

COMPLETE GYM MARKETING CHECKLIST

BRANDING & ONLINE PRESENCE

- ☐ Professional logo & consistent colors/fonts
- ☐ High-quality photos & videos of real members
- ☐ Updated website with clear “Join Now” button
- ☐ Active Google Business profile with reviews

SOCIAL MEDIA MUST-HAVES

- ☐ 3–5 posts per week (mix of tips, member stories, & promos)
- ☐ Weekly reels showcasing training highlights
- ☐ Polls, Q&As, and challenges in Instagram Stories
- ☐ Clear link in bio to sign up or book a trial

LOCAL OUTREACH

- ☐ Partnerships with schools & local businesses
- ☐ Attend or host community events (demos, charity rolls)
- ☐ Referral program for members (discounts, gear, free classes)
- ☐ Posters/flyers in nearby hotspots (cafés, sports shops)

LEAD GENERATION

- ☐ Free trial class / 1-week pass offer
- ☐ Clear system for capturing leads (forms, QR codes)
- ☐ Automated follow-ups via WhatsApp/email
- ☐ Dedicated landing page for kids, adults, and women's programs

RETENTION & COMMUNITY BUILDING

- ☐ Monthly member spotlights on social media
- ☐ Belt promotions & recognition posts
- ☐ Fun events: bring-a-friend day, workshops, or open mats
- ☐ Private members-only group (WhatsApp/Facebook)



PRO TIP

Consistency beats creativity. A few simple strategies done weekly will grow your gym faster than complex plans done once.