



***SOCIAL MEDIA STRATEGY  
FINAL***



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## Table of Contents

Executive Summary .....	3
Overview .....	4
Social Precense.....	4
Social Media Analysis .....	5
SWOT Analysis .....	8
Competitive Analysis .....	10
Goals.....	14
Strategy.....	15
Target Market .....	16
Tools .....	17
Platforms.....	18
Implementation .....	18
Content .....	23
Monitoring and Tracking.....	26
Key Performance Indicators.....	27
Evaluation and Tuning .....	28
Budget.....	30
Return on Investment.....	31
Conclusion .....	32
Appendix .....	33
References .....	41

## EXECUTIVE SUMMARY

Planet Fitness has established itself in the fitness center industry for individuals seeking a non-threatening environment to begin their fitness journey. Created in 1992, the chain's expansions to over 2,000 locations across the Americas are a testament to its distinct approach to wellness, putting it at the forefront of a widely inclusive exercise revolution. Characterized by its "Judgment Free Zone" philosophy and round-the-clock operations, Planet Fitness caters to an increasingly broad demographic.

Planet Fitness has intermittent presence on digital platforms; further presence is essential for customer interaction in the contemporary landscape. Though its Facebook presence suggests challenges in managing customer sentiment, notably with respect to their latest campaign, the more positive engagement on Instagram, geared towards a younger audience, is indicative of the potential to refine their social strategy. However, responsiveness across all platforms remains an area for improvement.

With a pronounced goal of increasing engagement among Generation Z, a demographic that values authenticity and is significantly influenced by social media, Planet Fitness must execute a strategic campaign to boost its visibility and appeal to younger audiences. This can be achieved by magnifying the user engagement on preferred platforms, coupled with efforts to improve positive sentiment and brand awareness within this target group.

The strategy includes leveraging popular social media platforms like Instagram, TikTok, and YouTube to engage with the target audience. Content will focus on authenticity, positivity, and community-building, aligning with the brand's values. Tactics such as featuring real members, using relevant influencers, and posting during peak hours aim to maximize engagement and positive sentiment. Specific tactics for each platform include promoting the "The Real Life" campaign on Instagram, showcasing workout routines on TikTok, and creating dynamic YouTube shorts that resonate with Gen Z preferences.

The content calendar outlines a detailed schedule for April 2024, incorporating seasonal themes, holiday posts, promotional content, and user-generated content. Various hashtags will be used to engage members and promote different campaign elements. The strategy aims to create a vibrant online community, drive member engagement, and ultimately attract more Gen Z individuals to join Planet Fitness.

The monitoring tools on each platform will provide crucial data on campaign performance, user engagement, and audience behavior. Quantitative metrics, such as engagement rates and follower growth targets, will be monitored to assess progress towards marketing goals. Qualitative metrics like sentiment ratios and share of voice will offer insights into customer satisfaction and brand perception. Regular evaluation and tuning of the campaign will ensure alignment with Gen Z audience preferences and evolving social media trends. A contingency plan is in place to address potential issues like social media outages or negative feedback.

The estimated budget for the social media marketing plan amounts to \$918,868, allocated for various marketing team roles. The Return on Investment (ROI) will be calculated based on increased Gen Z engagement and membership purchases resulting from the campaign, considering financial outcomes and non-financial indicators like brand awareness and customer sentiment. The social media team will track key performance indicators and conduct in-depth analysis to measure the success of the campaign and make data-driven decisions to achieve business objectives and increase Gen Z memberships at Planet Fitness.

## OVERVIEW

Planet Fitness is a fitness center chain that offers a unique approach to health and wellness. Founded in 1992, it has grown rapidly over the years and currently operates more than 2,000 locations across the United States, Canada, and Latin America (Planet Fitness, n.d.). Planet Fitness aims to create a non-intimidating and judgment-free environment for people of all fitness levels to pursue their exercise goals. Unlike many traditional gyms, Planet Fitness positions itself as a low-cost, high-value fitness center. It targets the casual or first-time gym-goer who may feel uncomfortable or intimidated by the typical gym experience. By offering a low membership fee and eliminating unnecessary amenities and services, Planet Fitness strives to make fitness accessible to a broader audience.

Planet Fitness has a presence on various social media platforms including Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube. However, not all media vehicles are equally updated and used effectively, creating less engagement on some platforms. User sentiment varies in relation to current marketing tactics, amenities, and memberships. Although Planet Fitness is staying true to its brand identity, there are missed opportunities to attract new users and customers based on the data presented.

## SOCIAL PRESENCE

In Table 1 below, are the platforms of which Planet Fitness has a social presence. Various data has been compiled to show the similarities and differences between the social platforms. Further description of the findings can be found in the following section, Social Media Analysis.

**Table 1: Planet Fitness Social Media Presence**

Platform	Comments From Platform users	Followers	Avg. Post (day/w week)	Avg. Post Engagement	Avg. Post Response time
Facebook	80% of comments was negative or neutral	4.6M	1-2 post every 5 days	<ul style="list-style-type: none"> <li>• 200 Likes</li> <li>• 20 shares</li> <li>• 200-400 Comments</li> </ul>	45 minutes
Instagram	50% of comments was neutral/positive	455K	1-2 post every week	<ul style="list-style-type: none"> <li>• 1500 Likes</li> <li>• 50-200 Comments</li> </ul>	1 week on average
LinkedIn	85% of comments are negative or neutral	57K	1-2 post every week	<ul style="list-style-type: none"> <li>• 150 likes</li> <li>• 5-10 Comments</li> <li>• 5-10 repost</li> </ul>	5 days on average
Twitter	Planet fitness has not posted anything since 2019, can't determine positive or negative comments	151.3K	1 post Once a month	<ul style="list-style-type: none"> <li>• 20 likes</li> <li>• 3 repost</li> <li>• 6,000 views</li> </ul>	N/A
Tik Tok	85% of comments are positive	66.1K	1-2 post every 1-3 days	<ul style="list-style-type: none"> <li>• 150 likes</li> <li>• 3000 views</li> <li>• 5 shares</li> </ul>	3hrs
Youtube	The videos that PF has posted currently have no comments	94.3K Subscribers	1-2 post every 3 months	<ul style="list-style-type: none"> <li>• 0 comments</li> <li>• 5000 views</li> <li>• 20 likes</li> </ul>	N/A

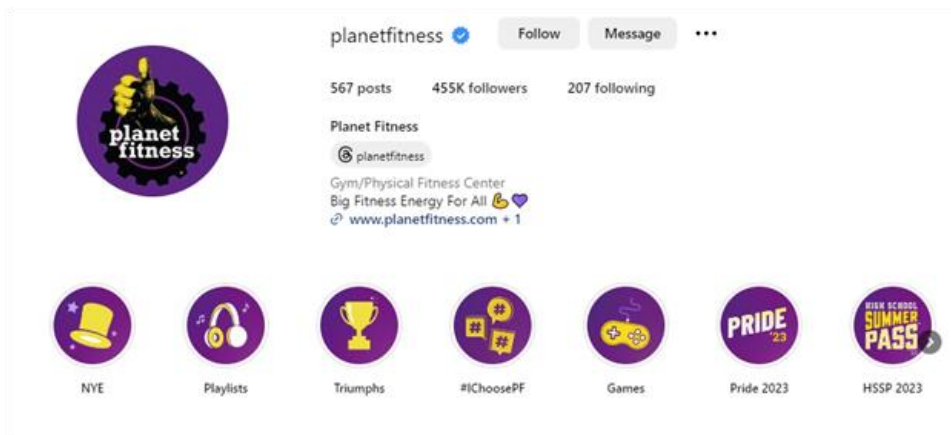
## SOCIAL MEDIA ANALYSIS

### Facebook



Planet Fitness Facebook page has over 4 million followers. This Facebook page posts around 1-2 posts, every 5 days on average. Planet Fitness uses this platform regularly and posts videos and campaigns with graphics, video, and photos. Posts vary in engagement level, with an average post having an engagement rate of 200 comments, 20 shares and 200 likes. In reviewing this page, many comments are negative with regards to the new Planet Fitness Campaign. The tone of Planet Fitness is typically professional and friendly. However, if it is a comment about a negative experience, there is little to no response. (Planet Fitness Facebook, 2024). According to SocialPilot.com the average FB users are typically males ages 25-34, which make up the highest users at 17.6%. See **Exhibit 1** in Appendix.

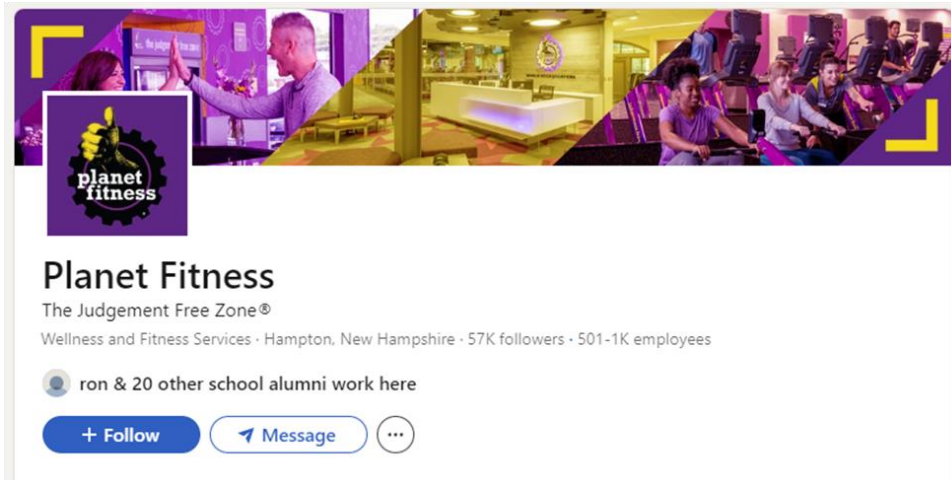
### Instagram



Planet Fitness Instagram has 455K followers and they post 1-2 times every 2-3 days. The content shared by Planet Fitness includes photos, videos, graphics, and campaign ads. Planet Fitness uses comical reels and posts geared toward their target audience. The average “likes” on a single post is roughly 1500 likes, with a comment rate on a daily post of 30, and campaign posts are at about 300 comments per post. Instagram is 80% more positive than Facebook and LinkedIn. Planet Fitness does not respond to comments in a timely fashion on this platform; they reply to customers within a week roughly based on comments left under the current post. Whether a comment left is positive or negative, they are professional and compassionate to the customers’ feelings and thoughts. (Planet Fitness Instagram, 2022). The average Instagram

users are Males 18-24, making up 16.9% of users and females ages 25-34 making up 16.4% of users (Shepherd, 2024). With Instagram the comments seemed to be more positive than Facebook comments, which may be affected by the target audience demographics for that platform.

## LinkedIn



Planet Fitness' LinkedIn page has over 57K followers and shares many posts related to joining Planet fitness. Additional posts are related to the community volunteer work that Planet Fitness locations are involved in such as The Boys & Girls Club of America, and "No Judgment Zone" within the LGBTQ community. Planet Fitness posts 1-2 times each week and most of the comments and responses are negative regarding billing issues, new marketing campaigns, and that Planet Fitness serves pizza and bagels. The LinkedIn page for Planet Fitness shows that posts are more frequent on Instagram than LinkedIn. The average LinkedIn general user on LinkedIn are millennials, ages 28-43 (Martin, 2023), (Planet Fitness LinkedIn, 2024).

## Twitter



The Planet Fitness Twitter account has just over 151K followers but has not tweeted anything since 2019. This could be a direct effect from Twitter facing a mountain of debt, falling revenue and surging cost since 2019 due to Elon Musk taking over Twitter (Maurer, 2022). The Twitter posts that are available pertain to the brand and its values. Planet Fitness is not very responsive on this social site and retweets do not seem to be related to the original tweet or responded to in a professional manner. The positive and encouraging posts that are visible to the users have not posted since 2019, which makes it difficult to determine current feedback or engagement. When responding on Twitter, the signature is always “Planet Fitness, Josh” to help the user feel as if they are talking to the same person each time they tweet. Planet Fitness Twitter receives, on average, 3,000 likes, 500 retweets, and 50 comments per tweet. This platform has less traction and interest from Planet Fitness customers, which could be due to the lack of consistency by Planet Fitness’s last posts (Planet Fitness Twitter, 2024). More than half of Twitter general users are 25-49 years of age on average, with over 71% being males (Lin, 2023).

## TikTok



Planet Fitness joined TikTok in September of 2021. TikTok’s main demographic of users are ages 18-24 according to Social Shepherd. It is the platform known for fun and where young voices feel heard (Shepherd, 2024). The Planet Fitness TikTok page currently has 66.1K followers and has an average engagement rate of 7,000 views and 758.2K likes. On average, Planet Fitness shares 1-2 videos every 1-3 days and appears to have all positive comments. When Planet Fitness responds to customers' comments, they respond within three hours. The 7-video content showcased on TikTok are the new campaigns featuring celebrity “Meg Thee Stallion”, the “Squat girl fit challenge”, “Cleaning the gym”, funny gym reels, and more. Planet Fitness is using TikTok to catch the eye of the younger demographic age 18-24. The overall sentiment is that this demographic (included in Gen Z) is enjoying the celebrity campaign featuring “Meg Thee Stallion” (Planet Fitness TikTok, 2024). See **Exhibit 2** in Appendix for TikTok users worldwide based on age and gender.

## YouTube



The Planet Fitness YouTube channel has 94.3K subscribers although it is not used as frequently other social media pages. Planet Fitness posts videos on YouTube on average 1-2 videos every 3 months. Normal everyday videos get an average of 1K views, while the new “Meg Thee Stallion” campaign videos are reaching over 8K views. Users are not engaging in comments but are viewing the uploaded videos. One difference between YouTube and the other social media platforms for Planet Fitness is that they do not appear to get subscriber comments so there is no feedback between the customer and Planet Fitness. According to Omnicore.com, most subscribers in 2023 on YouTube were ages 25-34 (Lin, 2023), (Planet Fitness YouTube, 2024). See **Exhibit 3** in the Appendix for YouTube age demographics.

## SWOT ANALYSIS

The SWOT Analysis shown below focuses on Planet Fitness’ strengths, weaknesses, opportunities, and threats as a brand. As mentioned, Planet Fitness has many direct and indirect competitors when it comes to the services it offers, causing there to be weaknesses, opportunities, and threats for the brand. Planet Fitness’ product, place, price, and promotion (4 P’s) are already in a decent spot due to how popular the brand is; however, this campaign will aim to improve the brand even more while also targeting the Gen Z demographic. Below showcases a SWOT Analysis, which is a great tactic to use to break down the positive aspects of a brand, and where the brand may be lacking. From there, the brand can analyze where they can improve to become better overall.

**Table 2: Planet Fitness SWOT Analysis**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Affordable Prices</li> <li>• Strong Online Community</li> <li>• Many Locations</li> <li>• Strong Brand Recognition</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Overcrowding</li> <li>• Limited Amenities</li> <li>• Minimal Personalized Attention</li> <li>• Inconsistent Posting Schedule</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Target New Demographics</li> <li>• International Expansion</li> <li>• Specialized Classes/Services</li> <li>• More Influencer Partnerships</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competition</li> <li>• Negative Publicity</li> <li>• Franchise Inconsistency</li> <li>• Changing Social Media Algorithms</li> </ul>



## SWOT ANALYSIS DETAIL

### Strengths:

- **Affordable Prices:** Planet Fitness offers low-cost memberships, making it accessible to many individuals of all backgrounds. This level of affordability has been a major factor in attracting its customer base and maintaining member loyalty over the years.
- **Strong Online Community:** Planet Fitness has successfully built a large and engaged online community through its social media efforts via Facebook & Instagram. The brand's communication and interactive approach has fostered a sense of belonging and support among followers, leading to positive brand advocacy and user-generated content.
- **Many Locations:** Planet Fitness has over 2,400 locations in the continental U.S., making it one of the most popular and accessible public gyms for Americans. Many locations make it convenient for people to find a location near them to become a member and begin working out.
- **Strong Brand Recognition:** Planet Fitness is widely recognized amongst consumers. This recognition gives the brand an advantage in the market and makes it easier to attract and retain customers. Planet Fitness' bold purple and yellow logo helps people to immediately recognize the brand.

### Weaknesses:

- **Overcrowding:** Overcrowding at public gyms holds the potential to lower customer satisfaction and cause wait-times for use of the equipment, especially during peak hours. This may also cause some gym-goers to feel overwhelmed or self-conscious during their workout due to how busy a location can get.
- **Limited Amenities:** Planet Fitness gyms lack the "extras" many competitor gyms may have, such as dedicated rooms for fitness classes and pools. They also have small locker rooms/lounge areas providing the bare minimum of what members may need or want out of their gym membership.
- **Minimal Personalized Attention:** Planet Fitness does not emphasize personal training services. This can cause dissatisfaction amongst new gym-goers or members who need more general guidance while working out.
- **Inconsistent Posting Schedule:** Although Planet Fitness maintains a strong online presence, there are occasional gaps or irregularities in the brand's posting schedule on several media platforms. Consistency in content frequency and timing is vital to maintain high visibility and avoid follower disengagement.

### Opportunities:

- **Target New Demographics:** In targeting new(er) demographics, such as Gen Z & Alpha, Planet Fitness would be able to broaden the overall customer base. Also, it would be a recognized brand amongst a younger group of individuals who can carry loyalty with the brand for years to come.
- **International Expansion:** Planet Fitness can further expand its presence internationally. This would diversify the company's revenue and customer base, increase profits, and reduce its dependence on the U.S. market alone.
- **Specialized Classes:** Planet Fitness can provide several specialized classes to cater to a broader range of member fitness preferences. This also holds the potential to attract more customers to the brand.
- **More Influencer Partnerships:** The fitness industry thrives on influencer marketing. Planet Fitness can identify and collaborate with fitness influencers, both macro and micro, who align with the brand's values and target audience. These partnerships can

involve content collaborations, exclusive offers, or influencer-hosted events, allowing Planet Fitness to tap into new communities and gain exposure to wider audiences.

#### Threats:

- **Competition:** The fitness industry is highly competitive with numerous gym chains and Planet Fitness competitors such as Lifetime Fitness, Gold's Gym, Anytime Fitness, home gyms, and more. Planet Fitness must continue to innovate and adapt to maintain its position in the market and attract new members.
- **Negative Publicity:** Any negative publicity, such as lawsuits or customer complaints, could harm the company's reputation, steer off potential members, and impact existing memberships.
- **Franchise Inconsistency:** The Planet Fitness franchise model may lead to inconsistencies in quality, service, or customer experience across different locations considering there are so many across the U.S. This could potentially harm the overall brand image and/or customer satisfaction if some locations are not kept up to the franchise standard.
- **Changing Social Media Algorithms:** Social media platforms frequently update their algorithms, impacting organic reach and visibility for brand posts. Planet Fitness needs to closely monitor these changes and adapt its content strategies accordingly. This may require adjustments in content formats, using relevant hashtags, or experimenting with new engagement strategies to ensure optimal visibility and engagement despite evolving algorithms.

## COMPETITIVE ANALYSIS

In this competitive analysis, Planet Fitness is compared with its prominent competitors in the fitness industry, including Lifetime Fitness, Gold's Gym, Anytime Fitness, 24-Hour Fitness, LA Fitness, and Crunch Fitness. By evaluating various aspects, insights are provided for each gym in the areas of market share, brand awareness, marketing strategies, online and social presence, facilities and amenities, and target audience.

#### Market Share & Brand Awareness:

- **Planet Fitness:** "As of 2023, Planet Fitness, Inc. (PLNT) has a strong presence in the fitness industry with its impressive market share in the US. It is one of the fastest-growing health and fitness clubs with a membership base of over 14 million. The company has consistently been performing well, with its revenue increasing significantly over the years. According to the latest financial reports of 2021, Planet Fitness' revenue was \$14 billion" (Discounted Cash Flow, 2024). See **Exhibit 4** in Appendix for Planet Fitness' BCG Matrix Analysis.
- **Lifetime Fitness:** "In the US, the company has a notable market share in at least two industries: Gym, Health & Fitness Clubs, and Personal Trainers. Their largest market share is in the Gym, Health & Fitness Clubs Industry, where they account for an estimated 4.9% of total industry revenue" (IBISWorld, 2024). Lifetime Fitness company's revenue increased by 38% from 2021 to 2022 due to a 32% increase in membership dues and enrollment fees and 28% increase in in-center revenue. Center memberships increased 12% in 2022 with over 725,000 memberships. (Rehfeldt, 2023).
- **Gold's Gym:** "In the US, the company has a notable market share in at least one industry: Gym, Health & Fitness Clubs, where they account for an estimated 0.3% of total industry revenue (IBISWorld, 2024). In 2021, Gold's Gym launched a NIL (Name, Image, and Likeness) campaign geared toward college athletes to increase brand awareness to younger consumer groups (Nakos, 2023).

- **Anytime Fitness:** “In the US, the company has a notable market share in at least one industry: Gym & Fitness Franchises, where they account for an estimated 17.9% of total industry revenue” (IBISWorld, 2024).
- **24-Hour Fitness:** “In the US, the company has a notable market share in at least one industry: Gym, Health & Fitness Clubs, where they account for an estimated 3.8% of total industry revenue” (IBISWorld, 2024). To increase brand awareness post COVID pandemic, brand identity was updated to reflect holistic approach to fitness and mental health (Paspalj, 2022).
- **LA Fitness:** “In the US, the company has a notable market share in at least two industries: Arts, Entertainment and Recreation, Gym, Health & Fitness Clubs and Arts, Entertainment and Recreation. Their largest market share is in the Gym, Health & Fitness Clubs industry, where they account for an estimated 5.5% of total industry revenue” (IBISWorld, 2024). LA Fitness continues to increase its brand presence by focusing on the one benefit valued by everyone: good health (LA Fitness, n.d.).
- **Crunch Fitness:** “In the US, the company has a notable market share in at least one industry: Gym, Health & Fitness Clubs, where they account for an estimated 0.5% of total industry revenue” (IBISWorld, 2024). Crunch Fitness aims to create brand awareness through positive branding and slogans, and touts “no judgments” as their everyday mantra (Crunch, n.d.).

#### Marketing Strategy:

- **Planet Fitness:** “Branding and marketing have played a significant role in the success of the Planet Fitness business model. They have crafted a strong and recognizable brand identity with their memorable slogan, “Judgment Free Zone,” and their iconic purple and yellow color scheme” (Spraul, 2023).
  - Dedication to creating an inclusive and non-intimidating space for individuals
  - Emphasis on creating a friendly and welcoming atmosphere.
  - Memorable advertising campaigns and brand messaging that resonates with target audience like “Judgement Free Zone”
  - Marketing efforts extend to various channels including television, social media, and digital platforms (Spraul, 2023).
  - Humorous and relatable advertising campaigns: Funniest Planet Fitness Commercials EVER! The Judgment Free Zone (YouTube)
- **Lifetime Fitness:** “Lifetime Partnership Marketing meaningfully connects brands to our audience of affluent fitness enthusiasts, high-achieving endurance athletes, and healthy living media consumers. Our millions of fitness club members, event participants, and readers build relationships with brand partners through creative activation strategies, helpful sponsored content, and highly engaged print and digital media channels” (LinkedIn, 2024).
  - Partnership marketing with clothing, airline, sporting, nutrition, etc. companies
  - “Experience Life” Magazine print and digital content and advertising
  - OOH (Out of home advertising) media: billboards, street displays, kiosks, etc.
  - Targeted digital marketing channels
- **Gold's Gym:** “The visual branding of Gold's Gym, including its iconic logo and color scheme, is consistently applied across all physical locations and marketing materials. The interior and exterior design of the gyms is carefully crafted to motivate and energize members, with inspirational quotes, vibrant colors, and dynamic imagery that reflect the brand's focus on strength, fitness, and personal achievement” (Bhasin, 2024).
  - Member success stories and testimonials displayed in the gym and on digital platforms

- “The gym utilizes technology to enhance the member experience, from mobile apps that allow members to track their workouts, book classes, and receive personalized fitness content to in-gym technology, like QR codes for equipment tutorials” (Bhasin, 2024).
- **Anytime Fitness:** “Anytime Fitness is launching its new “Real AF” marketing platform as part of a bold operational strategy to deliver a holistic approach to fitness, health, and wellness through authentic interactions between Anytime Fitness coaches and members, in person or via the Anytime Fitness mobile app” (4A’s Member, 2022).
  - A revamp of the club’s interiors that will soon begin appearing across select United States-based locations, delivering an in-club experience that puts coaching front and center within the context of better defined and branded spaces for personal training, nutrition coaching, and recovery services.
  - A more interactive digital experience that tailors each member’s access to coaching and support.
  - A modernized Anytime Fitness logo, including an “AF” monogram.
- **24-Hour Fitness:** In 2022, 24-Hour Fitness launched its “Strength in 24” initiative; a holistic approach to fitness to update its brand identity (Kufahl, 2022).
  - Refresh of existing clubs to update the look and feel and to make room for new services signifying commitment to the holistic journey.
  - Offering members a complimentary 3-month subscription to “Headspace”, a digital mental health platform.
  - Industry partnerships with nutrition, supplement, and wellness provider “Nutrishop” and recovery program “iCryo” (Kufahl, 2022).
  - Creation of “My24” iPhone application and mobile website for fitness information and personal health tools (Marketing Dive, 2024).
- **LA Fitness:** In 2023, LA Fitness joined the “Fitness International” campaign with City Sports Club to feel inspired year-round, as opposed to making a New Year’s Resolution (Reel 360, 2023).
  - “New Year, New You” energy brought to commercials
  - Campaigns include TV, radio, digital, and social platforms
  - Launch of brand’s official TikTok account
- **Crunch Fitness:** “Crunch Fitness has kicked off a new campaign to encourage consumers to get back to the gym in 2021. But unlike the usual New Year’s workout campaigns, this year the brand has toned down its irreverent voice for a more team-oriented perspective” (Dilworth, 2021).
  - Created tagline “You Can Crunch With Us”
  - Hyperfocus on targeting adults ages 20-34
  - Campaign focused on community based messaging
  - “The new campaign plays up the gym’s “Crunch Commitment” to creating “So Fresh and So Clean” gyms. These protocols follow local, State, Federal, and CDC guidelines for cleaning and sanitation, as well as gym layout to ensure ample space between members” (Dilworth, 2021).
  - 2023 Campaign “Feel Good, Not Bad” created
    - “Crunch hopes its new, humorous message will go viral on social media as memes, GIFs and shareable personal tales as the “Feel Good, Not Bad” campaign is seen and heard throughout TV and radio, social media platforms, merchandise, in-gym materials and billboards” (Rehfeldt, 2023).

**Online & Social Media Presence for month of January 2024 (Similarweb.com):**

- **Planet Fitness:**
  - Organic search makes up 40.05% of website traffic, while Social is 2.71%

- Total Visits: 9.031M
- Device Distribution: Desktop 20.27%, Mobile Web 79.73%
- Social Traffic: YouTube 39.51%, Facebook 30.67%, Reddit 14.18%, Twitter 3.02%, Instagram 2.59%, Other 10.03%
- Sentiment: Brand ranked #35 in Health and Wellness, NPS (Net Promoter Score) is -30, 76% Customer loyalty (Comparably, 2024)
- **Lifetime Fitness:**
  - Organic search makes up 72.16% of website traffic, while Social is <1%
  - Total Visits: 16.2K
  - Device Distribution: Desktop 17.10%, Mobile Web 82.90%
  - Social Traffic: Not enough data as social makes up less than 1% of website traffic
  - Sentiment: 1.5 out of 5 stars from 113 Lifetime Fitness Reviews (Consumer Affairs, 2024)
- **Gold's Gym:**
  - Organic search makes up 59.39% of website traffic, while social is 10.05%
  - Total Visits: 1.31M
  - Device Distribution: Desktop 19.34%, Mobile Web 80.66%
  - Social Traffic: Reddit 74.89%, Facebook 10.81%, Instagram 4.17%, Facebook Messenger 2.75%, Other 3.25%
  - Sentiment: NPS is -20, Customer loyalty 76% (Comparably, 2024)
- **Anytime Fitness:**
  - Organic search makes up 47.97% of website traffic, while social is 2.86%
  - Total Visits: 2.26M
  - Device Distribution: Desktop 25.66%, Mobile Web 74.24%
  - Social Traffic: Facebook 69.05%, YouTube 15.21%, Instagram 7.79%, LinkedIn 4.28%, Pinterest 2.47%, Other 1.21%
  - Sentiment: Brand ranked #49 in Health and Wellness, NPS is -7, Customer loyalty 72% (Comparably, 2024)
- **24-Hour Fitness:**
  - Organic search makes up 68.14% of website traffic, while social is 3.38%
  - Total Visits: 1.91M
  - Device Distribution: Desktop 25.73%, Mobile Web 74.27%
  - Social Traffic: YouTube 32.66%, LinkedIn 29.22%, Facebook 21.01%, Reddit 7.27%, Instagram 6.31%, Other 3.53%
  - Sentiment: NPS is -5, Customer loyalty 81% (Comparably, 2024)
- **LA Fitness:**
  - Organic search makes up 57.76% of website traffic, while social is 1.97%
  - Total Visits: 2.58M
  - Device Distribution: Desktop 29.12%, Mobile Web 70.88%
  - Social Traffic: YouTube 48.31%, Facebook 14.76%, Reddit 10.86%, Instagram 9.46%, Pinterest 6.51%, Other 10.09%
  - Sentiment: NPS is -56, Customer loyalty 74% (Comparably, 2024)
- **Crunch Fitness:**
  - Organic search makes up 54.07% of website traffic, while social is 4.03%
  - Total Visits: 2.44M
  - Device Distribution: Desktop 23.76%, Mobile Web 76.24%
  - Social Traffic: Facebook 59.37%, Instagram 14.11%, YouTube 9.49%, LinkedIn 3.73%, Other 9.21%
  - Sentiment: Overall NPS -45, 71% Customer Loyalty (Comparably, 2024)

### **Facilities and Amenities/Target Audience:**

- **Planet Fitness:** Focuses primarily on basic workout equipment, cardio machines, and strength training. Some locations offer amenities like tanning beds and hydro-massage chairs (Planet Fitness, n.d.).
  - Targets casual or beginner gym-goers who prefer a non-intimidating atmosphere. Promotes inclusivity and encourages individuals with all fitness levels to join (Planet Fitness, n.d.).
- **Lifetime Fitness:** Known for its extensive facilities, Lifetime Fitness provides swimming pools, basketball courts, racquetball courts, rock climbing walls, kids' clubs, and more (Lifetime Fitness, n.d.).
  - Appeals to those seeking a comprehensive wellness experience, including fitness, relaxation, and social activities, attracting a wide range of demographics (Lifetime Fitness, n.d.).
- **Gold's Gym:** Facilities at Gold's Gym typically include a variety of strength training equipment, cardio machines, group exercise rooms, and sometimes pools and sauna facilities (Gold's Gym, 2024).
  - Known for its bodybuilding heritage, Gold's Gym often attracts fitness enthusiasts and individuals who prioritize strength training and weightlifting (Gold's Gym, 2024).
- **Anytime Fitness:** Despite having smaller-sized gyms, Anytime Fitness locations are equipped with necessary workout equipment, offering a convenient workout environment (Anytime Fitness, 2023).
  - Appeals to individuals who value convenience and flexible workout schedules, such as busy professionals or those with irregular routines (Anytime Fitness, 2023).
- **24-Hour Fitness:** Offers a variety of equipment, group classes, and additional amenities such as basketball courts, saunas, and pools in select locations (24-Hour Fitness, n.d.).
  - Targets individuals looking for flexible workout hours, making it suitable for those with busy lifestyles or non-traditional work schedules (24-Hour Fitness, n.d.).
- **LA Fitness:** Provides a range of fitness equipment, basketball courts, racquetball courts, swimming pools, saunas, and studio spaces for group exercise classes (LA Fitness, n.d.).
  - Appeals to a broad audience, including fitness enthusiasts, families, and individuals looking for diverse workout options and amenities (LA Fitness, n.d.)
- **Crunch Fitness:** Known for its vibrant and energetic atmosphere, Crunch Fitness offers a diverse range of workout equipment, group exercise classes, and specialized training zones (Crunch, n.d.).
  - Appeals to individuals looking for a combination of fun and effective workouts. They emphasize their "No Judgments" philosophy and attract a wide range of fitness enthusiasts, including those interested in specialized classes like Zumba or Kickboxing (Crunch, n.d.).

### **GOALS**

To increase brand awareness and membership resiliency for years to come, implementing a more targeted Generation Z social media campaign will support the brand's success. By cultivating more dynamic content, with a focus on video, and increasing response rate to comments faster Planet Fitness will secure an untapped market.

The following goals will help support this effort:

- Increase engagement on Gen Z targeted social platforms by 15%
  - YouTube: Increase views from 5,020 to 6,000 per post

- TikTok: Increase views from 3,155 to 4,500 per post
- Instagram: Increase views from 1,750 per post to 2,500 per post
- Increase followers and subscribers on Gen Z targeted social platforms
  - YouTube: 94,100 to 117,625 followers (25% increase)
  - TikTok: 66,100 to 89,200 followers (35% increase)
  - Instagram: 455,000 to 523,250 followers (15% increase)
- Improve positive sentiment from Gen Z audience
  - \*Baseline percentages established through analysis of 100 comments*
  - YouTube: Grow positive sentiment from 0-50%
  - TikTok: Grow positive sentiment from 30-50%
  - Instagram: Grow positive sentiment from 38.5-60%

## STRATEGY

To meet our goals, providing an analysis (see above mentioned SWOT analysis), to find the brand's challenges and areas of opportunities will provide the foundation of the social media marketing plan's strategy.

The below strategies will support an increase in engagement, boost follower/subscriber numbers and produce more positive sentiment from Gen Zs on YouTube, TikTok, and Instagram. encourage better brand engagement and relevance with Gen Z users.

- **Develop more dynamic content with a focus on videos:** "Gen Z has extremely high expectations and low patience for good content. They know good content is out there and can easily find it. Subsequently, they have the shortest attention span of any generation in history (8 seconds), not implying that they only can focus on something for more than 8 seconds, but rather that you only have 8 seconds to make an impression on them" (Sivadas, 2020).
  - YouTube: Create more YouTube video "shorts." They only have three currently posted.
  - TikTok: Streamline video content better. Current content is weak in impact and disorganized.
  - Instagram: Continue to post dynamic still images, but increase video reels and stories
- **Makes posts more meaningful - more often, cross-functionally, and in a strategic way:** "Another way for you to reach your Gen-Z audience on the platform is to focus your strategy on more quality than quantity. If you constantly post new photos in your feed (more than once each day), a lot of people will start tuning you out and stop following" (Stefanski, 2022).
  - YouTube: Post more often, 1 video per week, compared to their current average of 1 posted video per month.
  - TikTok: Post 2-3 times per week, strategically aligning with YouTube and Instagram posts
  - Instagram: Post 2-3 times per week, strategically aligning with YouTube and TikTok posts
- **Create a sense of community:** Across all platforms, encourage users to post their own content with @planetfitness mentions. Respond and interact with comments and customer complaints when posted.
- **Cultivate relationships:** Make content more personal and celebrate members.
  - YouTube: Incorporate videos of average people working out.
  - TikTok: Produce quick and easy exercise routines and "what I eat in a day" videos.

- Instagram: Post candid still images of members working out at Planet Fitness. Ask them to repost content on their own profile.
- **Offer more promotions and “freebies”:** Free swag and giveaways on all platforms
- **Provide more meaningful “real life” influencers:** Across all platforms, eliminate celebrity-oriented influencer content and nurture “real life” Planet Fitness members of the Gen Z target market. Prioritize health, fitness, and easy meal planning posts to influence inspiration. “Fitness influencers and athletes who showcase their workouts, healthy meals, and fitness transformations often inspire and motivate their followers to prioritize health and fitness in their own lives” (Spraul, 2023).
  - YouTube: Incorporate videos of average people working out.
  - TikTok: Be authentic in all content. While current humor is positive, it lacks credibility.
  - Instagram: Share more personal stories of fitness and health from Gen Z members.
- **Build brand awareness**
  - Customize profiles on YouTube, TikTok, and Instagram to align better with the Gen Z values (*see psychographics section in Target Market*).
  - Grow hashtag #planetfitness and @planetfitness mentions.
  - Promote gym events

## TARGET MARKET

“The Planet Fitness business model is centered around offering low-cost memberships in a “Judgment-Free Zone” that appeals to casual or first-time gym users” (Spraul, 2023). This social media marketing plan recommends appealing to Generation Z, focusing on 18–25-year-olds, who are of legal age.

### Demographics

- *Age:* 18-25 years old
- *Gender:* Male and female. Gym membership is somewhat evenly distributed among genders, with 52% of members being female and 48% being male (Gough, 2022).
- *Income:* This age group is “part-timers.” “The current median income, half earn more, and half earn less, for a Gen Z worker nationwide is around \$37,300” (Heilman, 2023).
- “The current median income, half earn more, and half earn less, for a Gen Z worker nationwide is around \$37,300” (Heilman, 2023).
- *Race:* “The largest race/ethnic group of gym-goers are Caucasian/White and/or non-Hispanic (66.34%), followed by Hispanics (12.78%), and African Americans (12.30%)” (Spraul, 2023).

### Psychographics

“To reach Gen Z requires that marketers embrace the interconnectedness of profit and purpose” (Proulx, 2021). While health and lifestyle brands, like Planet Fitness, rank high on purpose, to stay aligned with this Gen Z value, Planet Fitness needs to support content that is socially driven in a positive way.

In the context of the Forrester Social Technographics Ladder, to connect with the social media marketing plan’s suggested target audience, Planet Fitness Gen Z members need to incorporate authenticity within their content. Currently, Planet Fitness is a bit “showy” in their posts. They use humor to encourage fitness, but that humor loses a sense of realness with their Gen Z audience.



“Gen Z doesn’t hesitate to cancel brands when they sense a shallow veneer. Forrester’s Technographics® data shows that nearly a third of Gen Z say that they unfollow, hide, or block brands on social media - at least weekly. This represents a much higher percentage than any other generation” (Proulx, 2021). This segmented audience are active creators, conversationalists, and critics on social media. Truth and credibility of brands are extremely important to these individuals.

## **Behaviorgraphics**

Finally, Gen Z likes having information at their fingertips. Mobile devices are key to marketing to this generation. “75% of Gen Z consider mobile phones their device of choice. Gen Z media is mobile-first, and the generation is more likely to engage with content designed for mobile devices, such as videos, stories, and GIFs” (Mediatool, 2023). See **Exhibit 5** in Appendix for Gen Z’s spending habits.

Generation Z’s preferred social media platforms are YouTube, TikTok, Snapchat, and Instagram. “The highest percentage of Gen Z mobile internet users on a social app is on YouTube, with 84% visiting the app. This is followed by TikTok at 61%, Snapchat at 58%, and Instagram at 56%” (Comscore, Inc., 2023). Since Snapchat’s video content gets erased after 24 hours, analytics are more difficult to measure. Planet Fitness’s social media campaign would be best focused on YouTube, TikTok, and Instagram.

## **TOOLS**

With a concentration on video creation, the creative team will utilize the following software:

- Canva Pro
- Adobe Creative Cloud
- Final Cut Pro

Although each of these software tools can create videos, they range in “easy-to-use” to more complex editing packages. Depending on the tone and stylistic choice for each proposed video, the creative team will have a range of options to prepare the best outcome while maintaining cost. While Canva Pro is a bit more user-friendly, Final Cut Pro is an excellent tool for more cutting-edge backend video editing. There is a bit more creative control in both the Adobe Creative Cloud and Final Cut Pro software tools that would appeal to savvy Gen Z video audiences, while Canva Pro would be best suited for quick and easy content creation.

Also, to best plan content, schedule and track the success of content being produced, the following measurement software will be used:

- Hootsuite:
  - “Hootsuite is a social media management tool with features to help with planning, scheduling, and syndicating social posts. Key features include automatic scheduling, social media monitoring, performance reporting, basic task management and more” (Backlinko, 2022).
- Google Analytics:
  - “Google Analytics includes features that can help users identify trends and patterns in how visitors engage with their websites. Features enable data collection, analysis, monitoring, visualization, reporting, and integration with other applications” (Chai, 2021).

## PLATFORMS

YouTube, TikTok, and Instagram are some of the most popular social media platforms for Gen Zs. See **Exhibit 6** in Appendix. These platforms offer the most creative, authentic, and impressionable video capabilities for brand and this audience due to their social media persona discussed within the psychographics section.

### Instagram

“By 2027, 80.9% of the Gen Z population will be on Instagram, compared with 71.9% on TikTok” (Flores-Marquez, 2023). This statistic reveals that Instagram is still a very popular social platform for Gen Z, now and into the future. With the creative elements and adaptability of Instagram’s still photo posting, reels, and stories, Planet Fitness will have various ways to showcase new content. The diversity in options will keep content fresh and multi-faceted.

### TikTok

In a recent study, TikTok has been found to be the latest search engine for Gen Z. “TikTok is evolving beyond entertainment, with consumers using it as a search engine for information, recipes, music, and more, per an Adobe study. Nearly 10% of Gen Z users now prefer TikTok over established search engines like Google when looking for information—suggesting it is gaining trust and usability as a reliable source of information” (Goldman, 2024). With TikTok now being deemed as a “credible” source of information for Gen Z, producing more fitness and wellness video content on the Planet Fitness site will build brand relevance.

### YouTube

“95% of Gen Z says that they use YouTube and 50% say they can’t live without it” (Dorst & Lesser, 2024). Growing up as digital natives, Gen Z loves to have access to information at their fingertips and YouTube videos are excellent for providing new learnings.

YouTube videos provide an escape for Gen Z. “YouTube gives Generation Z a way to decompress and get their minds off the things that are causing them stress. Whether they’re watching “slime” videos, learning something new, or browsing product videos, this generation turns to YouTube for “feel good” content that offers an escape from the stress they deal with on a daily basis” (Manifest, 2019).

## IMPLEMENTATION

In agreement with the proposed strategy, the following tactics will be employed to increase Gen Z engagement, followers, and positive sentiment on Planet Fitness’s social media platforms, Instagram, TikTok, and YouTube to meet our goals.

### Instagram

Leveraging Instagram’s multi-faceted platform of stories, reels, and still images, Planet Fitness will share content focused on “real” members to build authenticity and trust with the brand. The key is to engage with users in a “real” way and eliminate “smoke and mirrors” to fitness and working out.

The following tactics will capture this spirit:

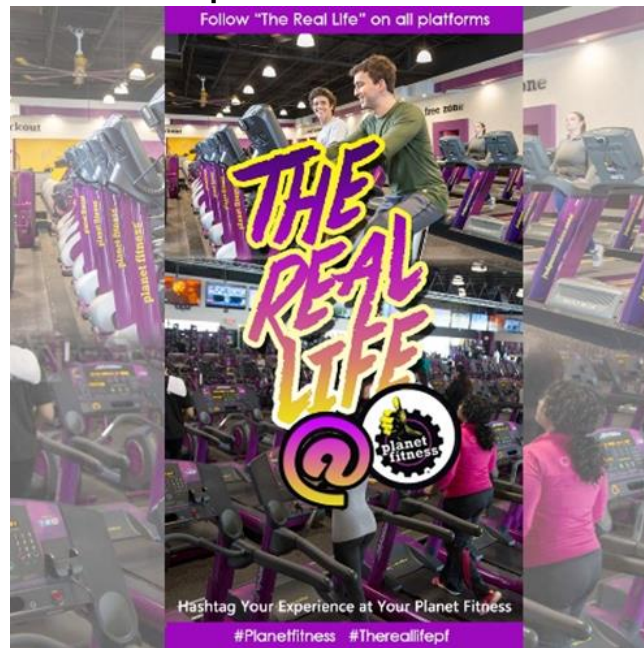
- Support the “The Real Life” campaign.
  - Engage authentic and meaningful storytelling within posts and stories. Produce more content focused on easy lifestyle choices, quick exercise routines and fast healthy meals, that support a healthier body.

- Eliminate influencer Megan Thee Stallion as key influencer and support “microcelebrity” content from influencers like Chloe Ting and Sami Clarke, who are Gen Z age appropriate and are popular fitness influencers. Both currently have their own large personal followings and already share this style of content on Instagram, TikTok and YouTube.
- Always use the hashtags #ThereallifePF and #planetfitness when posting for this campaign.

#### IG Thread Concept



#### IG Reel Concept



- Focus on quality over content. “Another way for you to reach your Gen-Z audience on the platform is to focus your strategy on more quality than quantity. “Constantly posting new photos (more than once a day)” will turn off followers, who are then more likely to stop following” (Stefanski, 2022).
  - Stick to the 2-3 days a week suggested posting schedule and share content during peak hours to gain more likes, share, and sentiment. “Specifically, posting between 11 AM (11:00) and 3 PM (15:00) shows higher average engagement rates. The peak engagement rate occurs at 12 PM (12:00), with an engagement rate of 10.11%. Additionally, posting between 1 PM (13:00) and 2 PM (14:00) also yields above-average engagement rates” (Mention, 2023). See **Exhibit 7** in Appendix
  - Promote gym events for members on a weekly basis through still images and stories.
- Encourage conversation.
  - Reshare “real” Gen Z posts, ones that support cheap and easy ways to support a healthy lifestyle on a budget, to keep the conversation going.
  - Reply daily to comments and complaints from posts daily.
  - Support active contributors. Cultivate relationships. Reshare positive sentiment - comments, shares, and likes.
- Build positive sentiment regarding the brand.
  - Incorporate Gen Z and Planet Fitness inspired hashtags to build better brand awareness. Encourage mentions and hashtags - @planetfitness #planetfitness #judgementfreezone #genzworkout #genzmotivation #ThereallifePF

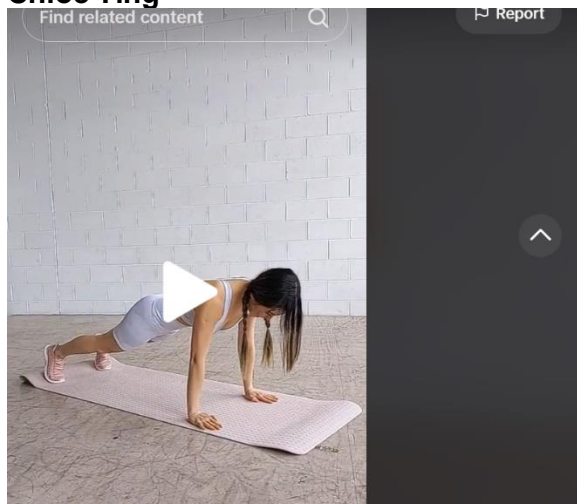
## TikTok

Since TikTok contains shorter videos and a more outspoken sentiment forum, focusing on “The Real Life” content is important to connect with the Gen Z value system, based on the target market’s psychographics. By creating more dynamic videos that show a typical Gen Z’s workout at the gym and their healthy lifestyle habits, a “real” fitness journey will be depicted.

The following tactics are suggested to capture “real”:

- Support “The Real Life” campaign.
  - Eliminate influencer Megan Thee Stallion as main influencer. Support “macro-influencers” like Chloe Ting and Sami Clarke (100-500K followers), who are Gen Z age appropriate and can incorporate their own social content into the Planet Fitness world. Have these influencers wear Planet Fitness gear while working out in the Planet Fitness gym and their own personal gyms at home. Have these influencers showcase how their Planet Fitness memberships encourage their own personal routines!

## Chloe Ting



**chloe\_t**  
Chloe Ting · 2020-4-21 Follow

hello tiktok! I'm trying here, gimme some likes 🥰 #plankdance #plankchallenge #plank #plankingchallenge... more

🎵 Laxed - Jawsh 685

324.1K 2343 8176

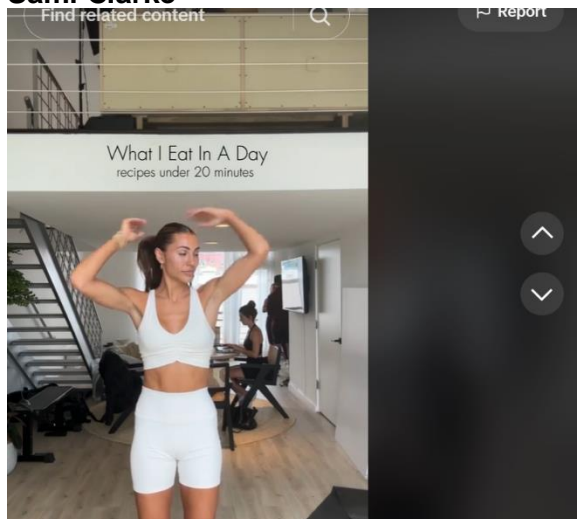
[https://www.tiktok.com/@chloe\\_t/video/68183701184...](https://www.tiktok.com/@chloe_t/video/68183701184...) Copy link

Comments (2343) Creator videos

User3637483  
Omg finally you're on tiktok 🥰  
2020-4... Reply 2546

Mahogany LOX 🌟  
YESSSS!!! hiii 🥰❤  
2020-4... Reply 2150

## Sami Clarke



**sami\_clarke**  
Sami Clarke · 2023-11-30 Follow

WIEIAD - This was a day of eating where I felt a little more lazy, so your girl went with super simple meals and recipes... more

🎵 Crazy - DRKTMS Remix - Cabu

3033 4 325

[https://www.tiktok.com/@sami\\_clarke/video/73073251...](https://www.tiktok.com/@sami_clarke/video/73073251...) Copy link

Comments (4) Creator videos

Amanda Elizabeth  
More injury friendly workouts please! 🙏🙏  
Herniated disk here 😞  
1-9 Reply 1

sophia  
Missed these!!!!

- Promote these “macro-influencers” cross-functionally to Instagram platform. When posting to TikTok, utilize these video posts on Instagram’s reels and stories.
- Encourage Gen Zs to post their own “The Real Life” fitness videos and offer prizes such as 1:1 training sessions or free Planet Fitness “swag.”
- Always use the hashtags #ThereallifePF and #planetfitness when posting for this campaign.
- Post during peak hours. “According to marketers around the globe, the best time to post on TikTok is 10 to 11.50 am, 2.30 to 4 pm, and 6:30 to 9:30 pm, somewhere between Tuesdays and Thursdays” (Anoob, 2024). See **Exhibit 8** in Appendix.
- Promote gym events and small group workouts.
- Continue to support “Judgement Free Zone.”
  - Ask users to post short videos of what “Judgement Free” looks like to them. #judgementfreezone
- Build better positive sentiment for the brand.
  - Reply daily to comments and complaints from posts daily.
  - Follow more Gen Z users! Currently, Planet Fitness only follows 62 other users (*Planet fitness TikTok analytics*, n.d.).
  - Encourage mentions and hashtags - @planetfitness #planetfitness #judgementfreezone #genzworkout #genzmotivation #ThereallifePF

### TikTok Story Concept



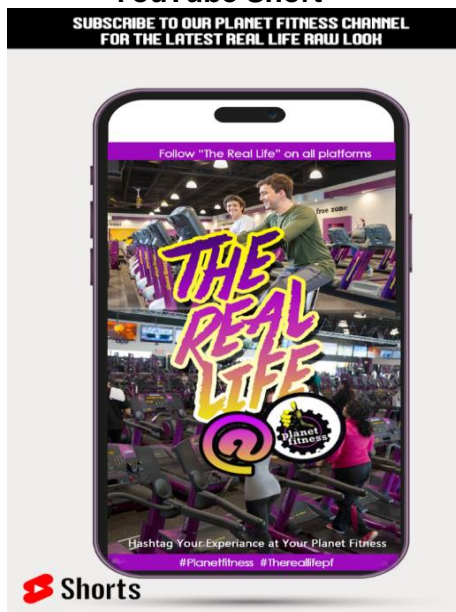
### YouTube

The main tactics for the brand’s YouTube platform presence is to grow positive sentiment by enabling comments and producing more YouTube video shorts.

- Create more YouTube “shorts” for easier access on mobile devices and provide more dynamic content. “YouTube’s VP of Product Management described the video format as “a new short-form video experience for creators and artists who want to shoot short, catchy videos using nothing but their mobile phones,” and goes on to say, “Shorts is a new way to express yourself in 15 seconds or less” (Beveridge, 2023).

- Create short video content that shows Gen Z members having fun and working out in the gym together - easy workouts, funny gym mentality, Gen Zs enjoying the perks of being a member liking pizza day!
- These YouTube shorts may also be shared cross-functionally on the brand's TikTok and Instagram platforms, since they fit the 10-second rule for sharing. A few notes for resharing:
  - Repost most engaged videos on both Instagram reels and TikTok.
  - Gen Z gym members and macro-influencers will be featured.
  - Videos with a more lighthearted and funny tone will be featured on TikTok, due to the general direction of the platform's best connection to its audience users.
    - "30% of TikTok users said humor in creator content was a top motivation for purchase intent.
    - "Funny" is the top video category that viewers want to see from creators.
    - 7 in 10 viewers say, "making people laugh" is considered the most enjoyable aspect of watching TikTok ads." (TikTok for Business, 2024).
  - Videos that have an informational tone will be featured on Instagram. For instance, content focused on workout routines and "how to" healthy recipe sharing. "Most of the more popular Instagram video posts showcase quick how-to's, behind-the-scenes insights, or stop-motion/time-lapse content" (Hackett, 2024).

### YouTube Short



### YouTube Thumbnail



- Support "The Real Life" campaign.
  - Eliminate influencer Megan Thee Stallion and focus on more "real" Gen Z healthy lifestyle influencers. Offer more video content focused on ways to make working out and staying fit easy for young adults. Video content focused on weekly workout ideas and quick and easy dinner recipes will appeal to Gen Z lifestyle
  - Create video interviews of "real" people working out at Planet Fitness. Ask them questions that are pertinent to the target market such as, "What did you eat for

dinner last night?” “What time do you get your workout in?” “What’s the thing you can’t live without when you come to the gym for a workout?”

- Post during high engagement times. “Between 2 to 4 pm (EST) on weekdays and 9 to 11 am on weekends. Additionally, the best day to post on YouTube is Sunday. The best time to post YouTube Shorts is 12 pm and 3 pm and from 7 pm to 10 pm on weekdays, primarily on Monday and Tuesday” (Anoob, 2024).
- Build a community of followers

## CONTENT

The Planet Fitness social media marketing campaign will focus on content development, user-generated content, and original content on the platforms of Instagram, TikTok, and YouTube. Each of these content types will be imperative in reaching the targeted Gen Z audience, by promoting and informing Gen Z individuals about Planet Fitness.

### Content Development

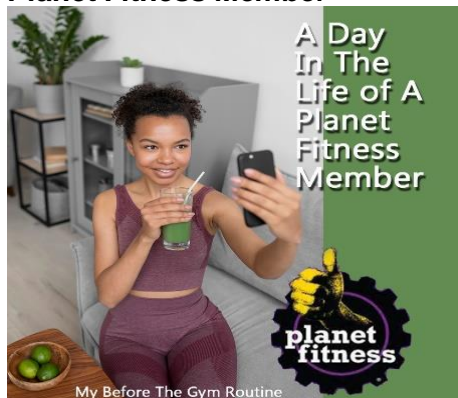
The Planet Fitness social media campaign will post content at appropriate times across popular social media platforms amongst Gen Z users (YouTube, TikTok, and Instagram), with content tailored specifically to the targeted Gen Z audience. The content will display positivity surrounding the Planet Fitness brand, as well as promote fun and engaging activities hosted by Planet Fitness.

### User-Generated Content

Planet Fitness aims to foster trust and authenticity with their members, and this campaign will place a spotlight on that through its user-generated content. With Gen Z being a technologically advanced group of individuals, hashtags and mentions on social media are something they are familiar and comfortable with. Throughout the campaign, there will be various promotions connected to different activities and contests planned for the course of the campaign.

Gen Z members will be encouraged to post and repost using the hashtags #planetfitness & #Thereallife on their own social media accounts creating authentic engagement and a buzz surrounding the brand. These hashtags can especially be seen in “The Real Life” campaign, which focuses on real Planet Fitness members and their own personal experiences with the brand. It encourages a sense of community and authenticity showcasing actual people who can be related to on a personal level, creating a space of trust around Planet Fitness. This will potentially draw more Gen Z individuals to join Planet Fitness, which is the goal of the overall social media campaign. See below for “Real Life” Classic and Black Card member sample posts.

### Planet Fitness Member



### Black Card Planet Fitness Member



Another way that Planet Fitness will act upon their user-generated content is through their social media likes, comments, reviews, and tags. The brand will positively engage with their members in the comment sections of YouTube, TikTok, and Instagram, building a sense of connection between brand and member. Genuine and honest reviews of any given Planet Fitness location will be encouraged, as authenticity is important to the brand, as mentioned above. This also has a level of transparency to it, as content created by real people strengthens the level of trust amongst potential new Planet Fitness members. Social media likes and tags will largely come from Planet Fitness' original content, however, members will be encouraged to like and repost content throughout the course of the campaign, which can be seen as an opportunity for growth and promotion of the brand.

All user-generated content will be reviewed by Planet Fitness representatives before final approval to publicly post on social media platforms. This action will be in place to scan for potentially unwanted user-generated content, to avoid tarnishing the brand's image. To ensure customer satisfaction, Planet Fitness will reach out directly to any unhappy customers who have submitted user-generated content and strategize to find a solution to the given issue. As mentioned, Planet Fitness takes customer satisfaction seriously, and will do what it can as a brand to foster good relationships with its customers.

### **Original Content**

The Planet Fitness original content will serve as informational, promotional, and encouraging to the public but will have a flair to it that will target more toward the Gen Z crowd, consisting of the bright yellow and purple Planet Fitness colors, graphics, and attention-grabbing phrases. Utilizing social media mentions and hashtags will also be a key factor in reaching the targeted Gen Z audience. This content will play a major role in publicizing the many events, contests, and promotions that Planet Fitness plans to run throughout this campaign.

### **Content Calendar– Sample of April 2024**

The full annual content calendar is shown in the Appendix, **Exhibit 10**. The annual content calendar introduces “The Real Life” campaign in March and includes seasonal posts for holidays such as St. Patrick’s Day, Fourth of July, Halloween, etc. Post and contests for lesser known holidays like world jump day, national coach day, national pickle day, national vegetarian day, etc. will also be included to increase Gen Z engagement and activity through the various social media outlets.

The social media platforms and schedule that we are using for this campaign each have their own posting schedule shown below. This posting schedule is based on the month of April 2024.

Various hashtags will be included in the posts for members to utilize. The **#judgementfreezone** hashtag will be included with any posts related to social issues and personal member experiences. The **#ThereallifePF** hashtag will be included with any posts related to original employee content or shared member workout videos. The **#genzmotivation** hashtag will be included with transformation and inspirational posts and videos by members, blogger and vlogger recipe and nutrition posts and videos, and any member contest and challenge content. The **#Planetfitness** hashtag will be included for all posts pertaining to new membership content, original employee and trainer content, and Planet Fitness quizzes.

**Holidays:** Each month’s content will vary depending on the holidays. This content will include Women’s History Month, Black History Month, Juneteenth, and major (U.S.) holidays. Also included are amusing days of note for each month that will appeal to Gen Z’s strong values,



authenticity, and pragmatic attitude while creating an atmosphere of community and fun (Witte, 2022).

**Promotional Content:** This will include special events, giveaways, and contests that Planet Fitness is organizing and implementing through Instagram, TikTok, and YouTube.

**User Generated Content:** This content includes images, conversations, and videos that are posted by Planet Fitness members. By including Gen Z members in the conversation, they will value the brand and feel like they are part of a community.

## APRIL 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>1</b> <b>Instagram</b>  April Fool's Day Content	<b>2</b> <b>IG &amp; TikTok</b>  Funny workout memes/gifs	<b>3</b> <b>IG &amp; TikTok</b>  Vlogger content	<b>4</b> <b>TikTok</b>  National Vitamin C Day content	<b>5</b> <b>IG &amp; YouTube</b>  National Self Care Day content	<b>6</b> <b>YouTube</b>  Workout video with Chloe Ting	<b>7</b> <b>YouTube</b>  Workout quiz
<b>8</b> <b>Instagram</b>  Vlogger Content	<b>9</b> <b>IG &amp; TikTok</b>  Workout content from YouTube	<b>10</b> <b>IG &amp; TikTok</b>  Nutrition content	<b>11</b> <b>TikTok</b>  User Generated Content	<b>12</b> <b>IG &amp; YouTube</b>  Promotional content	<b>13</b> <b>YouTube</b>  Trainer content	<b>14</b> <b>YouTube</b>  FAQs & workout myths
<b>15</b> <b>Instagram</b>  IG reel pulled from TikTok	<b>16</b> <b>IG &amp; TikTok</b>  Complement contest results	<b>17</b> <b>IG &amp; TikTok</b>  Vlogger content	<b>18</b> <b>TikTok</b>  User workouts	<b>19</b> <b>IG &amp; YouTube</b>  Healthy Recipe Content	<b>20</b> <b>YouTube</b>  90 day team workout challenge	<b>21</b> <b>YouTube</b>  Workout video with Sami Clark
<b>22</b> <b>Instagram</b>  Motivational memes/gifs	<b>23</b> <b>IG &amp; TikTok</b>  Team challenge shared from YouTube	<b>24</b> <b>IG &amp; TikTok</b>  Workout content from YouTube	<b>25</b> <b>TikTok</b>  Shared content from IG	<b>26</b> <b>IG &amp; YouTube</b>  Cross promotion from user content	<b>27</b> <b>YouTube</b>  FAQs & workout myths	<b>28</b> <b>YouTube</b>  Trainer content
<b>29</b> <b>Instagram</b>  Vlogger Content	<b>30</b> <b>IG &amp; TikTok</b>  National Tie Dye Day content	1	2	3	4	5

### Instagram

- According to Sproutsocial, the best days/times to post on Instagram are Mondays from 10am to 12pm, Tuesdays from 9am to 1pm, Wednesdays from 10am to 1pm, and Fridays from 9am to 11am. See **Exhibit 7** in Appendix.
- Posts may be made on Thursdays, Saturdays, and Sundays if they coincide with one of the holidays noted on the annual calendar.

## TikTok

- According to Sproutsocial, the best days/times to post on TikTok are Tuesdays from 2pm to 6pm, Wednesdays from 2pm to 5pm, and Thursdays from 3pm to 5pm (Sproutsocial, 2023). See **Exhibit 8** in Appendix.
- Posts may be made on Monday, Friday, Saturday, and Sunday if they coincide with one of the holidays noted on the annual calendar.

## YouTube

- According to Quickframe and Hubspot, the best days/times to post video content to YouTube are Fridays from 1pm-3pm, Saturdays from 3pm to 6pm, and Sundays from 1pm to 4pm (Quickframe, 2023). See **Exhibit 9** in Appendix.
- Posts may be made on Monday, Tuesday, Wednesday, or Thursday if they coincide with one of the holidays noted on the annual calendar.

## MONITORING & TRACKING

Monitoring and tracking social media analytics will greatly assist in informing Planet Fitness of various pieces of information that will determine the best ways to advertise, influence, refine, and generate memberships within Gen Z. “The need to measure social media remains of paramount concern for businesses because it enables marketers to assess progress toward achieving marketing goals, determine how strategies are performing, and make necessary adjustments to achieve overall business goals” (Barker et al., 2017, p. 230). In monitoring three of the most popular social media platforms amongst Gen Z, YouTube, TikTok, and Instagram, Planet Fitness aims to pinpoint growth potential within this generation.

To determine the effectiveness of the Planet Fitness social media campaign on meeting the brand’s goals of increasing Gen Z members, the measurement strategy for this campaign will focus on the brand’s ability to connect with Gen Z. Application tools within YouTube, TikTok, and Instagram will be monitored, and for more in-depth analytical information feedback such as engagement rate, audience growth, user location, page visits, and website clicks, etc., Google Analytics and Hootsuite will be observed as well.

### Platform Monitoring and Tracking

Each bulleted analytic is built-in to the three social media platforms that Planet Fitness will be utilizing throughout this campaign: YouTube, TikTok, and Instagram. Planet Fitness will monitor and track social media performance throughout the campaign via the provided social media analytics reporting system coordinated with each platform.

**Table 3: Social Media Platform Monitoring and Tracking Tools**

YouTube	TikTok	Instagram
<ul style="list-style-type: none"><li>• Number of subscribers</li><li>• Number of views</li><li>• Number of likes</li><li>• Number of shares</li><li>• Number of Comments</li><li>• Watch time</li><li>• Viewer demographics</li></ul>	<ul style="list-style-type: none"><li>• Video views</li><li>• Profile views</li><li>• Number of followers</li><li>• Number of shares</li><li>• Number of likes</li><li>• Number of Comments</li><li>• Watch time</li><li>• User demographics</li></ul>	<ul style="list-style-type: none"><li>• Profile views</li><li>• Number of followers</li><li>• Number of likes</li><li>• Number of Comments</li><li>• Track Planet Fitness Hashtag Use</li><li>• User demographics</li></ul>

## Monitoring and Tracking Tools

Throughout this campaign, Planet Fitness will also be using social media management software such as Hootsuite and Google Analytics to further assist in the monitoring and tracking progress. These two platforms will work well in providing data for each social media platform that Planet Fitness will be utilizing during this campaign; YouTube, TikTok, and Instagram and provide data that is not included in the built-in analytics for each social platform: campaign performance, user demographics, number of clicks & impressions, keyword search options, etc.

**Table 4: Monitoring and Tracking Tools**

Hootsuite	Google Analytics
<ul style="list-style-type: none"> <li>• Multiple network overview on each social media platform (follower count, likes, comments, posts, number of shares, subscriber count, etc.)</li> <li>• Overall campaign performance</li> <li>• Brand performance against competitors</li> <li>• Best times to publish</li> <li>• User demographics</li> </ul>	<ul style="list-style-type: none"> <li>• Number of clicks</li> <li>• Number of Impressions</li> <li>• Number of conversions</li> <li>• User acquisition</li> <li>• Landing page optimization</li> <li>• Keywords</li> <li>• Click-through rate</li> <li>• Search queries</li> <li>• Page views</li> <li>• Bounce rate</li> <li>• User demographics</li> </ul>

## KEY PERFORMANCE INDICATORS

The following key performance indicators (KPI), “metrics that help you understand how you are doing against your objectives,” will be utilized to determine the achievement of the proposed plan (Barker et al.,2016, pg. 231).

### Quantitative Metrics

Through data driven analytics and tools, the following quantitative metrics will be implemented to achieve the marketing plan’s business objectives and goals.

**Table 5: Quantitative Metrics**

Social Media	Forecasted Results by YE
<b>YouTube</b>	<ul style="list-style-type: none"> <li>• Increase engagement (likes, shares, and comments) by 20%                             <ul style="list-style-type: none"> <li>○ 5,020 to 6,024 per post</li> </ul> </li> <li>• Increase subscribers by 25%                             <ul style="list-style-type: none"> <li>○ 94,100 to 117,625 subscribers</li> </ul> </li> <li>• Grow positive sentiment from 0 to 50%</li> </ul>
<b>TikTok</b>	<ul style="list-style-type: none"> <li>• Increase engagement (likes, shares, and comments) 35%                             <ul style="list-style-type: none"> <li>○ 3,155 to 4,260 per post</li> </ul> </li> <li>• Increase followers by 35%                             <ul style="list-style-type: none"> <li>○ 66,100 to 89,200 followers</li> </ul> </li> <li>• Grow positive sentiment from 30 to 50%</li> </ul>

<b>Instagram</b>	<ul style="list-style-type: none"> <li>• Increase engagement (likes, shares, and comments) by 15% <ul style="list-style-type: none"> <li>○ 1,750 per post to 2,012 per post</li> </ul> </li> <li>• Increase followers by 15% <ul style="list-style-type: none"> <li>○ 455,000 to 523,250 followers</li> </ul> </li> <li>• Grow positive sentiment from 38.5 to 60%</li> </ul>
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**Qualitative Metrics**

The unmeasurable or non-numerical data will seek insights to customer satisfaction and perceptions of Planet Fitness. The following qualitative KPIs will provide awareness into the effectiveness of the plan’s goals and strategic choices.

**Table 6: Qualitative Metrics**

Campaign Goal	KPI	KPI Formula	YE Target
Brand Strengthening	Sentiment Ratio	$SR = \frac{\text{Positive: Neutral: Negative Mentions}}{\text{Expenses}}$	YouTube 20% increase TikTok 35% increase Instagram 15% increase
Word-of-Mouth	Share of Voice	$SV = \frac{\text{Brand Mentions}}{\text{Total Mentions}}$	YouTube 20% increase TikTok 35% increase Instagram 15% increase
Improve Customer Satisfaction	Issue Resolution Rate Resolution Time Satisfaction Score	$IRR = \frac{\text{Total \# Issues Resolved}}{\text{Total \# Complaints}}$  $RT = \frac{\text{Response Time}}{\text{Total \# Service Inquiries}}$  $SC = \frac{\text{Negative brand mentions}}{\text{Total Customer Feedback}}$	YouTube 40% increase TikTok 35% increase Instagram 15% increase

**EVALUATION AND TUNING**

Evaluation of the Planet Fitness social media campaign will be reviewed by the marketing team and other stakeholders to understand the key objectives of engaging the Gen Z audience. The most important data findings from this campaign will be measured by engagement, consumers’ positive feelings about the company, and the uptick of followers or subscribers on all channel platforms listed above (YouTube, Tik Tok and Instagram). Below is a table to show the schedule in which each platform will be updated with current engagements (likes, shares, repost, tags etc.), positive feedback/comments and the increase in the number of followers/subscribers.

**Table 7: Evaluating and Tuning Metric**

	Daily	Weekly	Monthly	Quarterly
Engagement	<ul style="list-style-type: none"> <li>Tik Tok - Check and record views, comments, likes and shares</li> <li>YouTube - Check/record Views, shares, likes, dislikes, and comments</li> <li>Instagram - Check/record likes, comments, shares</li> </ul> <p>*All platforms push content daily.</p>	<ul style="list-style-type: none"> <li>Based on findings, adjust content</li> <li>Post an interactive story/post asking for consumers email to gain a discount at membership</li> </ul>	<ul style="list-style-type: none"> <li>Check analytics to make sure posts or videos have been viewed verify engagement.</li> <li>If not adjust accordingly</li> </ul>	<ul style="list-style-type: none"> <li>Reshare campaign marketing on all platforms</li> <li>Incentives: giveaways or contests for followers who pay attention and engage with posts</li> </ul>
Following/ Subscribers	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Check and record new followers</li> </ul>	<ul style="list-style-type: none"> <li>Add a “Follow” incentive geared toward target audience</li> </ul>	<ul style="list-style-type: none"> <li>Change campaign every 3 months to match target audience wants/needs</li> </ul>
Positive Comments/ Sentiment	<ul style="list-style-type: none"> <li>View and answer questions or info from comment sections of all platforms</li> </ul>	<ul style="list-style-type: none"> <li>View comments and feedback</li> <li>Adjust where needed</li> </ul>	<ul style="list-style-type: none"> <li>Recheck flow of comment Feedback</li> <li>Adjustments like removing negative feedback or changing hashtags</li> </ul>	<ul style="list-style-type: none"> <li>Check analytics to ensure the content is reaching the target market</li> </ul>

*Note:* All data/findings collected will come from the channel itself (YouTube, n.d.), (TikTok, n.d.), (Instagram, n.d.), (Hootsuite, n.d.) (Google Analytics, n.d.)

After the evaluation is complete, monthly and quarterly adjustments in strategy and/or goals will be made to meet the needs of the company. To be effective, Planet Fitness’s social media content must be reviewed to match and meet the needs of consumers, especially the Gen Z audience. The goal is to engage Gen Z to discover the thoughts, views, and values of this target audience so that Planet Fitness can further develop marketing reach. Changes may also be based on any updates that may occur due to social media platforms’ evolution.

This campaign will be reviewed and modified as needed, monthly and quarterly (see schedule above). Social media strategies will be flexible to accommodate social media changes because of consumer engagement or social media trends. The modifications will include the number of posts on Tik Tok and Instagram, promotions/videos on YouTube, and which platform choices are best based on data collected and message strategy. These will be adjusted based on consumer engagement and interest shown according to the above schedule.

### Contingency Plan

- If Planet Fitness is faced with a social media outage, the next plan would be to resort to another popular social site for Planet Fitness, and email marketing, to keep advertising fresh and current for new or prospective customers.
- If Planet Fitness gets an out-pouring (25+) of negative comments or feedback from the current campaign, the current campaign will be abandoned, and content will be changed immediately. New hashtags will be created and any negative comments, that go against social media rules, will be deleted. Also, social media channels may be changed based on best results for target market seeking while posting positive feedback from consumers to gain brand loyalty or interest.

### BUDGET

According to Macrotrends, “Planet Fitness’s revenue for the twelve months ending September 30, 2023 was \$1.068B, a 27.21% increase year-over-year” (Macrotrends, n.d.) Based on the brand’s revenue, marketing budget, and suggested social media marketing budget, we assume the following:

- Total Revenue: \$1,068,000,000
- Total Marketing Budget (10% of total revenue): \$106,800,000
- Total Social Media Marketing Budget (24% of total marketing budget \* *includes digital advertising* (Notar, 2023): \$25,632,000

Based on the total social media marketing budget, it is recommended that Planet Fitness utilize ~3% for this Gen Z targeted social media marketing plan.

**Table 8: Planet Fitness Social Media Marketing Plan Budget**

Social Media Marketing Line Item	Cost
Social Media Marketing Director (1)	\$150,000
Interactive Producer (1)	\$135,000
Graphic designers (1)	\$85,000
Photographer/Videographers (2)	\$150,000
Macro Influencer Content (100K-500K followers) (2)	\$50,000
Analytics Analysts (1)	\$75,000
Customer Service Representatives (1)	\$65,000
Promotions	\$50,000

<b>Monitoring Software</b> Hootsuite \$739/month Google Analytics \$50,000/year	\$58,868
<b>Creative Software</b> Canva Pro \$119.99/year Adobe Creative Cloud \$395.93 Final Cut Pro \$299.99	\$815.91
<b>Total Cost</b>	<b>\$819,684</b>

(US News Careers, n.d.) (Hockmann, 2023) (Hootsuite, n.d.) (Kiely, 2024) (Magazzo, 2023) (Glassdoor, n.d.) (Salary.com, n.d.) (Stupak, 2023) (ZipRecruiter, n.d.)

**RETURN ON INVESTMENT**

Social media follower interaction and reaction of Planet Fitness’ campaign content will be meticulously monitored and analyzed to determine a Proxy ROI. This is “an estimate of the long-term impact of SMM investments on customer response. Common proxy ROI’s include brand awareness, customer satisfaction, sentiment analysis, share of voice, Net Promoter scores, and so on” (Barkett et al., 2017, p. 298). ROI will be determined by financial outcomes, or cost reductions and increased revenue. “Financial outcomes can be measured in currency - the investment, gain, and the return must be measured in the same currency and only a financial outcome can qualify as a proper gain or return” (Blanchard, 2011 p. 211). Nonfinancial outcomes in SMM, such as brand awareness, customer sentiment, or engagement metrics, are important indicators of the success and effectiveness of the social media campaign efforts. They will provide insight into the impact of marketing activities on customer perceptions, brand reputation, and audience engagement. However, these outcomes are not directly tied to financial returns and are not quantifiable in monetary terms.

A realistic, approximate ROI will be calculated by the quantitative measuring of increased Gen Z activity and engagement on Instagram, TikTok, and YouTube. This will be achieved by using the built-in metrics for these social platforms as well as metric web tools Google Analytics and Hootsuite. This data will determine how many new Gen Z Planet Fitness memberships were purchased due to the social media campaign, costs associated with drawing in the Gen Z demographic, and potential revenue increases because of the new memberships. The impacts of qualitative, or non-financial, KPIs on the sales funnel will be determined by the number of increased posts, shares, positive comments, and user generated content. This data will then be compared to increased Gen Z Planet Fitness memberships during the same period to gauge the actual impact of the social marketing campaign. Although the value of these actions can vary widely depending on various factors, including the user base, engagement rates, advertising metrics, target audience, industry, and individual brand objectives, an approximate ROI can be calculated.

- Planet Fitness Memberships range from \$10 - \$24.99 depending on if a Classic or Black Card membership is purchased; the amount of \$17 was used for calculations assuming that half of Gen Z consumers purchase each type of membership. By totaling the desired increase in engagement from each social platform, which will hopefully lead to purchased memberships, the number 52,860 is totaled and multiplied by \$17 to get the new membership value of \$898,620.

- The new projected increase in follower count for each social platform is calculated at 114,875. According to LinkedIn, the lifetime value (LV) of a follower on social media can be worth anywhere from a few cents to several dollars (LinkedIn, 2024). The tentative LV amount of \$1.50 will be multiplied to the follower count to create a new follower lifetime value of \$172,313.
- According to WebFX, the average costs for social platforms are shown below (TikTok does not pay per likes, comments, or shares):
  - Instagram: \$0.00 - \$4.00, average CPM (cost per 1000 impressions) (Zalani, 2024).
    - The 15% forecasted engagement increase for YouTube is 262 per post x roughly 18 IG posts/reels per month = 18,072 x 2.00 = \$36,144
  - YouTube: \$0.31 - \$0.40, average CPV (cost per view) (Zalani, 2024).
    - The 20% forecasted engagement increase for YouTube is 1,004 per post x roughly 12 video posts per month = 12,048 x \$0.40 = \$4,819

These numbers are added together, divided by the total budget spent, and multiplied by 100 to determine an approximate ROI:

$$\frac{\$898,260 \text{ (new memberships)} + \$172,312 \text{ (new follower LV)} + \$36,144 \text{ (IG)} + \$4819 \text{ (YouTube)}}{\$971,135 \text{ (Total campaign budget)}} \times 100 = 114\% \text{ ROI}$$

The social media team will rigorously monitor Gen Z engagement and behavior associated with the KPIs to ascertain the success of the campaign objectives. Conversion tracking will be crucial to the monitoring process because it evaluates the effectiveness of the campaign, optimizes strategies, and helps to make data-driven decisions to improve overall results.

## CONCLUSION

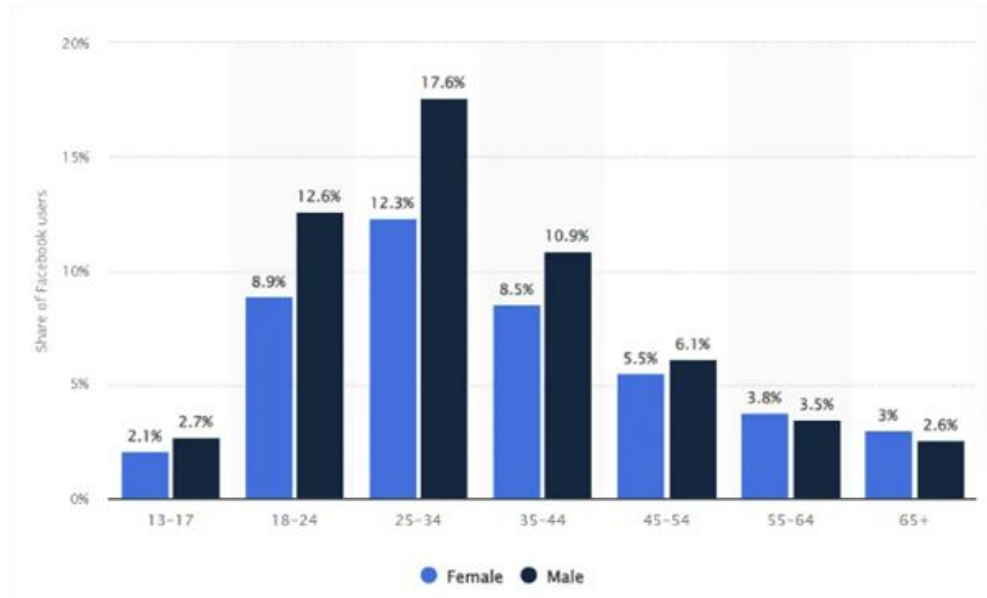
In conclusion, by addressing the areas of strengths and weaknesses and its alignment with the Gen Z target market and strategically supporting a robust and agile social media marketing campaign, Planet Fitness will have more opportunities to support its reach and brand importance. Implementing this proposed social media marketing plan will improve the following for the Planet Fitness brand:

- Strengthen and widen the brand's connection to a new target audience
- Sustain its growth and prominence in the competitive fitness industry
- Expand diversification of services and dynamic needs of Gen Z prospective members
- Increase alignment with the Gen Z audience by implementing better data "check-ins" and adapting more effectively to changing trends
- Provide long-term impact, financially, by incorporating data-driven decisions to widen the brand's audience base and support new memberships



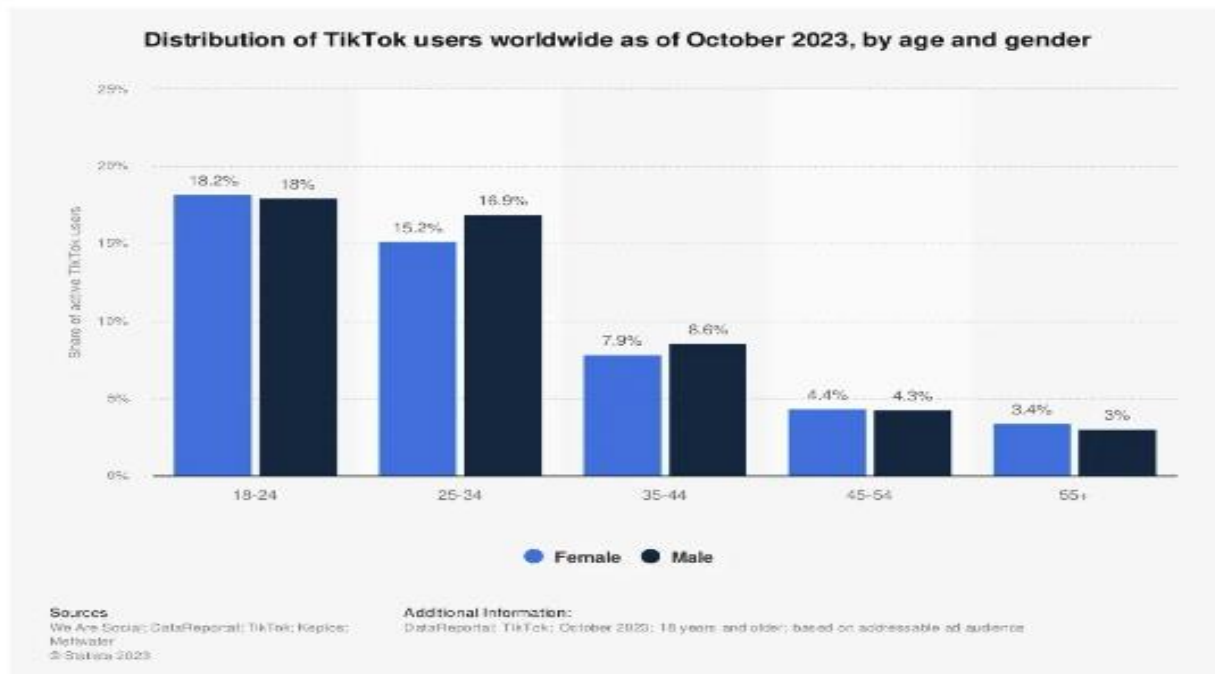
## APPENDIX

Exhibit 1: Facebook User Percentage Based on Age & Gender



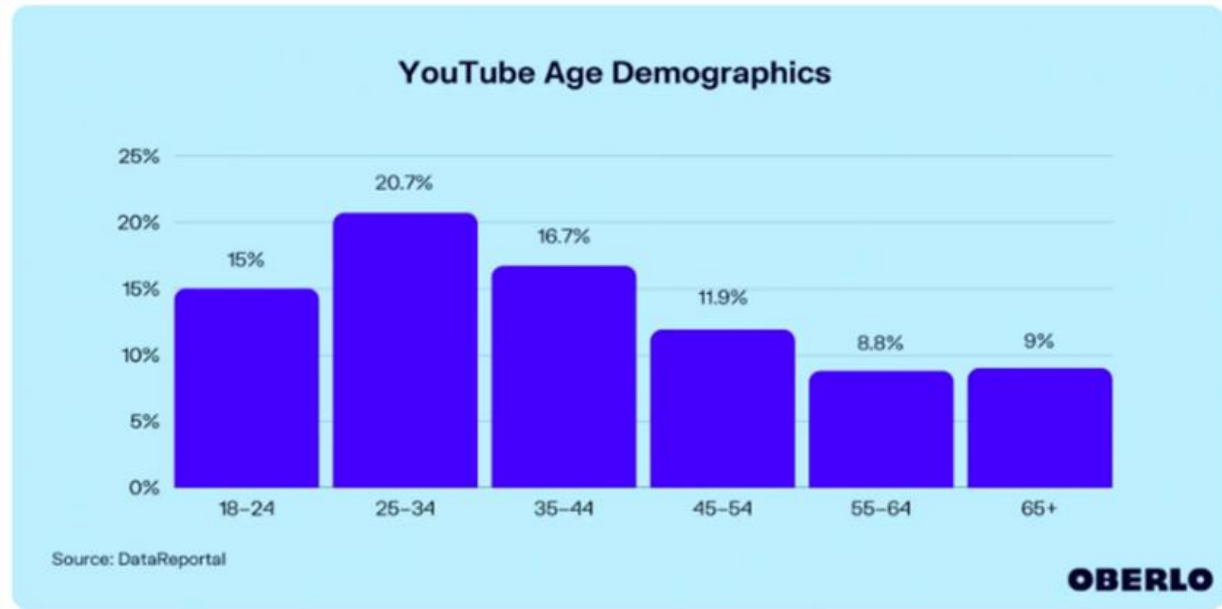
(Bagadiya, 2024).

Exhibit 2: Distribution of TikTok users worldwide by age and gender, as of October 2023



(Shepherd, 2024).

### Exhibit 3: YouTube Age Demographics



(Lin, 2023).

### Exhibit 4: Planet Fitness BCG Matrix Analysis

Stars	Question Marks
<ul style="list-style-type: none"> <li>• Branded apparels and accessories</li> <li>• Gym equipment</li> <li>• Black Card membership</li> </ul>	<ul style="list-style-type: none"> <li>• PF Black Card - premium membership program</li> <li>• 30 Minute Workouts - quick and efficient workout program</li> <li>• Virtual Training - online training platform</li> </ul>
Cash Cow	Dogs
<ul style="list-style-type: none"> <li>• Black Card Membership</li> <li>• Fitness Equipment Sales</li> <li>• Sponsored Events</li> </ul>	<ul style="list-style-type: none"> <li>• Pro Results Personal Training</li> <li>• Franchise partnerships</li> </ul>

(Discounted Cash Flow, 2024).

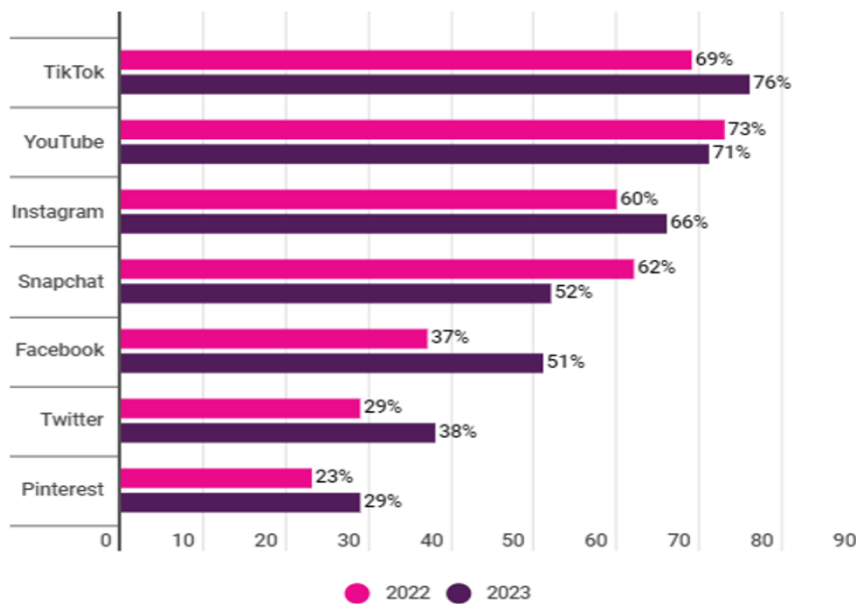
**Exhibit 5: 5 Priorities of Gen X Spending**



(Bump, 2022)

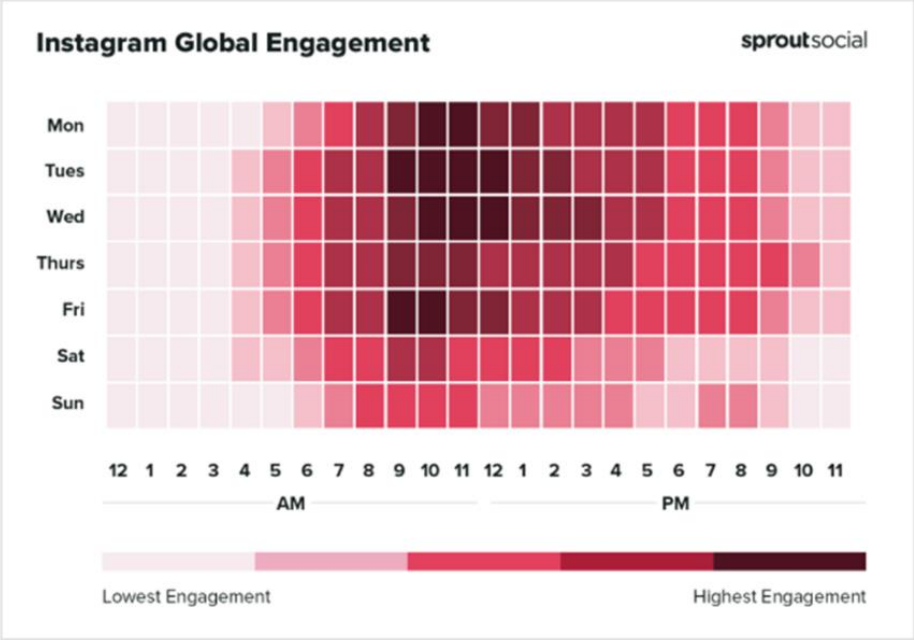
**Exhibit 6: Gen Z Top Social Media Platforms**

Source: Ypulse survey data | Social Media Monitor survey | n=1500 13-39-year-olds | April 2023



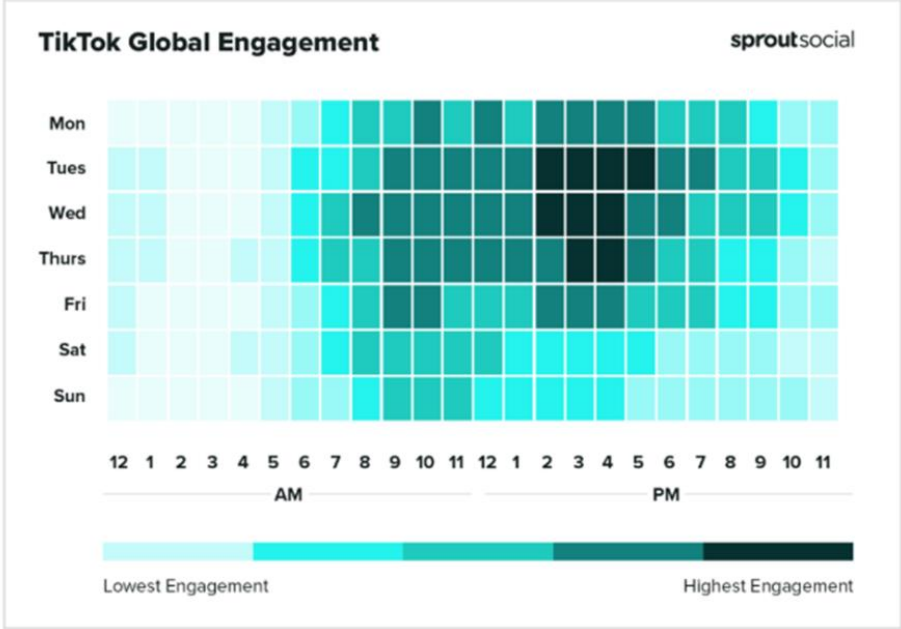
(Ypulse, 2023).

**Exhibit 7: Best Times to Post on Instagram**



(Sproutsocial, 2023)

**Exhibit 8: Best Days/Times to Post on TikTok**



(Sproutsocial, 2023).

## Exhibit 9: Best Days/Times to Post on YouTube

**Monday:** Monday is the second-worst day of the week to post, according to survey respondents. This may be because Monday is when most people return to their weekly routine; they're likely busier with work and home commitments. If you are posting on Monday, try to do it between 2 p.m. and 4 p.m. so you can catch people in the car line at school or when they hit that afternoon slump at work — and definitely don't check social media (wink, wink).

**Tuesday:** When it comes to the *worst* day to post to YouTube, this HubSpot survey reported that Tuesday takes the prize. Only 10% of respondents indicated Tuesday as the day with the highest engagement. Like Mondays, if you do have to post on Tuesdays, post between 2 p.m. and 4 p.m.

**Wednesday:** In general, Wednesday isn't great for posting video content, either. For the first three days of the week, people seem to be busiest in terms of work, school, and other responsibilities. If you do want to post on Wednesdays, however, it makes sense to post late afternoon to early evening to capture people's attention as they're winding down for the evening.

**Thursday:** During the week, people see the most engagement on Thursday and Friday, when people are winding down for the weekend. On Thursday, post your videos between 12 p.m. and 3 p.m. to catch people later in the afternoon or early in the evening.

**Friday:** Friday is one of the best days to post. Likely because it's at the end of the week, people are ready to sit back, relax, and catch up with their favorite YouTube creators. Like Thursday, it's best to post between 12 p.m. and 3 p.m. to give the algorithm time to circulate your video during peak viewing hours.

**Saturday:** Believe it or not, YouTube is relatively unique among the social media platforms because posting on the weekend is often your best (rather than worst) bet. During this time, you have a more captive audience of people who have more time to scroll through their phones or watch longer videos on their televisions. On Saturdays, it's best to post your videos between 3 p.m. and 6 p.m.

**Sunday:** On Sunday, people are more likely to watch videos in the early evening, so post your videos between 1 p.m. and 4 p.m. to get the most traction with your audience.

(QuickFrame, 2023).

**Exhibit 6: Annual Content Calendar, March 2024 – February 2025**

March 2024	April 2024	May 2024	June 2024
<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Begin “The Real Life Campaign”</li> <li>• Crossover content from TikTok, compliment contest</li> <li>• International Women’s Day (You go girl!)</li> <li>• National Napping Day (Sleep it off!)</li> <li>• National Take a Walk in The Park Day (Walking does more than getting to a destination)</li> <li>• Easter Sunday (Hop into the gym!)</li> </ul> <p><b>TikTok:</b></p> <ul style="list-style-type: none"> <li>• St. Patrick’s Day video – Release your inner leprechaun</li> <li>• Gen Z vlogger generated content #genzmotivation</li> <li>• Empowering women content</li> <li>• National compliment day contest – “Show us your inner cheerleader”, share to IG</li> </ul> <p><b>YouTube:</b></p> <ul style="list-style-type: none"> <li>• St. Patrick’s Day video – Healthier you at the end of the rainbow</li> <li>• Judgment free zone content – Gen Z women shared stories about successful and judgment free workouts #judgmentfreezone</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Compliment contest results shared from TikTok</li> <li>• April Fool’s Day (Who are you fooling, you know you want to work out!)</li> <li>• National Vitamin C Day (Stay healthy and repair your sore bod!)</li> <li>• National Self-care Day (Take time for yourself)</li> <li>• National Tie Dye Day (Wear your coolest colors to the gym)</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• “What I eat in a day” vlogger content #genzmotivation</li> <li>• April Fool’s Day employee prank videos</li> <li>• Announce winner of compliment day contest</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• Launch 90 day team challenge; share short to TikTok &amp; IG</li> <li>• What type of workout works for you video and quiz #genzmotivation</li> <li>• Workout video with Chloe Ting; share to IG &amp; TikTok</li> <li>• Workout video with Sami Clark; share to TikTok</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Gen Z workout TikToks shared on IG reels #ThereallifePF</li> <li>• Memorial Day Content</li> <li>• Eat What You Want Day (You’ve been working hard, treat yourself!)</li> <li>• Flip Flop Day (Show those toes!)</li> <li>• IG Reel shared from TikTok – workout video with mom contest</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Heathy taco recipe for Cinco De Mayo</li> <li>• Mother’s Day – “Workout videos with mom” Video Contest, share to IG</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• “Why we love to work here” Planet Fitness employee video #planetfitness</li> <li>• National Star Wars Day (Easy “Lightspeed ahead” recipe ideas)</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Judgment Free Zone Video Content for Juneteenth #judgmentfreezone</li> <li>• Blog &amp; Vlog posts related to health and fitness</li> <li>• World Bicycle Day (Get on our stationary bikes and ride!)</li> <li>• Global Running Day (On the tread or outside!)</li> <li>• National Eat Your Vegetables Day – veggie recipes</li> <li>• National Yoga Day (Get your pose on!) #ThereallifePF</li> <li>• Crossover content from TikTok on IG reels – contest winner and new contest announcement</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Announce winner of “Workout with Mom” Contest</li> <li>• Global Wellness Day Content</li> <li>• Father’s Day – “Tell us your best Dad Joke” Contest</li> <li>• National Pink Day (Not just for Wednesdays – Mean Girls movie clip; share to IG)</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• “Why Planet Fitness is judgement free for me” LGBTQ member stories #judgmentfreezone</li> <li>• Shared short content videos on IG Reels and TikTok</li> </ul>

July 2024	August 2024	September 2024	October 2024
<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Crossover content from TikTok on IG reels, contest winners</li> <li>• I Forgot Day (Don't forget to work out!)</li> <li>• Christmas in July (The best gift is your health!)</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Announce winner of "Dad Joke" Contest; share to IG</li> <li>• World Jump Day – "In the gym Box Jump Contest"</li> <li>• "Why I Love Planet Fitness" Gen Z member video shorts, share to IG Reels #genzmotivation</li> <li>• National Avocado Day – quick recipes with this healthy fat superfood</li> <li>• 90 day contest winners shared from YouTube</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• Announce winning team of 90 day workout challenge, share short to IG &amp; TikTok</li> <li>• Fourth of July content</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Images &amp; short videos of Gen Z member working out at Planet Fitness; ask members to share to their own IG pages #ThereallifePF</li> <li>• Trending memes</li> <li>• Cross content of Box Jump contest winner from TikTok and link to YouTube first time gym member content</li> <li>• National Girlfriend &amp; Friendship Day Promotion (Buy your best guy or gal a membership at 20% off!); share to TikTok</li> <li>• College Colors cross content contest shared from TikTok</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Announce winner of Box Jump Contest; share to IG</li> <li>• College Colors Day Contest – Who has the best school spirit? Share to IG</li> <li>• Quick and easy exercise</li> <li>• Shared promotional content for 20% off deals from IG</li> <li>• National couple's day – Gen Z couples work out routines at Planet Fitness #ThereallifePF</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• "First time to the gym, no problem" content video, share short to IG &amp; TikTok #planetfitness</li> <li>• Low cost membership content</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Swag giveaway day in the gym promotion</li> <li>• "What's Your Story" – success video stories from Gen Z Planet Fitness members, share to TikTok</li> <li>• College colors contest winner, shared from TikTok</li> <li>• Fight Procrastination Day – Blog on how to get motivated</li> <li>• Cross content gratitude videos shared from TikTok</li> <li>• Ask A Stupid Question Day – ask Planet Fitness pros your questions, none of them are stupid!</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Cross content success videos shared from IG</li> <li>• Announce winner of college colors contest; share to IG</li> <li>• World Gratitude Day – video shorts made by Gen Z Planet Fitness members on what they are grateful for, share to IG #genzmotivation</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• "Why Planet Fitness" video content stressing judgment free zone #judgmentfreezone</li> <li>• Video content on gratitude and how it can improve your life and fitness journey</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• International Music Day – "What's your favorite workout jam at the gym" conversation starter</li> <li>• Cross content from YouTube for National Coaches Day</li> <li>• National Inner Beauty Day content</li> <li>• National Stop Bullying Day Content, #judgmentfreezone</li> <li>• Cross content from YouTube for National Train Your Brain Day</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Cross content from YouTube for National Coaches Day</li> <li>• Cross content from YouTube for National Train Your Brain Day</li> <li>• Cross Content Halloween Contest from TikTok</li> <li>• Halloween Costume Contest, Planet Fitness style; share to IG</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• National World Vegetarian Day video content with recipes</li> <li>• National Coaches Day – video content with Planet Fitness Trainers, share shorts to TikTok &amp; IG #planetfitness</li> <li>• National Train Your Brain content – how to erase old habits and create new ones for working out; share shorts to IG &amp; TikTok</li> </ul>

November 2024	December 2024	January 2025	February 2025
<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Thanksgiving content</li> <li>• Winner of Halloween contest shared from TikTok</li> <li>• Daylight Saving Time Ends – Blog on how to cope with gym fatigue</li> <li>• Cross content for Movember shared from YouTube</li> <li>• National Pickle Day – great for endurance and a snack. How do you pickle? Conversation starter</li> <li>• Cross content for removing negativity shared from YouTube</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Winner of Halloween costume contest announced; share to IG</li> <li>• Cross content for Movember shared from YouTube</li> <li>• Cross content for removing negativity shared from YouTube</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• Word Vegan Day video content with recipes; share shorts to IG &amp; TikTok</li> <li>• Movember – Video content on men’s health issues; share shorts to IG &amp; TikTok</li> <li>• National Unfriend Day – Video content on how to remove negativity from your life and Planet Fitness experiences; share shorts to IG &amp; TikTok</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Holiday Content including Christmas, Hanukkah, and Kwanzaa #judgementfreezone</li> <li>• Cross content for human rights shared from YouTube</li> <li>• IG Reel of “Why Planet Fitness” shared from TikTok #ThereallifePF</li> <li>• National Human Solidarity Day – Why it is important to build each other up conversation starter</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Cross content for human rights shared from YouTube</li> <li>• “Why Planet Fitness?” Content posted and shared by Gen Z Planet Fitness members; shared to IG #ThereallifePF</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• Human Rights Day video content on the right to health, happiness, and non-discrimination stressing judgement free zone; share shorts to IG &amp; TikTok</li> <li>• “Why Planet Fitness” video content from Planet Fitness employees and members #planetfitness</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Cross content for NY resolutions shared from TikTok</li> <li>• National Trivia Day – How much do you know about Planet Fitness quiz #planetfitness</li> <li>• National Popcorn Day – Blog about how you can incorporate this healthy snack into your food routine</li> <li>• Cross content about diet shared from YouTube</li> <li>• Cross content about milk shared from YouTube</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• What’s your NY resolution? Gen Z Planet Fitness member generated content; share to IG</li> <li>• Cross content about diet shared from YouTube</li> <li>• Cross content about milk shared from YouTube</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• New Year Resolutions video content – why they are important and how to make them realistic; share shorts to IG &amp; TikTok</li> <li>• National Keto Day – video content on Keto, low-carb, gluten-free, Paleo, and other diets; share shorts on IG &amp; TikTok</li> <li>• National Milk Day content by vlogger – types, pros, cons, and takeaways; share shorts on IG &amp; TikTok</li> </ul>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Black History Month content</li> <li>• National Wear Red Day (Wear your best shades of red to the gym!)</li> <li>• Superbowl Content</li> <li>• IG Reels of TikTok Superbowl food recipes</li> <li>• Cross content for pizza recipes shared from YouTube</li> <li>• Valentine’s Day content</li> <li>• Cross content of transformation stories shared from YouTube</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>• Quick and healthy Superbowl food recipes; share to IG</li> <li>• Cross content for pizza recipes shared from YouTube</li> <li>• Cross content of transformation stories shared from YouTube</li> </ul> <p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>• National Pizza Day – video content for healthy pizza recipes; share to IG &amp; TikTok</li> <li>• Transformation Stories – Inspirational video content of Gen Z Planet Fitness members; share to IG &amp; TikTok #genzmotivation</li> <li>• Fitness Myths Debunked – Video content with Planet Fitness Trainers about health and nutrition</li> </ul>



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