# Marketing Strategy Implementation

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**Introduction**

Proper implementation of an already established marketing strategy determines the success of the strategy. A market strategy requires to be implemented through a proper plan to ensure that every element of the strategy is proving benefits to the company and its stakeholders. Business operations require to be closely linked to the customer environment and expectations. Planet Fitness has designed market-driven strategies as the channel towards reaching out to the customers and building a company-customer relationship that reaps maximum benefits. Planet Fitness offers training services, facilities, and equipment to the customers in need of keeping fit through exercise. The market-driven strategies designed in the marketing strategy for Planet fitness pertain building business-customer relationships by defining, designing, and understanding the customer niche. These involve strategies such as market segmentation, establishing product-market boundaries, customer relations management, and strategies for collecting information from customers. This paper establishes a plan for implementing the marketing strategies created for Planet Fitness.

**Strategic Partnership for Planet Fitness**

A strategic partnership is a relationship between two companies brought together by a single formal contract. In other terms, a strategic partnership can be described as any formal or informal relationship between businesses to promote each other. Planet Fitness requires developing a strategic partnership with Boots because the two businesses are related. Planet Fitness offers equipment and gym services for keeping one's body fit, whereas Boots deals with healthy products and dietary advisory, which also helps to maintain the body fitness of the consumers (Thorpe, 4). The strategic partnership plan, in this case, will entail collaboration in terms of supplies. Healthy product supplies from Boots will keep Planet Fitness' customers at close contact with their service providers because the products required for fitness are easily available and accessible within the gym premises. The strategic partnership in terms of supplying healthy products to the gym promotes the growth of the two companies because the goods and services being offered to complement each other health-wise.

           This form of partnership shall plan the business implementation approach that would assure customers of their health concerns. The partnership will share customers from distinct segments and enable them to benefit from a single point. Just as customers visiting Planet Fitness facilities enjoy products of Boots, customers visiting Boots facilities become aware of the fitness services provided by Planet Fitness. Planet Fitness can also establish an opening at Boot's premises to complement the health products being offered by the company with the fitness services. This plan will ensure that customers visiting Boots do not prefer services for fitness elsewhere but can obtain the services under the same roof (Chimhanzi, 1). The partnership plan enriches customers with every product associated with health and fitness, and retains the potential customers to the business.

**Strategy for Managing the Top-selling Products/Services**

The best strategy for managing the top-selling products of the company shall be referrals and display techniques. Getting referrals from existing customers is a continuous process of promoting the top-selling products. Returning customers can promote business and make it more profitable besides building the reputation and growth of the business. The strategy is important for maximization of profit from the sale of goods and services that contribute to good health and fitness for the customers (Chimhanzi, 1). Referrals serve as witnesses of how a particular top-product is enabling fitness in the body of the user. Informing friends and entrusted customers of the performance of a certain fitness service of health products is a leading promotional approach because the proof comes from a trusted source. This approach shall be successful in being initiating a referral program that allows potential existing customers to suggest Planet Fitness to their friends with a promise of benefiting from a discount (Slater, 3).

           The referral program targets entrusted customers because they have the proof and can attest to the performance of healthy products being offered by the company. It is also important to note that a referral program and the strategy may not be equally effective without a display strategy that supports the approach to convince or lure more customers into the business. As such, the healthy consumptions and packages being offered by Boots require to be displayed within Planet Fitness facilities and on their social media pages. When customers go for the gym service, they should have a sight of the health products being offered by Boots through displays. Displays may attract impulse buying or may draw attention, or awareness to a product that was never in the mind of the potential customers (Slater, 3). As such, displaying draws attention and even gives more insight into the referrals about product appearance and value. Hearsay from the referrals requires proof of sight and appearance of the products.

***Rationale:***The referral network has greater convincing power to potential customers. As a strategy for boosting top sales, a referral network is itself an advertisement strategy that utilizes fewer resources than other forms of advertisements. With referrals as a strategy, Planet Fitness is assured of a continuous and steady purchase of its products because the chain of referrals continues to be larger as the customers for the goods and services increase. Even with a drop in potential customers, the company continues to receive new customers because every customer introduced to the company refers to a friend or relative who also informs the next person. The strategy also increased competitive advantage through the creation of a reputation for the company (Homburg, 2). This concept has the understanding that when a customer refers a friend, they have already attested to the benefits of the goods and services and want others to benefit from the same experience. As a result, every comment comes out positively, thereby building the image of the company.

**Pricing Strategy for Top-Services/products the Company Provides**

Amongst a range of services and equipment that Planet Fitness offers, cardio and strength equipment represent the top-selling services and products for its customers. Customers mostly use these products because most people need keeping fit against certain heart-related conditions, reduce body weight, and increase body strength. The current prices for acquiring the services at the facilities are affordable. The current pricing strategy provides members or customers with a choice to either pay for long-term or short-term gym services (Thorpe, 4). Long-tern services have a payable for one month and cost $10.00 per month. However, short-term prices are charged on every visit depending on the type of services offered. Collectively, customers may end up paying twice the price of long-term gym services if they do not subscribe to long-term gym services. This constitutes about $20.00 in a whole month.

           The pricing strategy already in use is effective and affordable for customers and has served in retaining customers to the services of Planet Fitness. However, a new strategy to back-up or serve as an alternative for improving the services of the company is necessary for growth. The new pricing strategy will be embedded in the already existing strategy as an improvement or relief to the customers. This strategy will entail a relief of a certain percentage of an amount to the long-term gym services in the case where members/customers attended for less than ten days in the entire month (Slater, 3). This amount will not be refundable in cash but will be reimbursed to the subsequent month. The pricing strategy is being regarded as a customer service strategy that will retain the existing customers because they are assured of continuing to enjoy the services, they missed at one point.

***Rationale:*** The reason behind the new pricing strategy is that lack of attending all the sessions of the long-term gym services follows several reasons. Most of the reasons can be properly understood, such as sickness or having traveled away from the facility. Forwarding the amount to the subsequent months ensures that members recover portions of their amount, thereby being able to continue enjoying the rest of the services. It is a customer-oriented service that shows concerns for potential customers and motivates them to continue enjoying the services of the gym. The new pricing system also ensures that customers feel the real value of their money (Homburg, 2). Time and money are related factors but being concerned about the actual rate of time and money shows great care for the customers. However, this move does not encourage laxity to allow customers to miss the training sessions and expect consideration. The plan is strictly for customers absent with valid reasons.

**Ideas for Sales Promotion, Advertising, and Sale Promotion Strategies**

Cold calling potential customers is an effective way of reaching out to the customers. The method may, however, be frustrating and hard, especially when the product or service is new in the market. This may entail reaching out to 100 customers at a convenient time. The goal is not about the results, but the number of customers contacted in a day. When reaching out to potential customers through call, it is the best opportunity to briefly but clearly explain the product offers by the company in a bid to convince customers of an affordable deal (Chimhanzi, 1). The message about the sales of the services and the offers should be clear. While calling, it is advisable to quickly identify the customer profile and take the right direction while drawing them close to the service offers.

The use of salespersons as a promotional strategy is also an effective way of bringing the product and service specifications to potential customers. The salespersons to implement personal selling for the company should be well-conversant with the products and services and have highly convincing power to the potential customers. The salespersons should be well-equipped with proper negotiation techniques that would satisfy both customers and stakeholders. This promotional strategy bears immediate response as a salesperson answers questions brought forth by customers in a bid to satisfy their needs (Thorpe, 4). The method provides an immediate win for the company, and where the approach is not successful, the salesperson becomes immediately aware.

Another idea for a sales promotion strategy is developing a loyalty program for the customers. The program should be attractive enough to give customers the urge to participate. It can take the form of a digital platform that is mobile friendly for building a relationship with customers without the need to have a physical card for the link. In this case, an only requirement is a phone number from clients, and once they agree to issue the number, they become signed up to the program. It is, hence, simple to track potential customers on smartphones and assure them of continuous engagement with the company. This program shall increase the number of loyal customers to the company and thereby increase the sales volume of the goods and services being offered by the company.

**Digital Strategy**

**Social Media Marketing Strategy:** Promoting the sale of goods and services of Planet Fitness require publication of the products and product descriptions of the goods and services offered on a digital platform accessible by many people. Social media pages such as Facebook, Twitter, and blogs can reach out many customers to the advantage of the business. The digital platforms are not only meant for advertising but also building relationships with customers through social interactions. Digital marketing strategy does not restrict its approach the social media alone but incorporates other digital forms of communications available on the ground. These include an effective presentation of the products and services through digital screens and lighting within and around the premises offering the services. They attract passersby who may turn out to be potential customers.

***Rationale*:**Digital marketing through social medial and the use of large screens is by far an effective, affordable, and accessible form of communication in the modern world. As a result, the use of this method in reaching out to the consumers assures the company for an exclusive reach out to potential customers. Digital gadgets, mostly smartphones, are highly usable nowadays, and this assures the company of a vast target population for obtaining potential customers (Slater, 3).

**Plan for Measuring Marketing Performance**

In a plan to measure the marketing performance of the strategy implemented, a few factors will be used to determine the effectiveness of the strategy in improving the performance of the organization. The first measure of marketing performance will entail brand awareness of the targeted population. Measuring whether the targeted market segment of the product offers, and pricing will indicate that customers are benefiting from the products. Customer loyalty is another measure of the market performance that will indicate the effectiveness of the strategy in retaining potential customers for the company. The market performance for this strategy will also be measured through customer acquisition. The capacity to win more customers to the facility indicates the performance of the strategy in improving the business.

***Rationale*:**Using the three strategies as the measure of performance (Brand awareness, Customer loyalty, and customer acquisition) proves effective to the underlying market strategy for the company because it is a customer-oriented method, whereas the measure of performance is also customer-oriented. In this case, the measure of the market performance and the market strategy tend to go hand by hand. It implies that an evaluation of the strategy provides a certain degree of accuracy on the performance.

**Conclusion**

Expanding and stabilizing one's business requires proper utilization of the market and marketing strategies that suit the respective business. In this perception, business organizations require to establish continuous plans for designing appropriate strategies for their customers and the goal of performance. Companies ought to be flexible in market planning and should take direction as per the market changes and circumstances to remain relevant in providing the required goods and services to the people. Planet Fitness can now make use of the plan and diversify its customer segment for long-lasting growth.

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