

2022



MARKETING PROPOSAL



PROPOSED TO:
FIGHT EVO360

ORGANISED BY:
GI Media

MARKETING PROPOSAL

THE COMPANY

EVO360 is an elite combat sports training facility, based in Pattaya, Thailand. EVO360 specializes in Muay Thai, boxing, strength, and conditioning training and performance nutrition.

THE PROJECT

The marketing project will focus on expanding the client base of EVO360 by engaging with potential clients through social media and effective marketing strategies.

We will create distinct marketing material and graphic templates for all current social media platforms (Facebook, Instagram, Twitter) and develop a strategy to enter new platforms (TikTok). We will create promotional video templates for 'posts' and 'stories' on Facebook and Instagram to promote the facilities and services available at EVO360.

We will also look at the current pricing structure, with an aim to create promotional packages that we can recommend to potential clients. Promotional material will be developed to market these through social media.



GOALS & OBJECTIVES

01

Expand the client base by utilising effective marketing strategies.

02

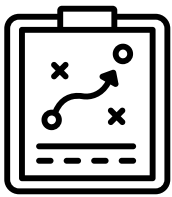
Engage with potential clients through new and existing platforms

03

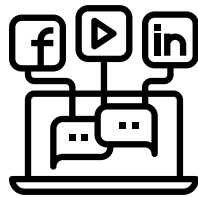
Develop an appealing and practical graphic profile for marketing materials.

04

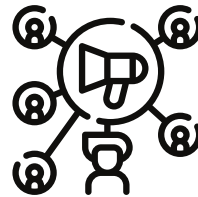
Express the mission statement of EVO360



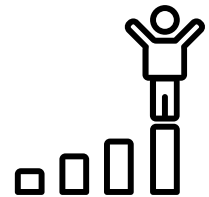
STRATEGISE



ENGAGE



CONNECT



GROW

TIMEFRAME

The foundation stage of the project can be completed in 1 month, with ongoing collaboration, maintenance, and development optional.

STAGE 1

- Mission statement
- Promotions

STAGE 2

- Social media strategy
- Graphic template design
- Promo material design

STAGE 3

- Social media strategy implementation
- Social planning and scheduling
- Social promotion launch



MISSION STATEMENT

A mission statement is defined as an action-based statement that declares the purpose of an organization and how they serve their customers. This sometimes includes a description of the company, what it does, and its objectives.

CURRENT MISSION STATEMENT

I could not find a defined mission statement on the website so I selected this paragraph which fulfills the objectives of a mission statement:

"EVO360 stands by one mission, evolution. We evolve the athlete to the next level of competition by building our foundation on the principles of tradition, accuracy, determination, and execution".

This as a mission statement envisions the elite mentality of EVO360. This is important to give potential clients an insight into the ethos at EVO360. This could also be tailored to the non-athlete clientele, to show that training will be adaptable to their level and abilities. That EVO360 is a safe environment and welcomes everyone to come and train Muay Thai, boxing, or improve their overall fitness, strength, and conditioning.

"EVO360 stands by one mission, evolution. We evolve our clients to the next level athletically by building our foundation on the principles of tradition, accuracy, determination, and execution".

A minor edit to the original, with the focus originally on the competitive athlete, now it reads to be more inclusive of all clientele.

MISSION STATEMENT - EXAMPLE

I have created a few graphic examples of how potential clients could view your mission statement on social media.

INSTAGRAM / FACEBOOK STORY FORMAT



These are some examples of graphic templates we could use for social media. The format is optimised for posts, stories and cover images. These can be adapted for all social platforms.



INSTAGRAM POST FORMAT



FACEBOOK / TWITTER COVER IMAGE FORMAT

TAGLINE

A tagline is a phrase that communicates a brand's mission, purpose, or culture in a clear, entertaining fashion. Their main goal is to engage consumers and make them feel more connected to the brand.

'WELCOME TO THE COMPETITIVE EDGE'

This appears to be the tag line from the website. It is important to have a tag line that represents the goals and values of your business. The tag line can be used throughout the marketing process to engage with potential clientele and give them an easily digestible message which serves as a summary of your core values.

INSTAGRAM / FACEBOOK STORY FORMAT



FACEBOOK POST / PRINT FORMAT

PROMOTION

Promotion is any communication that attempts to influence people to buy products or services. Businesses generally promote their brand, products, and services by identifying a target audience and finding ways to bring their message to that audience.

The target audience for EVO360 will primarily be the ambitious athlete with the goal of competing. Other target audiences could be combat sports enthusiasts, curious beginners and individuals primarily focused on fitness, strength, and conditioning.

Promotions could be tailored to attract target audiences. Some suggestions could be:

- **One free ‘try it out’ session for each new customer who follows, likes, and shares the Facebook or Instagram page.**
- **A ‘free class voucher’ when you leave a Facebook review.**
- **Merchandise or classes giveaway competitions - like, follow, tag, share competitions.**
- **Brand, pro athlete, and influencer partnerships and affiliates.**

Promotional material can be designed for all social platforms and formatted for any kind of delivery. Facebook and Instagram paid promotions can be a useful asset when advertising promotional material.

SOCIAL MEDIA STRATEGY

A social media plan, in other words a social media strategy, is ultimately an insightful summary of everything you plan on doing and hope to achieve on your social media profiles. Setting up a well thought-out strategy for your business in terms of its social media presence is highly beneficial.

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Facilities Service Location	Social media	Social media Competitions Tourists/Expats Influencers	Competitors Covid

From the SWOT analysis we can see the main weakness is EVO360 is its social media presence. This is also the main opportunity, We need to focus on the specific variables and demographics to maximise engagement and new client leads.

The strengths are definitely the facilities and professional training services available at EVO360. These need to be highlighted throughout the marketing content. Social media strategies should be focused on the greatest opportunities for new clientele. Considering the location, we should focus on marketing to tourists and expats with short- term packages and affordable membership options.

MARKETING ANALYSIS

WHO ARE THE CUSTOMERS?

Combat sport and fitness enthusiasts of all ages, located in and around Pattaya, Thailand.

WHAT MAKES EVO360 UNIQUE?

Elite facilities, equipment, and staff. Desirable location.

WHAT ARE THE BUSINESS OBJECTIVES?

Increase exposure, Increase revenue, and expand the brand.

WHAT ARE THE STRATEGIC OBJECTIVES?

Brand awareness, new client leads, and client retention.

WHAT SOCIAL MEDIA?

Primarily Facebook, Instagram, and Twitter. Explore Tiktok and develop the YouTube channel.

WHAT CONTENT?

Custom content created to represent the EVO360 brand.

HOW DO WE EXECUTE THIS STRATEGY?

Utilize social media platforms to engage with customers. Create content for social media platforms. Develop a library of resources to aid social engagement.

EVALUATION MATRIX

- Leads
 - New clients
 - Increased social media presence
- 

STRATEGY

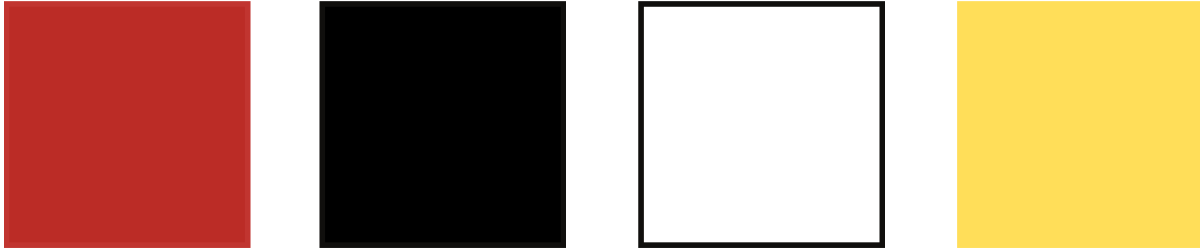
The optimal approach to this social media marketing strategy is to:

- **Commence engagement on current platforms.**
- **Schedule daily posts, promotional and informative.**
- **Use creative content and templates designed for EVO360.**
- **Maintain consistency in design and content.**
- **Keep followers engaged with stories daily.**
- **Live feed videos daily to market facilities and services.**
- **Maintain continuity throughout all social platforms.**
- **Create promotions to generate interest and leads.**
- **Explore new platforms such as TikTok.**
- **Explore partnerships and affiliates.**

Consistency is key, graphic content should be coordinated, formatted for each social platform. Posts on Facebook, Instagram and Twitter can be scheduled, there should be a balance of content between informative and promotional. Stories can be shared on Facebook and Instagram, we will use custom frames for story content e.g, daily classes, technique training, facilities promotion. These videos can also be used for YouTube and TikTok, then shared as posts on Facebook, Instagram and Twitter.

DESIGN

COLOUR PROFILE



A consistent colour profile is important for branding. We will use the red white and black from the logo and website, also incorporating a yellow.

GRAPHIC TEMPLATES

POSTS



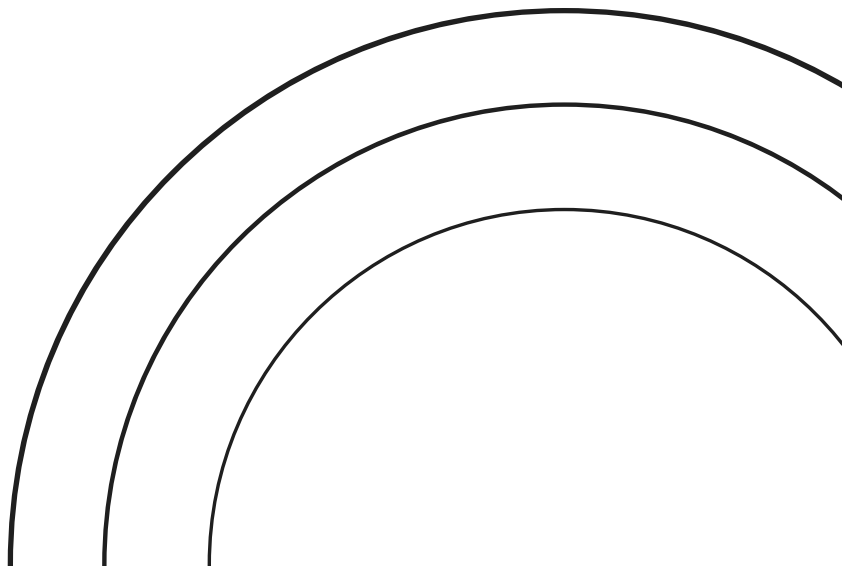
Simple graphic template design, with the optimal format for Facebook and Instagram. The color profile is consistent, with a grained background and Muay Thai themed image. Elements can be added and removed. These templates can be edited quickly and easily, to add images, content, or promotions.

STORIES



These templates can be used as frames for story video content on Facebook, Instagram, Twitter and TikTok. These templates are editable and transferable to all platforms.

The story templates can also be reformatted for YouTube videos, which can be shared directly back to Facebook as a post, an effective way to recycle content and keep video content on your timeline and homepage feed.



PROMOTION DESIGN

Here are some examples of promotion graphics designed for EVO360's social media marketing campaign.

INSTAGRAM / FACEBOOK STORY FORMAT



A vertical promotional graphic for EVO360. On the left, a black and white photo shows a man in a boxing stance, hitting a large punching bag. The background is dark with red diagonal stripes at the top and bottom. The EVO360 logo is at the top right. The text reads: **START TRAINING TODAY**, **SAVE 20%**, **ON MONTHLY MEMBERSHIP** (SINGLE ENTRY 150 BAHT), **MUAY THAI BOXING STRENGTH CONDITIONING**. Below this is a QR code and the text "SCAN THE QR CODE FOR MORE INFO".



A horizontal promotional graphic for EVO360. The background is dark with a faint image of a person in a boxing stance. The EVO360 logo is at the top left. The text reads: *Become an Affiliate*, **EVO360 PARTNER**, **Are you a pro athlete or a fitness influencer based in Pattaya?**, **Become an affiliate of EVO360 and receive:**,

- Free membership and access to the facilities.
- Discounted classes.
- Discounted one-to-one sessions.
- Free merchandise.

, **Conditions apply, contact via email or direct message for more information.**, and a QR code at the bottom right.

FACEBOOK POST / PRINT FORMAT

INSTAGRAM POST FORMAT



A vertical promotional graphic for EVO360. The background is dark with a faint image of two women in boxing stances. The EVO360 logo is at the top right. The text reads: *Muay Thai*, **CLASSES**, **DISCOUNT SAVE UP TO 30%**, **For new member**. There is a QR code at the bottom left and a grid of 'x' marks at the bottom right.



A horizontal promotional graphic for EVO360. The background is dark with a faint image of a person in a boxing stance. The EVO360 logo is at the top left. The text reads: **EVO360 GIVEAWAY**, **1 WEEK FREE CLASSES**,

- Follow EVO360 page
- Like this post
- Tag 1 friend in the comments
- Share

, **Winner will be announced next week.**, and a QR code at the bottom left. There are also two polaroid-style photos of people in boxing stances at the bottom right.

INSTAGRAM POST FORMAT

STRATEGY IMPLEMENTATION

We will begin by focusing on current social platforms. Follow a plan, schedule posts, and stories daily to maximize engagement.

POSTS

Daily posts - We will post once daily, shared through all current platforms (Facebook, Instagram, Twitter). These posts can be promotional or informative. Informative could be class timetables, pricing, facilities details, location, etc.

Paid promotion - We can choose a promotion post to 'Boost' on Facebook and Instagram. This can increase engagement and allow us to monitor key demographics.

Shared posts - We can share 'story' videos and YouTube videos as posts throughout all platforms. This is a good way to recycle and save story video content.

STORIES

Daily stories - We can create multiple story videos daily, advertising the facilities, classes or talking to clients and staff.

Promo videos - Animated promo videos can be created to be posted as stories.

Themed stories - We could have several themed stories each day for example 'Morning Class' and 'Technique Training'.

Live Video - Each day a live feed video can be broadcasted to Facebook and Instagram showing training routines and facilities.

PLANNING AND SCHEDULING

We should begin by scheduling a launch date for the new social media content, Monday AM would be optimal. We will have a thorough plan with daily scheduled posts and stories.

CONTENT	PLATFORM	SCHEDULE
INFORMATIVE POST	FACEBOOK, INSTAGRAM, TWITTER	DAILY
PROMOTIONAL POST	FACEBOOK, INSTAGRAM, TWITTER	DAILY
STORY - CLASSES	FACEBOOK, INSTAGRAM	DAILY
STORY - TECHNIQUE TRAINING	FACEBOOK, INSTAGRAM	DAILY
STORY - PROMOTIONAL	FACEBOOK, INSTAGRAM	DAILY
LIVE	FACEBOOK, INSTAGRAM	DAILY
COMPILATION VIDEO EDIT	YOUTUBE (SHARED TO FB, IG)	WEEKLY

All video content for stories can be reformatted for TikTok when you want to move into that platform. We can use the cross-platform scheduling tool on Facebook and Instagram to schedule informative and promotional posts for each week at optimal times ensuring maximum engagement.

PROMOTION LAUNCH

Create weekly or monthly promotions to incentivize potential clients.

Weekly - Have weekly 'like, comment, share' competitions for small prizes such as 1-week free membership, or free class vouchers.

Monthly - Promotions ran monthly to increase membership sign-ups; 30% off for new members, 1 month free for new members, or free merchandise for new membership signups.

These promotions can be run through social media posts and stories.

PARNERSHIPS & AFFILIATES

There is a community of fitness influencers and pro fighters in Pattaya. You can incentivize these individuals to visit the gym with free classes and merchandise.

Having individuals with large followings on social media visiting the facilities and documenting their experiences can be extremely effective if they have the right following.

A vertical poster with a dark, textured background. At the top, the text 'Become an Affiliate' is written in a yellow script font, followed by 'EVO360 PARTNER' in bold white capital letters. Below this, a question is posed: 'Are you a pro athlete or a fitness influencer based in Pattaya?'. The next line says 'Become an affiliate of EVO360 and receive:'. A list of four bullet points follows: 'Free membership and access to the facilities.', 'Discounted classes.', 'Discounted one-to-one sessions.', and 'Free merchandise.'. Below the list, it says 'Conditions apply, contact via email or direct message for more information:'. At the bottom left, there is a red stamp that says 'FIGHT' and the EVO360 logo. At the bottom right, there is a QR code.

Become an Affiliate
EVO360 PARTNER

Are you a pro athlete or a fitness influencer based in Pattaya?

Become an affiliate of EVO360 and receive:

- Free membership and access to the facilities.
- Discounted classes.
- Discounted one-to-one sessions.
- Free merchandise.

Conditions apply, contact via email or direct message for more information:

FIGHT
EVO360



EXTRA

As requested we will illustrate a character based on 'Khru Dee'. I will create some basic movements for simple animations to be used for social media marketing.

EVALUATION

We should follow this plan for three months initially. To analyze the success of this strategy we will have to keep track of:

- Social media presence - Facebook and Instagram followers, post shares, likes, comments, etc.
- New leads - Enquiries via social media.
- New clients - Any new clients as a direct result of the marketing strategy.
- Client retention - Clients who have tried out the services and facilities as a result of social media engagement and have signed up for monthly memberships.

Following the evaluation of the social media marketing strategy, we will decide whether to continue with the current format, adjust it for long-term use, create a new strategy or conclude the project.

On the following page, you can find a breakdown of the costs for the initial project.

FINANCIAL

Costs for the initial project (monthly):

SERVICES	DESCRIPTION	AMOUNT (THB)
Marketing Strategy	Social media marketing strategy	4000
Graphic design services	Social media marketing and promotional graphics	8000
Illustration and animation	Character development and basic animation	4000
		16,000

Projected costs for future services (monthly):

SERVICES	DESCRIPTION	AMOUNT (THB)
Graphic design services	creating and editing graphic elements for marketing	8000
Social media management	maintenance, scheduling, formatting for all platforms, etc.	2000
		10,000



Regards,

GI Media

gimedia.info