

## Brand Strategy

List the main elements of the brand strategy



- To create the largest community of trainers and trainees.
- To have an impact on people's behaviors (to promote a healthy lifestyle).
- To be recognized as the best-in-class fitness app.

## Digital Marketing Goals

List the main elements of the brand strategy

- To create awareness > more visits on the homepage and key landing pages.
- To increase the # of participants on each side > downloads.

### Segmentation

#### The Global Traveler Trainee

**Demographic:** : Age > 25-40, Family: Single or in a couple

**Geographic:** Lives in Europe, metropolitan cities (e.g. Berlin)

**Behavioral:** Usage rate > high usage of fitness/gyms. Loyalty > high (if satisfied, he is going to use Alfie multiple times).

**Psychographic:** Open to new experiences, Cosmopolitan lifestyle. S/he belongs to the middle-upper class.

### Persona description

#### Tim - The Global Traveler

Tim is 30 years old and he lives in Berlin. He really likes to try new experiences with his friend. He needs a platform that will help him to better organize his training sessions and to fight boredom.

Tim is a very sensitive person. He likes to share ideas/opinions with others via several media (images, texts...). He likes to travel to discover and to show/share the beauty of the world.

### Differentiation points

**Attribute:** Large community of trainers+ Quality, precision, and reliability of the matching filters.

**Functional Benefit(s):** Book a session with flexibility everywhere in the world.

**Emotional Benefit(s):**

- Time management
- Less stress
- "Mens sana in corpore sana" (a healthy mind in a healthy body)

→ Laddering technique

### Segmentation

#### Aspiring Personal Trainer

**Demographic:** Age > 22-35, Family: Single or in a couple.

**Geographic:** Lives in Europe, metropolitan cities (e.g. Berlin)

**Behavioral:** Usage rate > high usage of fitness/gyms → work environment. Loyalty > high (if satisfied in collaborating with gym, s/he likes to continue).

**Psychographic:** Open to new experiences, adrenaline junkie. Organized person.

### Persona description

#### Amy - The Aspiring Personal Trainer

Amy has always been passionate about sports. After obtaining her degree in sports and nutrition, she moved to Paris and started working as a sports coach in a gym. She wants to become a personal trainer and Alfie would be perfect to help her expand her network. Her dream is to train influencers in their fitness journey and become a fitness influencer herself.

Amy is a very motivated and goal-driven person. She enjoys networking and staying up to date with trends and hacks. She loves nature and outdoor sports and often takes short trips to hike, ski, surf, etc.

### Differentiation points

**Attribute:** Large community of trainees, valuable customer connections, easy planning, precision, and reliability of the matching filters.

**Functional Benefit(s):** Quickly expand customer network, "self-employed"

**Emotional Benefit(s):**

- Time management
- Less stress
- Freedom with financial security.

In the next pages, you can find the detailed description of the Personas.

# PERSONA

TABULA21

A persona, in user-centred design and marketing, is an imaginary character created to represent a type of user who might use a site, brand or product in a similar way.

# Persona:



## Short Bio

Tim is 30 years old and he lives in Berlin. He really likes to try new experiences with his friend. He needs a platform that will help him to better organize his training sessions and to fight boredom.

Tim is a very sensitive person. He likes to share ideas/opinions with others via several media (images, texts...). He likes to travel to discover and to show/share the beauty of the world.

## Goals

- Maintain a weekly physical activity
- Find a sports coach who fits his schedule and needs
- Meet new people

## Frustrations

Gyms were never Tim's first choice for working out. After the pandemic, he started ruling them out completely because of how crowded, unhygienic, and repetitive they can be.

He struggles to find a proper workout routine and easily gets bored because of how repetitive and unengaging some exercises are.

## Tim the Global Traveler

### Demographic

Age: 30  
 Education: Management degree in Germany + MBA in London  
 Work: Runs his own real estate agency  
 Family: Single  
 Language: English, German, French.

### Anything Relevant for the Business

- Tim needs a platform to help him with choosing the workout and keep an organized schedule.
- He needs to be able to try different workout styles and different trainers within the same plan.
- He enjoy working out with friends.
- He travels a lot and wants to find a solution that could possibly let him maintain his rythm.

### Favorite Brands



### Personality Traits

Openness	■ ■ ■ ■ ■
Conscientiousness	■ ■ ■ □ □
Extroversion	■ ■ ■ ■ ■
Agreeableness	■ ■ ■ □ □
Neuroticism	■ □ □ □ □

### Technology

Smartphone, Laptop, Instagram, Tiktok, Youtube, Facebook, Emails.

### Buying Behavior

Impulsive buying behavior. Will easily download apps and try new things but gets bored easily and is therefore difficult to retain him.

## Persona:

TABULA21



### Short Bio

Amy has always been passionate about sports. After obtaining her degree in sports and nutrition, she moved to Paris and started working as a sports coach in a gym. She wants to become a personal trainer and Alfie would be perfect to help her expand her network. Her dream is to train influencers in their fitness journey and become a fitness influencer herself.

Amy is a very motivated and goal-driven person. She enjoys networking and staying up to date with trends and hacks.

She loves nature and outdoor sports and often takes short trips to hike, ski, surf, etc..

### Goals

- Create a network of clients
- Flexibility regarding schedule
- Give sports lessons to individuals (home / park)
- Encourage them in their sports career and give them a very personalized follow-up.

### Frustrations

Amy doesn't want to work in a gym anymore, the hours are not convenient, and the demand is less and less important. She is bored. People want more flexibility and personalization, Amy is sure that with the help of the right platform, her network could explode in few months.

### Amy the Aspiring Personal Trainer

#### Demographic

Age: 27  
Education: Degree in sports and nutrition  
Work: Sports coach  
Family: Single  
Language: French, English.

### Anything Relevant for the Business

- Amy needs a platform to help her increase visibility to increase her network.
- She needs a platform that helps her book and manage all her sessions.

### Favorite Brands



### Personality Traits

Openness	■ ■ ■ ■ □ □
Conscientiousness	■ ■ ■ □ □ □
Extroversion	■ ■ ■ ■ □ □
Agreeableness	■ ■ ■ ■ □ □
Neuroticism	■ □ □ □ □ □

### Technology

Smartphone, Laptop, Instagram, Tiktok, Youtube, Facebook, Emails.

### Buying Behavior

Always needs to consider the pros and cons. Will not waste her time on low-rated products/services.