

GHF WOMEN TOGETHER



CAMPAIGN PROPOSAL



*“Challenge is
our fuel”*



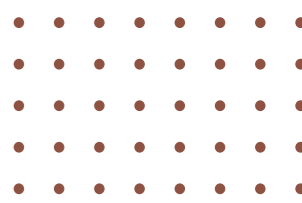
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We Empower.

Passion · **Focus** · **Results**

Meet Our Expert Team



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Brand Platform

Vision

To become known as one of the best health and fitness companies in the world.

Purpose

Our purpose is to create a high-quality, accessible experience that helps people integrate fitness permanently into their lives, meet their personal goals and feel their best.

Values

Community

Create a supportive, comfortable, and welcoming environment for all, establishing a sense of togetherness and teamwork to guide each individuals' fitness journey.

Achievement

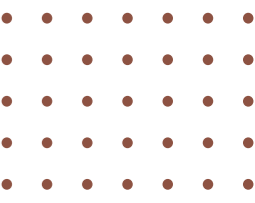
Inspire continuous improvement and demonstrate an innovative, goal-oriented approach to bettering lives.

Service

Show an unwavering willingness to help others.

Integraty

Communicate openly, honestly, and respectfully, demonstrate dependablity and practice accountability.



Executive Summary

This semester, our group, named Empower Agency, designed a PR campaign called "GHF Women Together" for our client, Gainesville Health & Fitness Women's Center (GHFW), to help raise awareness of its offerings, reach a larger audience in the North Central Florida region and improve the brand's reputation and membership. Based on Gainesville Health & Fitness' mission "to inspire an entire community," our goal of this campaign is trying to answer whether women-only fitness is relevant to the age group who is joining, what the most important features of a gym are and what are the essential factors that will influence gym selection.

During the research process, we collected data through both quantitative and qualitative research methods. First, we conducted a survey through Qualtrics and SurveyMonkey from approximately 170 participants, mainly UF students, to examine their interests on the concept of a women's only gym and their awareness and opinions about GHFW. We then held two, one-hour focus groups (limited to female participants) in March 2021 to gain a deeper insight into women's exercise or workout preferences and their decisions to join or renew a membership at GHFW, from a female perspective. After analyzing the results and responses from two research methods, less than 30% of the participants said that they had previously known about GHFW; while, the majority of them have shown us a positive attitude towards the concept of a female-only gym. By drawing some helpful conclusions from the results of our research, we were able to come up with one theme for this PR campaign, titled "GHF Women Together." Our campaign entails creative, realistic and measurable campaign goals and objectives, as well as meaningful key messages targeting stakeholders. By doing so, our campaign demonstrates that GHFW is an empowering, tight-knit community of women who get the most out of life, and our campaign inspires the target audience to become the most confident version of themselves, embracing their own body and enjoying the competitive amenities and offerings at GHFW.

When programming the "GHFWomen Together" campaign, we created the #GHFWomenTogether hashtag and devised a social media and influencer marketing campaign to raise brand awareness, encourage group exercise and increase community belonging. Moreover, we mapped out various special events including an in-person event called "GHF Women Together," a booth at the local farmers market, and free online classes via Zoom to ensure the audiences have a better understanding of GHFW's value, benefits and amenities. In addition, the campaign plan involves establishing a trusting and mutually beneficial partnership with a University of Florida campus affiliate to further increase awareness and membership conversion.

Aligned with GHF's vision, mission and core purpose, our Empower Agency is expected to help GHFW build, create, and establish brand awareness, make well-informed decisions and cultivate a long-term, happy and healthy relationship between the public and the organization.

Our Research

Situational Analysis and Background

Gainesville Health & Fitness for Women is a women-only gym located in Gainesville, Florida. Made exclusively for women to feel stronger and lead healthier lives, GHFW offers a variety of group fitness classes, quality amenities and an empowering environment for women to carry out their fitness goals. GHFW opened its doors in 1984, but has noticed a decline in “joiners,” new members signing up to attend the gym. GHF’s goal is to increase the number of inquiries it receives about joining the gym. In partnership with GHFW, the Spring 2021 Public Relations Campaigns class aims to discover whether or not the women-only, boutique-style gym concept is still relevant, what influences women to join gyms and the most important features for the women’s gym experience.

Campaign Issue



Through our research, we hope to gain a more clear understanding of attitudes toward Gainesville Health and Fitness Women’s Center, it being a female only facility. In addition, our team would like to understand whether the women only gym concept is attractive to potential gym joiners and what features or elements inside the gym entice women to join. We asked questions regarding fitness, workout and gym frequency, preferences and habits.

Primary Research



During our research, we conducted both qualitative and quantitative research, conducting a survey and two focus groups. Through our research, we discovered which aspects of gyms intrigue women the most, along with their thoughts on joining a women’s only gym, including any hesitations they may

Methodology

Our research team conducted a week-long online survey through Qualtrics where we created 26 questions, and the survey took an average of 15 minutes to complete. The survey asked questions about participants’ interest in joining a gym, deciding factors and what aspects would make them choose a women’s only gym concept. We analyzed the results by using Qualtrics “Data & Analysis” and “Reports” sections to view the responses and any correlations. 194 people clicked on our campaign’s Qualtrics link, and of those 194 people, 168 completed the survey. The remaining 27 people, we can assume, clicked on the link but decided against completing the survey. At the end of our survey time period, we did see lower numbers of respondents for some specific questions (e.g. “What feature of Gainesville Health & Fitness for Women is most appealing to you?” and “When choosing a gym to join, how important are these factors? Location, Equipment & Facilities, Class Offerings, Staff, Amenities”).

The survey was distributed on March 9th and was closed to the public on March 16th. Research Directors distributed the survey to local Facebook groups, GroupMe chats, sorority Facebook pages, as well as female friends and family in the Gainesville area who would be willing to participate. 194 participants began the survey while only 168 participants truly completed the full 26 questions, Of the 168 true participants, one was male, but because of the need for a women’s perspective on the issue, the survey ended after the question “What gender are you?” Since his response was “male”, he was taken to the end of the Qualtrics survey and thanked for his participation. Of the 168 participants, 85% were aged 19-24, mostly University of Florida (UF) students (146 people responded that

they were UF students), 68% caucasian, mostly single, and made a yearly income of \$0-\$14,200.

Two focus groups were held to allow participants to choose a weekday time option as well as a weekend option. Because of COVID-19, the focus group was conducted on Zoom to allow for safer conditions and more participants.

The first focus group, held on Sunday, March 7th, had six participants, five of whom were University of Florida (UF) students, and one who was not. 83% of the participants were aged 21-23, 16% were aged 40-50. The second focus group, held on Tuesday, March 9th, had nine participants, all of whom were UF students and aged 20-22 years old. Both focus groups took approximately one hour to complete. All participants were women, as we are interested in female viewpoints regarding a women’s-only gym. We did not provide any incentives for the participants of the focus group as we do not have the funding or means, rather we expressed our appreciation.

The first nine questions of the focus group asked the participants about their workout regimen, preferences for gym and workouts, as well as reasons for choosing a gym. Question 10 asked the focus group participants about their experiences at a women-only gym, whether they had ever attended one, if they had thought about attending a women-only gym, and what the benefits and drawbacks would be. While many of the participants were new to the concept, it brought awareness to it and GHFW. The focus group questions can be found in Appendix B.

Our Research



1 Survey | 1 Focus Group

Survey

Exercise Level/Preferences

When asked to describe their daily level of activity, 74 out of 156 participants, or 47.44%, described their daily activity as “moderate,” indicating that they do partake in some form of exercise each day and that health and fitness is likely important to them. Similarly, 38.46% of participants, or 60 out of 156 participants, stated that fitness was an important aspect of their daily routine with a scale of 4 being most important and 1 being least important.

Gym Experience/Preferences

65.74% of respondents indicated they had had a gym membership, and 44.44% participants stated they were somewhat interested in joining a women’s-only gym while 39.81% of participants indicated they were wholly interested in joining this type of gym. These reports demonstrate that a women’s-only gym concept is desired and attractive.

Mornings (5 a.m. to 11 a.m.) and evenings (4 p.m. to 7 p.m.) were the top two categories for preference on when to work out during the day; 33.33%, or 52 of participants, reported mornings, and 34.62%, or 54 of participants, reported evenings.

Gainesville Health & Fitness for Women Knowledge/Preferences

Survey data showed that 67.59% of participants, an overwhelming majority, had not heard of Gainesville Health & Fitness for Women prior to taking the survey, and for 32.41% of participants who had heard of the gym, 12 out

of 35 of those respondents stated that they had discovered the gym on their own.

In terms of what feature of Gainesville Health & Fitness for Women appeals most to respondents, 35% of respondents stated that the female only element is the most appealing. Additionally, 25% of respondents stated that group classes are most appealing and another 25% stated that location is most appealing.

This response further substantiates that the female-only gym concept is still attractive and relevant to the college student audience. Further, this finding aligns with the thoughts presented during our focus group sessions. Overall, all participants had a positive outlook on the female-only gym concept and felt this gym would be an inviting, judgement-free zone.

Survey results indicated that the majority of respondents (63%) are unaware if they have a preference to sex-specific gyms as they have never attended one. Roughly 17% of respondents stated they have a preference for sex-specific gyms and 19% said they do not. For those that prefer sex-specific gyms, 28% stated sex-specific gyms feel safer, while 28% stated these gyms foster a more supportive environment. The perceived support found in a female-only gym was a shared opinion amongst focus group participants. Participants shared sentiment that the female-only gym would likely offer a judgement-free environment away from the intimidation of men and the added pressure of being judged for not using the equipment right or wearing clothes that would attract unwanted attention from male counterparts.

When respondents were asked to list a class or amenity that would make them more inclined to join a fitness center, yoga, spin/cycling and zumba/dance classes were the most reported answers.

Inferential Analysis

Key statistical significance was found between certain variables after running cross tabular tests. First, what might appear obvious to some, is we found that the relationship between age and awareness of GHFW is statistically significant. For example, 66.67% of survey participants ages 35 to 44 stated they had heard of the fitness center while only 22.83% of the 18 to 24 age group had heard of it.

Of those respondents that stated they had heard of GHFW prior to the survey, 64.58% had never actually been to the facility. There was a statistically significant relationship found between these two variables.

There was also a statistically significant relationship found between women’s preference for sex-specific gyms and their interest in a women’s only gym. For example, 84.62% of respondents who stated they had preference for sex-specific gyms stated they would be very interested in a female-only gym. Even 45.71% of respondents who said they did not have a preference still stated they were at least somewhat interested in a female-only gym. These insights corroborate the fact that a women’s only gym concept is still attractive and favored by women, even those who do and do not prefer same-sex gyms.

168 responses to survey

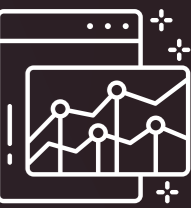
146 UF Students

85% Between the ages of 18-24

6.48% Ages 25-34

6.48% Ages 45-54

0.94% Ages 35-44



Our Research

Focus Group



Workout Habits

The findings from our focus group determined that most respondents work out at least twice a week. The findings also suggest that most of the participants work out for the benefit of their overall health and wellbeing. Common phrases in association with the topic were that working out makes individuals “feel better”, “relax” and “relieve stress.”

Preferred Workout Environment

Pricing, location and class options were the most common answers when asked about the deciding factors that go into choosing a gym. Participants specified that the location should be easily accessible from their homes. Three participants said that they enjoy doing classes with other women, such as dance classes and zumba. One participant mentioned that she is not good at using gym equipment, so she would prefer a gym with nice facilities and classes. Another participant said that she likes for the people around her to know what they’re doing, because it motivates her in the gym. She also mentioned that she likes to go to Crunch Fitness because of the younger crowd. Two other participants said that the overall atmosphere of the gym impacts their experience.

When asked about the kinds of things that impact their gym experiences, the participants had varying answers. Three of the participants reiterated that a group setting and dance classes make the experience more fun. Two of the participants mentioned that the cleanliness of the gym plays a role in their overall experience. Participants also agreed that the bathrooms should be clean, and one participant specified that the gym should provide lockers, showers and

Gym Experiences/Preferences

The findings from these focus groups determined that most participants prefer to work out in group settings, such as classes with a workout instructor. It was found that having a set of instructions when working out helps gym members who otherwise may not know what to do at the gym. One participant said, “I think it’s really important to have a free training opportunity before being set with a trainer to be in sync with the trainer.” Another common response was that some people like to have a “gym buddy” to hold themselves accountable and actually take the time to work out each day. One participant said it’s nice to have someone around when working out because “it’s a positive influence that motivates me to work harder, so I personally prefer to have someone with me.”

Attitudes Toward Women’s Only Gyms

All of the participants had a positive outlook on women’s only gyms. A majority of the participants agreed on the fact that a women’s only gym seemed like an inviting, judgement-free zone. One of the participants mentioned that she wouldn’t have to think about the clothing that she chooses to wear when attending a women’s only gym. Another participant recalled that she has a friend who goes to the gym and is approached by men who want to help her with her form even when she does not need it. She said that a women’s only gym might be able to relieve her friend of that pressure. There was one outlier response in which the participant said that she does not feel uncomfortable around men in the gym, but she understands why certain women would. Most women agreed that the presence of men in the gym intimidates them. The reasons included, the

feeling that men are looking at their bodies, hogging equipment and judging them in the gym. Two participants said that men do not intimidate them in the gym because they realize that everyone else is probably too focused on themselves.

Most of the women were impressed with the idea of a women’s gym, but they did not seem as enticed to join one because their university and apartment complexes have free gyms. Some of the women mentioned that they would rather take advantage of the free gyms and pay for memberships at establishments such as Yoga Pod or Orange Theory.

Comments on GHF Women’s Center

Awareness about GHF was fairly split; about half of all participants had heard of GHF in general while the other half had not heard of it before. Of those that knew about GHF, only three knew that there was a designated women’s center. One participant had attended GHF in the past with a friend who had a membership. One participant- a UF student- stated that she had heard of GHF but did not ever attend because she has free access to the recreation centers on UF’s campus.

Some concerns were expressed- mainly by older participants- about the lack of a detailed COVID procedure on the GHF website and what GHF is doing to keep its members safe during the pandemic. “What is being done to prevent the spread of the virus?” one participant asked. This participant said that she had recently switched to biking and cycling at home due to fear of contracting COVID-19. Many participants agreed that a bright, clean and welcoming environment is important when choosing a gym.

Goals and Objectives



Goal: To increase local awareness of Gainesville Health & Fitness Women's Center.

Objective 1: To grow social media engagement with GHFW Instagram and Facebook profiles among women in the North Central Florida region by 5% by spring 2022.

Objective 2: To increase positive word-of-mouth and online recommendations from current members by 15% by spring 2022.

Goal: To generate membership for Gainesville Health & Fitness Women's Center.

Objective 1: To achieve a 10-20% increase in local memberships by focusing on the value, benefits and amenities offered at the women's center by spring 2022.

Objective 2: To increase the number of women in the North Central Florida region who feel a sense of belonging to GHFW by 10% through programming that is specific to community-building by spring 2022.

Target Audience & Message Platform

Target Audience



Primary Audience

Women in the North Central Florida region

As per the client's request, we are primarily targeting women of all ages who live within a reasonable distance of Gainesville Health and Fitness Women's Center. It is the campaign's goal to increase awareness among these potential new members and position the facility as a desirable option for implementing fitness into their lives. By engaging the members of the latent and aware publics, GHFW can turn them into members of the active publics that feel involved and connected to GHFW.



Secondary Audience

Current GHFW members

While much of the campaign is focused on communicating with potential new members, the current GHFW members play a crucial role in reaching these publics. The campaign strategies aim to increase engagement among current club members and increase their sense of belonging to the club. If this can be achieved, the club members will feel more inclined to spread the word to their friends and family and leave public, positive reviews for GHFW.

Message Platform

Theme: GHF Women Together

The majority of our messaging will focus around GHFW being an empowering community with attractive amenities and benefits.

Social Media Hashtags: #GHFWomenTogether



Key Messages:

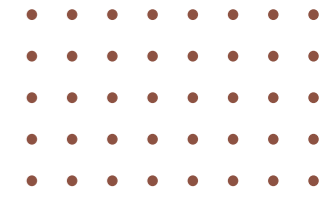
GHFW is an empowering, tight-knit community of women who want to motivate each other, make their fitness goals come true and get stronger together.

GHFW fosters a sense of body positivity and believes that all women are beautiful.

GHFW is a unique facility with competitive amenities and offerings.

GHFW services the needs of women in the local Gainesville and North Central Florida community.

Strategies & Tactics



Strategy 1: Grow online community and engagement through content specifically related to women's experiences, sources of empowerment and body positivity.

Rationale: GHFW can provide a platform for uplifting content and both illustrate and grow its community. Sparking conversation on topics incredibly relevant in today's society will encourage women and men alike to insert their own commentary, spread messages and share their own experiences. Our focus group research showed that many women enjoy working out with others to hold themselves accountable, and our survey results showed that those that did have a preference towards gender-specific gyms are drawn to them because they feel like they foster a more supportive environment. By promoting messages of empowerment and body positivity, GHFW will foster a welcoming community and also draw positive associations for the brand.

Implement a social media hashtag #GHFWomenTogether

Tactic 1

Encourage members to utilize the branded hashtag #GHFWomenTogether when posting photos both at the gym and when working out at home. Post a graphic illustrating the hashtag on Instagram and Facebook at the launch of the campaign. Track and monitor all online usage of #GHFWomenTogether in order to best evaluate conversions and other insights. Create stickers of the hashtag and offer them on the front desk **(see Prototype 1 on page 22)**.

Create a GHF women Facebook community page

Tactic 2

Create a Facebook group for women to share their experiences with GHFW, meet other women and discuss general health and wellness topics. The group will be moderated by official representatives of Gainesville Health and Fitness Women's Center and will be open to members as well as women who are not members but are interested in joining.

Drive the online conversation surrounding body positivity

Tactic 3

It is really important to avoid any triggering language like "summer body," and instead, be supportive of each woman's individual fitness journey. Gauge interest among current members for an Instagram and Facebook story series spotlighting women of all sizes and ethnic backgrounds. Post 1x a week about women's empowerment with a motivational quote. Additionally, develop monthly newsletters and a targeted email campaign promoting body positivity, open attitudes and fitness beyond traditional societal standards of beauty. **(see Prototype 2 on page 22)**



Strategies & Tactics

Strategy 2: Aim for positive recommendations and referrals from friends, family and local influencers.

Rationale

People trust word of mouth and honest recommendations; they value others' experiences so that they can draw potential conclusions for themselves. Our focus group results demonstrated that many participants would rather take advantage of their access to free gyms, either through their residence or university, or pay for a membership at establishments such as Yoga Pod, Orange Theory and Planet Fitness. If there are more positive reviews accessible online and an increase of word of mouth referrals, there will be an increase in awareness, consideration and potentially membership.

Tactic 1

Employ an influencer marketing program

Develop a list of local influencers who have a large following and utilize their platforms in the health and wellness space. They can be sourced through social media listening and data analytics. The list can include fitness instructors, wellness coaches, "mommy blogs," or other North Central Florida residents with large followings. Offer influencers a discounted membership and other promotional freebies to promote GHFW while encouraging positive discussion among their followers. Encourage influencers to develop content while touring the facilities and promoting our #GHFWomenTogether hashtag. This content can include fitness videos, tutorials or honest reviews.

Tactic 2

Increase positive sentiment on Google Business reviews

There are several measures to take to increase the volume of Google Business reviews. Create signage and digital materials for the club providing instructions on how to leave a Google Review for GHFW. Post a graphic in the Facebook group 1x a month encouraging satisfied members to leave an honest Google review. Encourage fitness leaders at the facility to give a "shoutout" to the Gainesville Health and Fitness Women's Center Google review page. Create a Google Review shortlink to make it simpler for customers to review the business. Link the Google Review page to the GHFW website, and create a Google Review CTA on the footer of the website. Include the Google Review in the footer of email campaigns. Respond to existing Google Reviews, both positive and negative, to show gratitude and address concerns.

(see Prototype 3 on page 23)

Strategies & Tactics

Strategy 3: Utilize external communication methods to showcase the value, benefits and amenities.

Rationale

Looking beyond the content GHFW puts out online through owned channels, the gym can connect with people externally through events and have a direct, personal impact that ultimately leads to membership conversion.

Tactic 1

Attend the local farmer's market once a month

Apply to host a booth at the weekly Market GNV at Heartwood Soundstage, hand out informational pamphlets and explain the value and benefits to prospective customers. Let visitors scan GHFW's QR code and follow its account to get a 15% discount for an annual membership. Through careful observations, speaking with the market coordinator and venue owner, it is noted that typical attendees of this local farmer's market are interested in the health and wellness space; they source organic food and take mental and physical health seriously.

Tactic 2

Host a unique in-person event called "GHF Women Together"

Lead a group fitness class and host an influential speaker in the health and wellness space. Invite vendors to sell food, workout clothing and accessories. Host the event at a community space like Bo Diddley Plaza for increased accessibility to our target audiences. Invite members to come and bring a friend for free. Personally invite users of our hashtag to the event either via email or through social media.

Create a Facebook event. Compile a media list and send out press releases, promoting the event as an opportunity to connect with local women and celebrate our connection to fitness.

Tactic 3

Monthly free Zoom workout series

Create a monthly, free Zoom workout series for #GHFWomenTogether that is taught live from the gym. Classes can range from yoga to weight training and teachers should rotate. Despite the lowered risk of COVID infection, continuing hybrid Zoom workouts can inspire more members to join from home or show up to an in-person session in the future.

Strategies & Tactics

Strategy 4: Form a brand partnership with a University of Florida affiliated organization

Rationale: Our research findings show that there is an interest present in attending a women-only gym; there's just a large number of people that are unaware that the women's center exists. In fact, an overwhelming majority of survey respondents had not known of GHFW before taking the survey. Partnering with a UF organization will draw more local connections to the gym and increase awareness. Additionally, Instagram giveaways grow reach and awareness rapidly when the prize is desirable enough. Offering free personal training sessions, a typically expensive service, is an investment in membership conversions and simultaneously showcases one of the key offerings at GHFW.

Tactic 1

Partner with a University of Florida campus affiliate to promote a partnered giveaway contest on Instagram

Develop a list of possible University of Florida campus affiliates that would best match the brand of Gainesville Health and Fitness Women's Center. For UF, these can include RecSports, HerCampus UFL, the Women's Network, Women's Student Association, student publications or others. Offer the campus affiliate a free, private group workout class at GHFW for members of their organization in return.

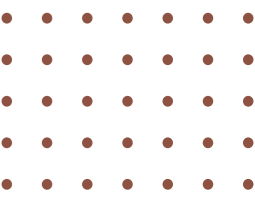
Giveaway personal training sessions. Offer a free 3-week trial of personal training sessions. Require entering participants to follow @ghfwomen and our partner, as well as tag 3 friends they would want to workout with. Participants may post the giveaway to their story for an additional entry.

Tactic 2

Partner with the same University of Florida campus affiliate to co-present the special event "GHF Women Together"

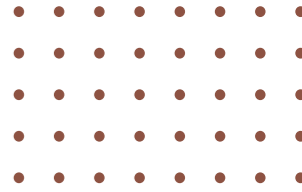
See Strategy 3 (on page 19) for all event details.

Budget Breakdown



SOCIAL MEDIA MANAGEMENT	\$ 2,622
• Talkwalker - \$800/mo for 3 months	\$ 2400
• Hootsuite - \$49/mo for 3 months	\$ 147
• Mailchimp - Free newsletter tool	\$ 0
• Survey Monkey \$25/mo for 3 months	\$ 75
#GHFWOMENTOGETHER EVENT	\$ 1,220
• Rental Space at Bo Diddley Plaza	\$ 1,100
• Fitness instructors	\$ 120
INFLUENCER MARKETING AND PARTNERSHIP	\$ 2,160
• 2 influencers with <10K follower - average \$50/post with expected 6 post/month	\$ 1,800
• Private workout class for UF affiliates	\$ 60
• 3-Week free semi-private personal training	\$ 300
#GHFWOMENTOGETHER CLASS PROGRAMMING	\$ 180
• Class 1x a month - \$60/for 3 months	\$ 180
ADVERTISING MATERIAL	\$ 853
• Thank you cards - \$4 for 200	\$ 800
• GHFW Stickers - \$0.54 for 100	\$ 52.29
Total	\$ 7,035

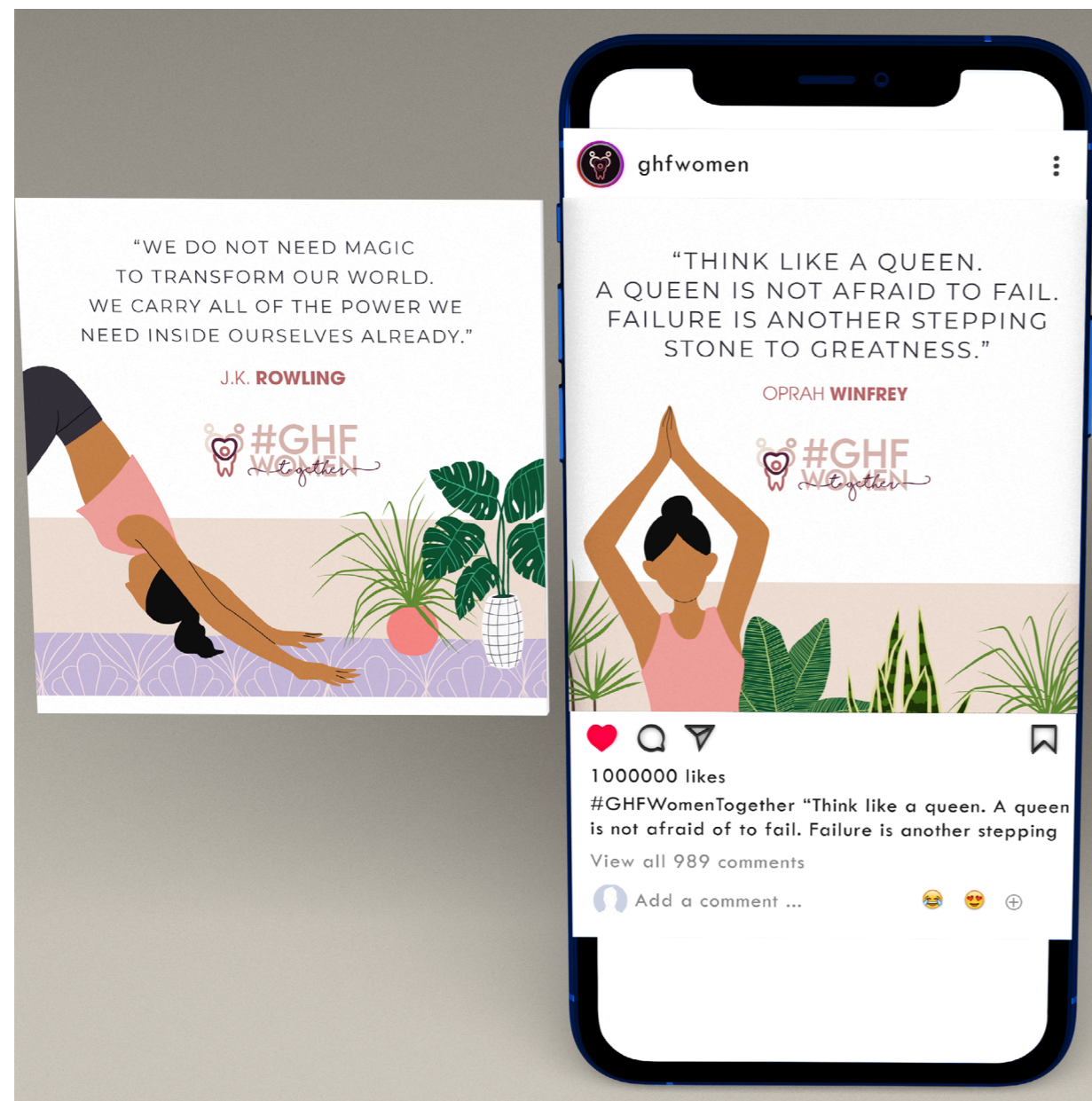
Prototypes



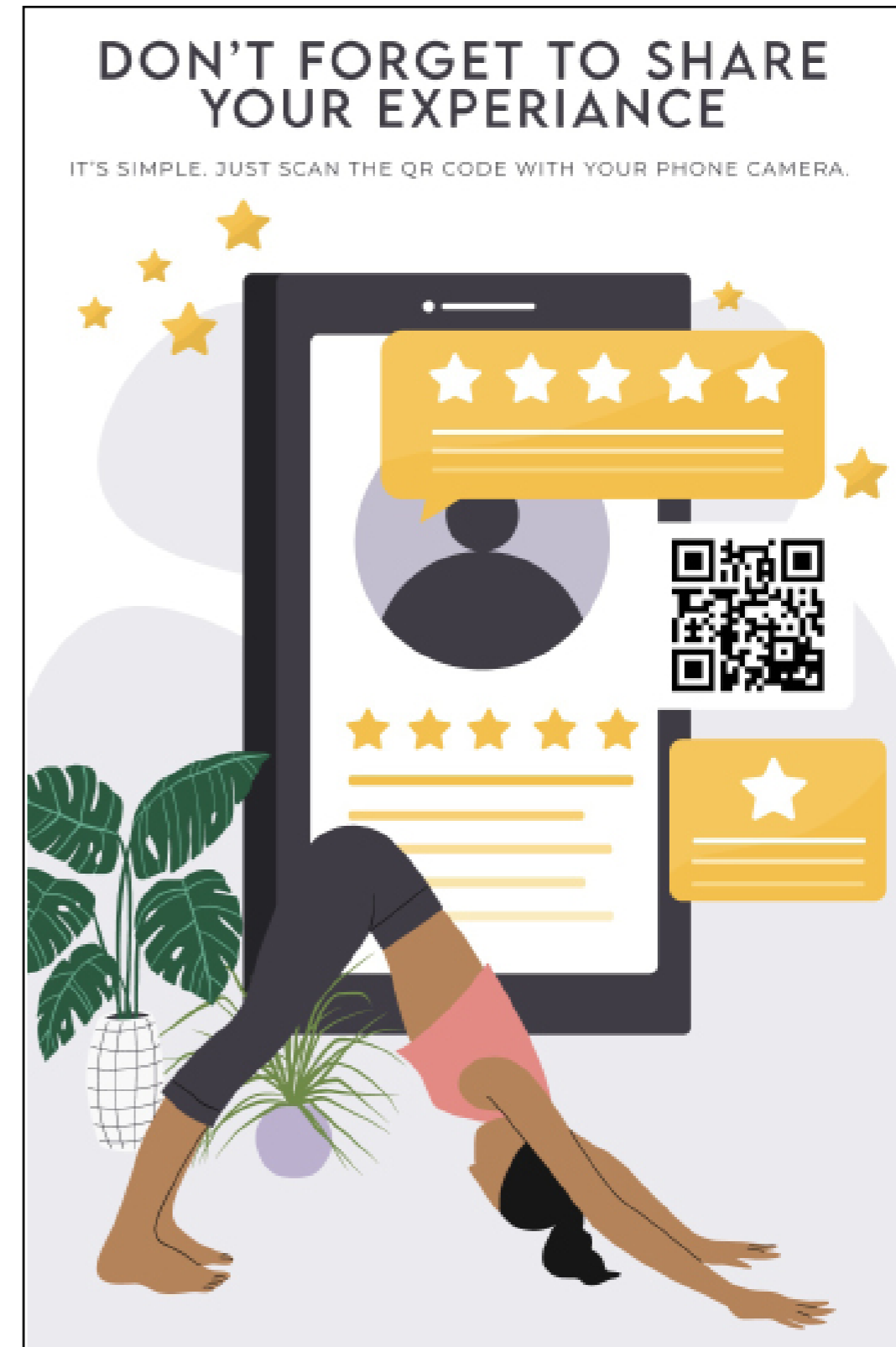
Prototype 1



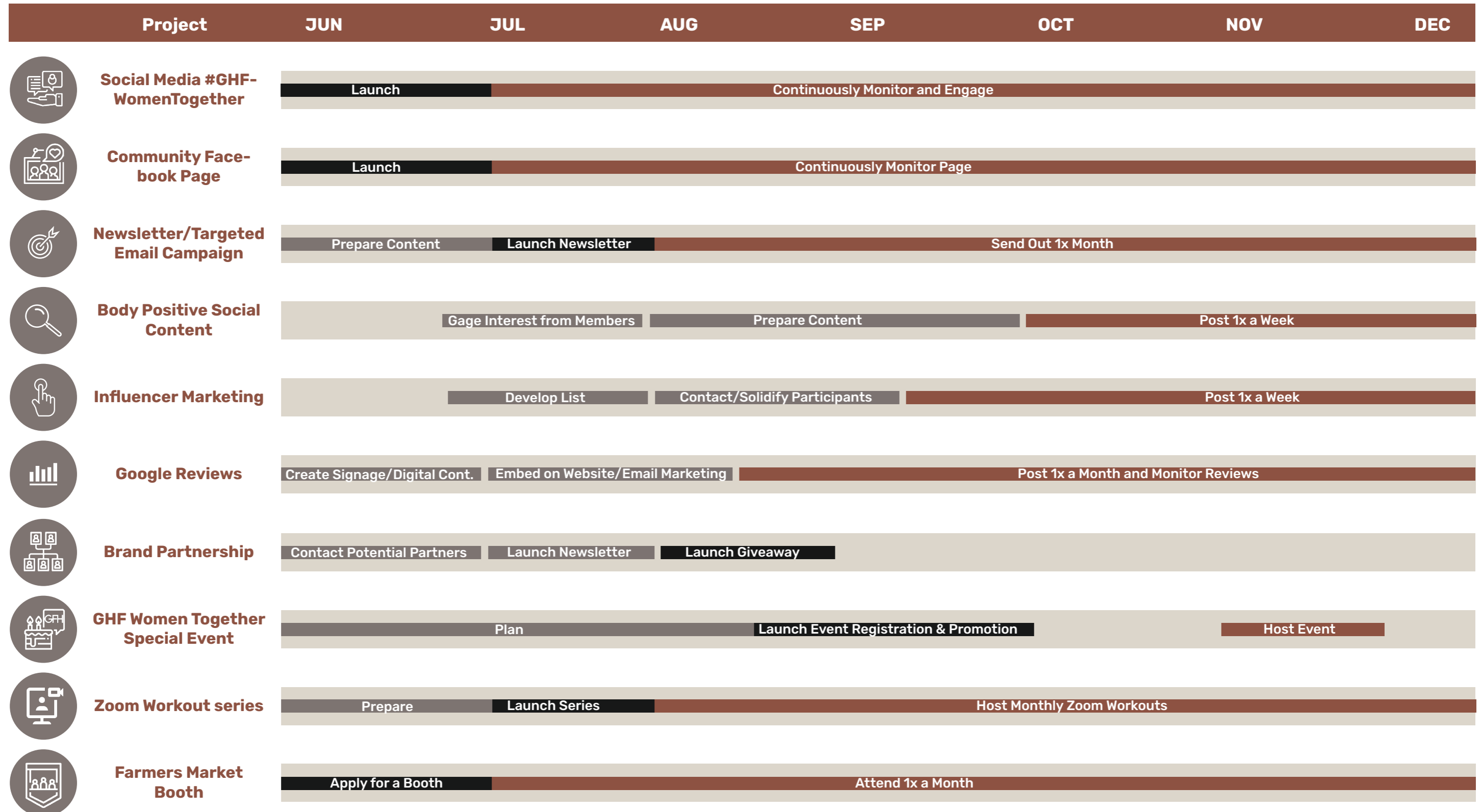
Prototype 2



Prototype 3



Campaign Timeline



Evaluation



Based on Objectives

The digital nature of this campaign means that our measurement by objectives is best done by focusing on online and social benchmarks. However, it is also important to consider attitudinal changes that may have resulted from local coverage and organic audience reach.

Objective 1: To grow social media engagement with GHFW Instagram and Facebook profiles among women in the North Central Florida region by 5% by spring 2022.

Growth here is the key element. We will measure the total number of members in the Facebook GHF Women Together group at the start of the campaign, in the middle of the campaign and by the end of the campaign. This will allow us to aggregate growth. Because this is an engagement objective rather than focusing on purely awareness, we will track the performance of the campaign hashtag, #GHFWomenTogether, using an analytics tool. Examples of such tools include RiteTag or Talkwalker. Outside of hashtag usage, we will monitor online engagement metrics such as likes, shares and retweets with tools such as Hootsuite at the beginning, in the middle and at the end of the campaign. We will also note campaign content that overperforms and underperforms accordingly to make any changes throughout the campaign if needed. Additionally, for our branded campaign newsletter we will use a newsletter management tool such as Mailchimp for native analytics at the beginning and at the end of our campaign. Native analytics are

helpful in viewing changes in conversions and total number of subscribers.

Objective 2: To increase positive word-of-mouth and online recommendations from current members by 15% by spring 2022.

In order to best measure positive word-of-mouth, we will be focusing on sentiment surrounding our campaign. This primarily includes social media sentiment with later tracking media sentiment dependent on whether there is event coverage in local media. One way to evaluate sentiment is by social listening through our Facebook group and usage of the hashtag on Instagram. We will also develop a month-long survey for members after the campaign to gauge whether or not their sentiment has shifted as a result of our efforts. Only survey submissions by registered GHFW members will be counted. This survey can be implemented and distributed using tools such as SurveyMonkey.

Additionally, we will monitor Google Review ratings at the beginning and at the end of the campaign. This will include tracking overall rating average, total number of responses as well as positive or negative sentiment. We will also note any changes in positive or negative sentiment as it relates to positive word-of-mouth. Recording these changes will determine whether driving members to utilize Google Reviews was successful.

Objective 3: To achieve a 10-20% increase in local memberships by focusing on the value, benefits and amenities offered at the women's center by spring 2022.

We will create an online poll on the Facebook group for GHF Women Together following the GHF Women Together event. Because of the challenges to polling each individual community member who attended the event with the promises of thoughtful survey responses, our hope is that this hassle-free polling method will encourage a high response rate. The poll will ask whether event attendees felt motivated to look into the value, benefits and amenities of the gym.

We will also monitor membership conversion rates based on the usage of our hashtag over time. Conversions can be measured by using tools such as Google Analytics or Adwords. For successful tracking, we will measure members at the beginning, mid-way and end of the campaign.

Objective 4: To increase the number of women in the North Central Florida region who feel a sense of belonging to GHPW by 10% through programming that is specific to community-building by spring 2022.

Dependent on the success of media pitching, we will monitor all press associated with the in-person GHF Women Together community event and gauge sentiment. We will also conduct an online analysis of event-specific member comments on our Facebook page. Online comments and media framing will allow us to determine whether the efforts of the in-person campaign to promote belonging and inclusivity met their success.

Stewardship

Reciprocity



- ◇ Sending birthday or Christmas cards to recognize stakeholders' continuous support and efforts and demonstrate appreciation and gratitude to our loyal members and those who love GHFW.
- ◇ Writing warm-up letters or appreciation emails or text messages to every visitor who has left contact information and telling them that we always care and value them very much.
- ◇ It is always important to be polite, say thanks and show appreciation to attendees for onsite events and the social media engagement online.
- ◇ A series of reciprocity activities will create a "win-win" situation for both stakeholders and the organization.

Responsibility



- ◇ Be honest, sincere and always do what you say
- ◇ Keep promises to stakeholders – no discernible gap between promise and delivery
- ◇ Target new audiences but not alienate the existing stakeholders
- ◇ Always put client needs first and try best to improve customer experience at GHFW
- ◇ Making a suggestion box to encourage employees and visitors to submit suggestions, comments and complaints
- ◇ Maintain high standards of daily operation, organizational management and decision making

Reporting



- ◇ Publish interesting, engaging and personalized events and workshops near target audience frequently across GHF's official website and other social media platforms
- ◇ Contact members via push notifications, newsletter, email, phone calls, and social media to stay in touch and update when there is new information or any changes on the leadership team, coaches, classes and programs
- ◇ Effectively communicate with publics to keep them "in the loop" about the latest internal developments
- ◇ Research media outlets, create a media list and enable campaign influencers inside of membership

Relationship Nurturing



- ◇ Play no games on customer loyalty, but focus on building and nurturing relationships through constant, personalized and targeted communication
- ◇ When attracting a new member to join the gym, GHFW should keep track of his or her exercise progress and follow up their views and suggestions
- ◇ Build a strong community atmosphere and drive member engagement by keeping #GHFWomenTogether hashtag active to generate more clicks, conversations and sharing success stories on a monthly basis with a strong call to action to people who have not yet become members

Appendix A: Survey

On behalf of Gainesville Health & Fitness, we invite you to participate in a survey about your attitudes toward women's gyms in general and your experience with Gainesville Health & Fitness Women's Center, a women's-only gym facility. This is a service-learning project for PUR4800, Public Relations Campaigns, in partnership with Gainesville Health & Fitness. Your responses will help us gain a better understanding of women's general attitudes about women's gyms as well as your preferences and influences in choosing a gym. This survey is 25 questions and will take you approximately 5 minutes to complete. Thank you so much for your time and participation!

End of Block: Intro
Start of Block: Questions

- Q1 What gender are you?
o Male (1)
o Female (2)
o Non-binary / third gender (3)
o Prefer not to say (4)

Skip To: End of Survey If What gender are you? = Male

- Q2 Are you a student at UF?
o Yes (1)
o No (2)

Display This Question:
If Are you a student at UF? = Yes

- Q3 If YES, which of the following best describes your status?
o Freshman (1)
o Sophomore (2)
o Junior (3)
o Senior (4)
o Graduate student (5)
o N/A (6)

- Q4 What is your daily activity level?
o None (1)
o Low (2)
o Moderate (3)
o High (4)

- Q5 How would you rank health and fitness in importance to your daily routine (4 being the most important, 1 being not important) ?
o 4 (1)
o 3 (2)
o 2 (3)
o 1 (4)

- Q6 Where do you typically exercise?
Gym (1)
Home (2)
Outdoors (3)

- Q7 Have you ever had a gym membership?
o Yes (1)
o No (2)

- Q8 How comfortable are you with using gym equipment? (4 being very comfortable, 1 being not very comfortable)
o 4 (1)
o 3 (2)
o 2 (3)
o 1 (4)

- Q9 Are you interested in a women's only gym?
o Very interested (1)
o Somewhat interested (2)
o Not at all interested (3)
o Indifferent (4)

- Q10 Have the impacts of COVID-19 stopped you from joining a fitness center or gym?
o Yes (1)
o No (2)
o Somewhat (3)

- Q11 What time of the day do you prefer to workout?
o Morning (5 a.m. - 11 a.m.) (1)
o Early Afternoon (noon - 3 p.m.) (2)
o Evenings (4 p.m. - 7 p.m) (3)
o Late at night (8 p.m - Close) (4)

- Q12 How often do you work out?
o 0 - 2x per week (1)
o 3 - 5x per week (2)
o 5+x per week (3)

- Q13 When choosing a gym to join, how important are these factors? (Please rank your answers in order from most important to least important.)
____ Location (1)
____ Equipment and facilities (2)
____ Class offerings (3)
____ Staff (4)
____ Amenities (5)

- Q14 Have you heard of Gainesville Health & Fitness for Women prior to completing this survey?
o Yes (1)
o No (2)

Skip To: Q16 If Have you heard of Gainesville Health & Fitness for Women prior to completing this survey? = No
Skip To: Q15 If Have you heard of Gainesville Health & Fitness for Women prior to completing this survey? = Yes

- Q15 If YES, how did you hear about Gainesville Health & Fitness for Women?
o Advertising (TV, broadcast, news, Internet ads, etc.) (1)
o Social media (2)
o Word of mouth (3)
o Discovered it on my own (4)
o Other (5)

- Q16 Have you been to Gainesville Health & Fitness for Women?
o Yes (1)
o No (2)

Skip To: Q17 If Have you been to Gainesville Health & Fitness for Women? = Yes
Skip To: Q18 If Have you been to Gainesville Health & Fitness for Women? = No

- Q17 What feature of Gainesville Health & Fitness for Women is most appealing to you?
Group classes (1)
Community events (2)
Equipment and facilities (3)
The female-only element (4)
Location (5)
Other (6)

Q18 What is a class/amenity that a fitness center could offer that would make you most inclined to join?

- Q19 As a woman, do you have a preference to sex-specific gyms?
o Yes (1)
o No (2)
o Maybe; I have never experienced one. (3)

Skip To: Q21 If As a woman, do you have a preference to sex-specific gyms? = No
Skip To: Q21 If As a woman, do you have a preference to sex-specific gyms? = Maybe; I have never experienced one.

Q20 If you answered YES, do you prefer a women's only gym because...

- It is a more supportive environment (1)
Only women attend (2)
There are more class offerings and options (3)
Its offerings and programming fits best into my schedule (4)
I feel safer (5)
Other (6)

- Q21 What age group describes you?
o 18 to 24 (1)
o 25 to 34 (2)
o 35 to 44 (3)
o 45 to 54 (4)
o 55 to 65 (5)
o 65+ (6)

- Q22 What is your race?
o Caucasian (1)
o African American (2)
o Asian (3)
o Hispanic or Latino (4)
o Native American (5)
o Native Hawaiian or Pacific Islander (6)
o Other (7)
o Prefer not to specify (8)

- Q23 What best describes your marital status?
o Married (1)
o Single (2)
o Divorced (3)

- Q24 What best describes your employment status?
o Self-employed (1)
o Part-time employee (2)
o Full-time employee (3)
o Unemployed (4)
o Student (5)
o Other (6)

- Q25 What is your yearly income?
o \$0- \$14,200 (1)
o \$14,201- \$54,200 (2)
o \$54,201-\$86,350 (3)
o \$86,351-\$164,900 (4)
o \$164,901+ (5)

Appendix B:

Focus Group

Introduction:

On behalf of Gainesville Health & Fitness, we invite you to participate in a survey about your attitudes toward women's gyms in general and your experience with Gainesville Health & Fitness Women's Center, a women's-only gym facility. This is a service-learning project for PUR4800, Public Relations Campaigns, in partnership with Gainesville Health & Fitness. Your responses will help us gain a better understanding of women's general attitudes about women's gyms as well as your preferences and influences in choosing a gym. This survey is 25 questions and will take you approximately 5 minutes to complete. Thank you so much for your time and participation!

1. How often do you workout?
2. What is the reason you work out? And what keeps you from working out (e.g., busy, schedule, lack of sleep, etc)/
3. What is your favorite type of workout?
 - Do you switch up your routine or stick to one?
4. What are the deciding factors when you choose a gym? (ie: location, facilities and equipment services, class offerings, staff, etc.
5. Do you ever get intimidated by men in the gym?
 - If yes, what are the reasons?
 - If no, do you pay attention to the people around you in the gym?
6. What kinds of things impact your gym experience, good or bad?
7. What amenities are important for you to have at a gym

8. Share an aspect of the gym that you enjoy the most.
 - Does the absence of this aspect impact your desire to go to the gym?
9. Are you more motivated when working out with other people?
 - If yes, describe how it makes you feel.
 - If no, what do you dislike about working out in groups?
10. Would a women's only gym make your gym experience any better or worse? Why?
11. What appeals to you most about a women's only gym concept?
12. What are some drawbacks, if any, to joining a women's-only gym?
13. If you are not impressed or attracted to a women's only gym, what type of gym are you more enticed to join and why?
14. Have you heard of GHF Women's Center, and have you been there?
 - If you have, what was your experience like?
 - If you have heard of the establishment but never been there, why?



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