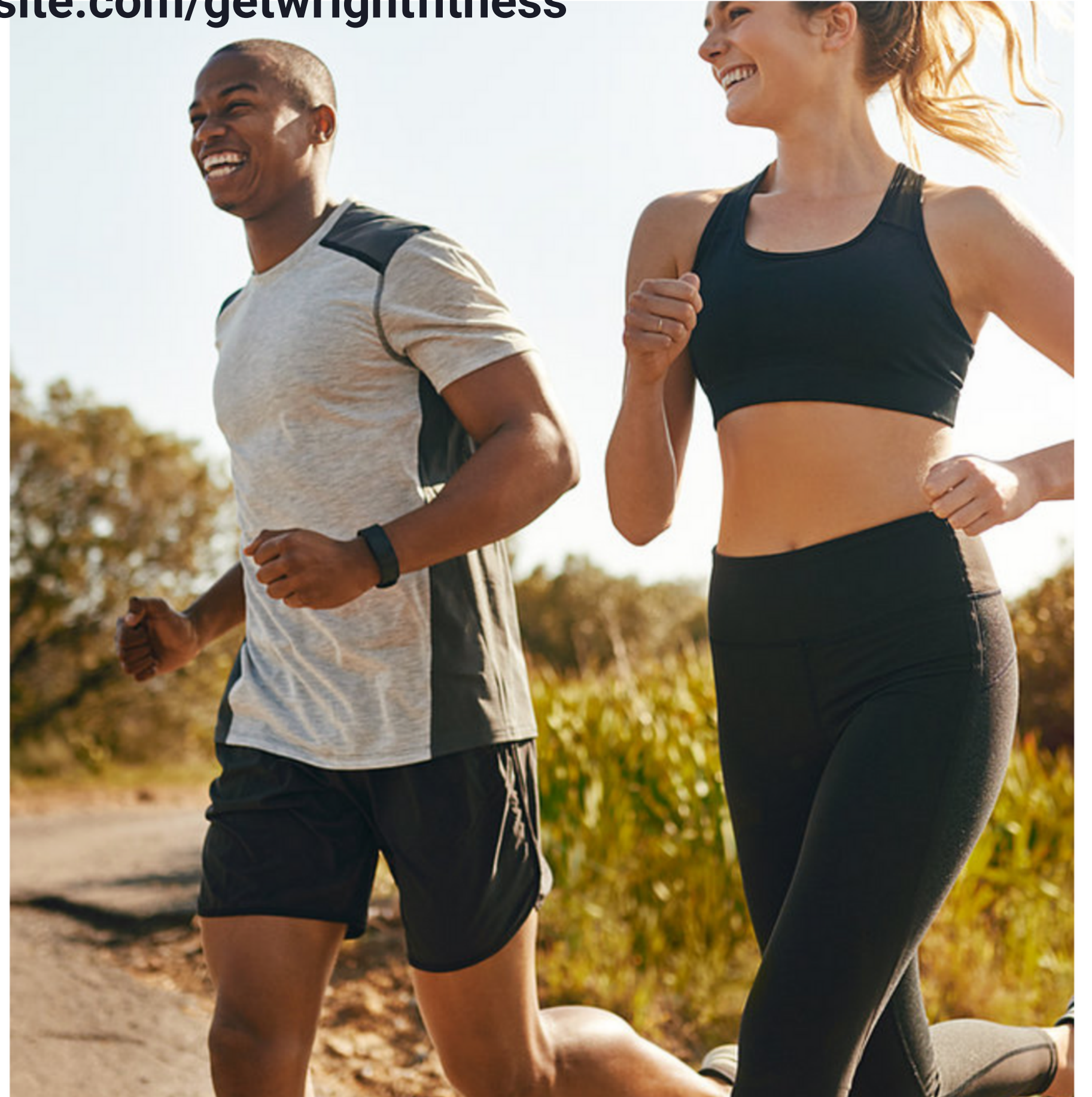
● Summary

	Problems we are solving or opportunity we are going after	Support we need to achieve this goal	How will achieving this goal have a great impact?	Key Metrics. How will we know we have achieved this goal? How do we know if we are successful?
Expand online presence	People go online to find training and at home workouts	A strong online marketing plan can help us build an effective profile.	With a strong online profile, we can gain a larger customer base.	50% growth in clients
Target New Customers	Referrals bring higher quality leads.	Our referral policy need to be revisited.	Referrals are less work and effective in creating awareness of our brand.	We should experience a 15% increase in leads from word of mouth and referrals.
Increase sales and Revenue	Releasing new products and services	A creative plan on how to promote and track sales.	More flexibility with future budget	Our numbers at the end of the month and year will be significantly higher

<https://bwright2016.wixsite.com/getwrightfitness>

INTRODUCING GET WRIGHT FITNESS

Move Your Body Shape Your Future



 Let's Chat!



Thank you!