

Setting yourself up in business

Online marketing Solutions

For any exercise professional to be successful, you need to sell your services. Business marketing experts will always encourage the 4 Ps to be analysed: product, price, place and promotion. Due to the increasing rate of internet growth, it is vitally important that all exercise professionals have an effective online marketing solution, if they really want to take their business to the next level. It is a well-known fact in the health and fitness industry that the first point of contact is more often than not found online initially. The greater the number of people that are able to find you, the greater the number of potential clients. This extremely useful business start-up resource has been developed in partnership with iactive247.com and will allow you the exercise professional, to profile yourself with the knowledge that will you will gain a prominent position on the internet.

Here are the simple facts:

Online marketing can be broken down into three broad areas. These are:

- Website or Webpage
- Video
- Social Media

Website or Webpage

As we mentioned previously, client having accessibility to your service is extremely important. The most popular way at present is through a website or a webpage. Limited start-up funds usually determine which route is taken along with your experience in online marketing. Either way getting your details out there is paramount in either case

Video

The growth of internet video has been well documented and continues to grow beyond anyone's expectations, even industry experts are surprised with the continual growth. The clear front runner is Google's YouTube network. As a medium, video is a perfect match for exercise professionals as it is dynamic and engaging. From a search engine perspective, videos also rank very easily within the Google search engine, and enables high visibility. In summary video is the best medium to profile your business and the services you offer.

"Video is taking content marketing by storm, but you'll have to do more than just make one to realise its full potential."

The Guardian, 2014

"Globally, IP video traffic will be 79% of all consumer Internet traffic in 2018, up from 66% in 2013."

Cisco, 2014

"YouTube receives more than one billion unique visitors every month– that's more than any other channel, apart from Facebook."

The Guardian, 2014

Social Media

You will definitely need to utilise the rise of the social media networks, in particular Facebook, which is second only to Google in its traffic generation and user base.

A truly successful social media network will harness the power of Facebook and Google related networks, such as Google+ and blogger. Tumblr and LinkedIn are also vital components of a successful social media network. Social media is an ideal platform for exercise professionals, as business can be acquired and interactions conducted in a more user friendly environment.

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12 top tips to rule in social media

Here are the top 10 tips for PT business success:

- 1 Choose the right social media platform - limit them to five maximum.
- 2 Analysis - analyse your social media campaigns success and failures.
- 3 Timing your posts - Know the best days and times to post for your industry and demographics.
- 4 Build a relationship – Engage your audience.
- 5 Use images – make sure they are professional and high quality.
- 6 Make social media special – Reward your followers e.g. special offers, discounts, etc.
- 7 Quality, not quantity - match social media to your personal needs.
- 8 It's a business not a personal site - two entirely different arenas, so respect the difference.
- 9 Use the expertise of social media experts - They can achieve results in a fraction of the time anyone else can.
- 10 Build business alliances – Work with businesses that compliment you.
- 11 Make fans want to see your posts – be creative, make it interesting and industry specific.
- 12 Grammar matters – check and double check everything you put on social media.

This resource has been developed by iactive247.com in partnership with REPs.

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To register for a social media package simply click on the link <http://iactive247.com/packages/>