



floatfit

marketing
floatfit classes

using water to transform fitness



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Welcome to the world of AquaPhysical...

Experienced in running FloatFit Classes or a newly certified FloatFit Instructor? This guide will help you!

Following our video on Facebook, now viewed by over 180 Million people, we have revolutionised pool workouts, taking the fitness world by storm. Starting with just the idea and a team of 1 ½ people we are now in 55 countries and have over 1000 certified Instructors worldwide.

The last couple of years have been like a whirlwind!



marketing floatfit



Before promoting to members it is important to inform your team.

Engaging with members, club users and other fitness enthusiasts they need to know what FloatFit Classes are!

Top Tip - run some exclusive FloatFit classes for your team before public classes begin

FloatFit Posters: we recommend the artwork is printed in A4 to be used to build interest e.g. in windows, on doors and on noticeboards

FloatFit Roller Banner: use the 2m x 0.8m roller banner artwork in key areas of the club e.g. club foyer, swimming pool entrance and cafe

Class Timetable: advertise your FloatFit Classes on the timetable

Top Tip - invite your members to an official exclusive launch of FloatFit Classes

Top Tip - check the Online portal for the latest FloatFit marketing materials

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30
minute
workout
on water

**FloatFit
CIRCUIT**
revolutionary,
high-intensity low
impact, cross training
workout on water using
the world's first fitness
float
the Aquabase

aquaphysical.com



social media



Whatever you're using, Facebook, Instagram, Twitter, Pinterest, LinkedIn or all of them, the following may help!

Ideas:

- FloatFit class times and locations
- how to book FloatFit Classes
- FloatFit Class descriptions
- shared images and videos from @aquaphysical
- your own images and videos (maximum length 1 minute) of your FloatFit Classes

Top Tip - tag @aquaphysical within the post – we love to see what you are up to in your FloatFit Classes! Use hashtags #AquaPhysical #AquaBase #FloatFit to further promote your classes

Other hashtag ideas:

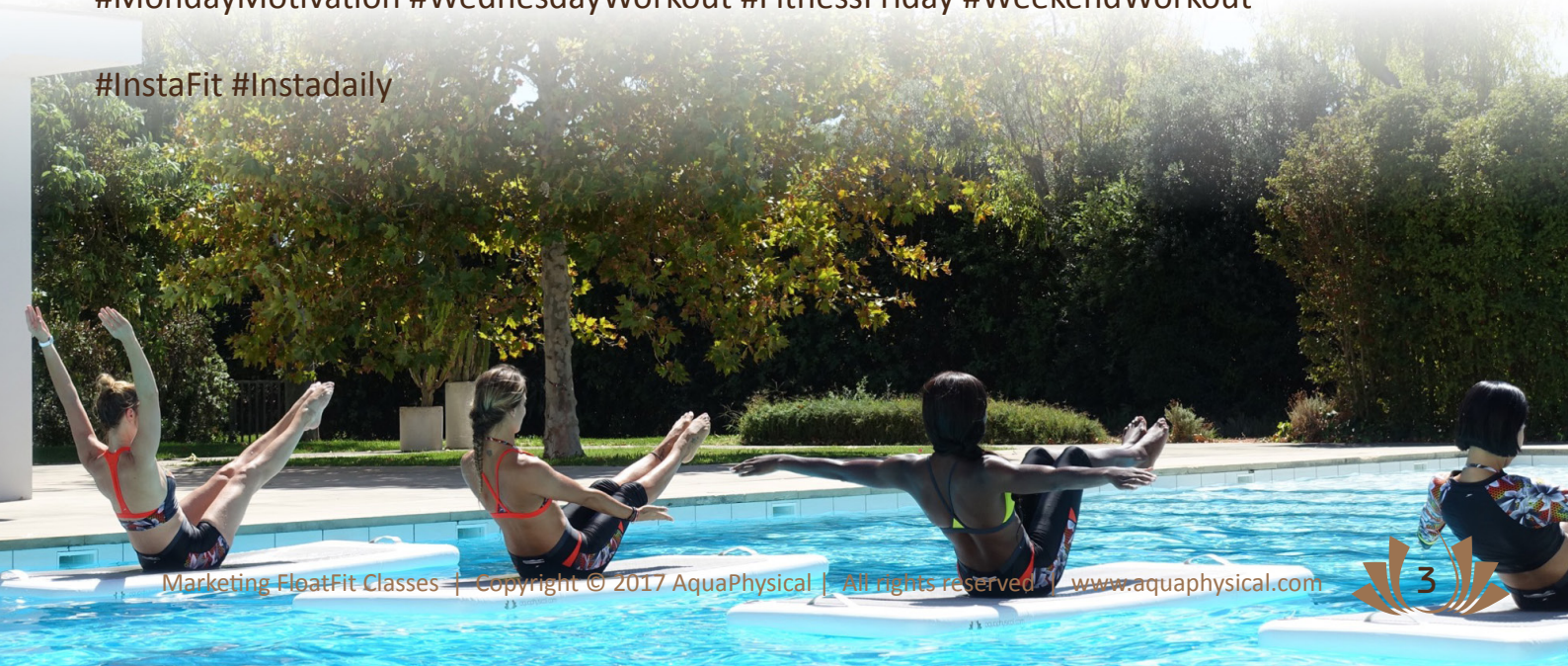
#Fitness #FitnessMotivation #Healthy #Fit #workout #Fitspo

#Water #Aqua #Pool

#FitnessFashion #Gym #FitnessGoals #Training

#MondayMotivation #WednesdayWorkout #FitnessFriday #WeekendWorkout

#InstaFit #Instadaily



mail campaigns



Sending an email campaign can be an effective way to advertise directly to the local area. Especially those who have expressed an interest in existing classes.

Choose your tool carefully: There are many email marketing tools and packages available. We use Campaign Monitor.

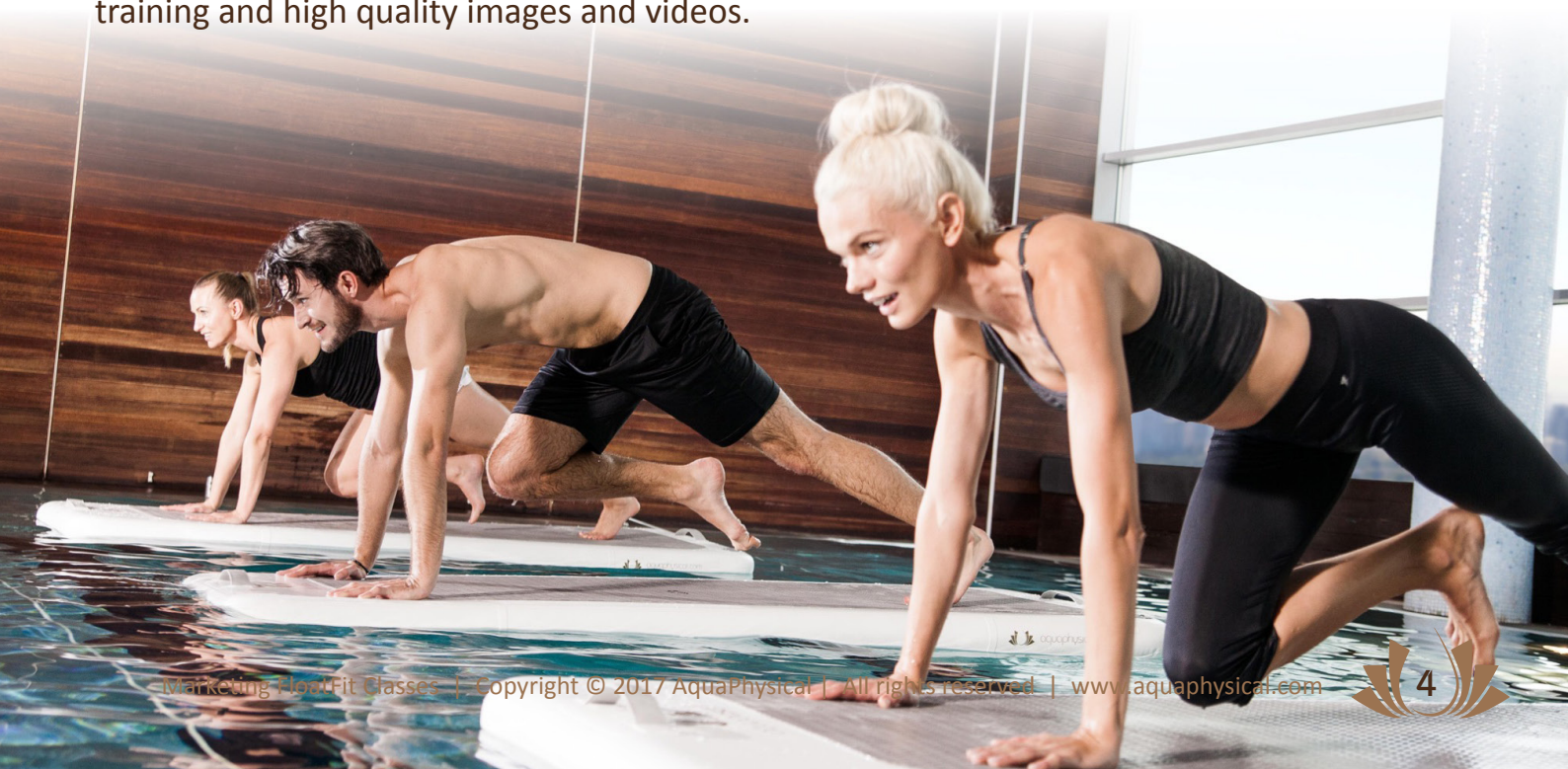
Using results: It is often possible to see: the time, location, number of clicks and more of each email sent.

Timing is key: Research when to post on preferred social media and when to schedule email campaigns. This will provide high quality results.

Here are a few ideas:

- encourage people to sign up for a newsletter
- competitions: offer free spaces for FloatFit Classes
- discount: send an email campaign to your contacts with a discount code
- charity classes: raise awareness and money for your chosen charity by offering sponsored FloatFit Classes

We recommend investing in paid social media posts, an email marketing tool, marketing training and high quality images and videos.



public relations



Approach local newspapers, bloggers, television and radio stations. We can help you!

Please remember to follow the PR & Media section of the Brand Guidelines for FloatFit Classes.

Top Tip: Invite media and/or bloggers for a free FloatFit Class to gain further exposure and interest



benefits of floatfit



You may be asked why should I do a FloatFit Class?

Away from congested studios, FloatFit makes the most of water's instability.

Benefits:

- coordination & balance
- cardiovascular fitness
- increased flexibility
- enhanced posture
- mental wellbeing
- muscular strength

All exercises can be modified to suit different levels of fitness, experience and age. FloatFit gives the participant a stimulating class and an effective workout.

What is the AquaBase?

The AquaBase is a low impact high quality, fitness float. It finds any imbalance immediately.

It is made of high-resistant, military grade PVC fabric. When inflated to the optimum pressure, it can hold a weight of up to 160kg. This creates a firm surface best suited to the unstable conditions of working out on water.

The AquaBase provides an ideal corrective tool to strengthen muscle weaknesses and postural imbalances in a safe and supportive way. The ebb and flow of the water and constant movement of the AquaBase helps correct muscular imbalances and contributes to improved posture, reducing the likelihood of further damage to joints and muscles.



let us know



Tell us your FloatFit Class details and we will add these to the find a class section of aquaphysical.com

Have an idea? Share it with us!

- a new FloatFit class format
- a new design for our next generation of AquaBase
- an event that we should be at
- a club or facility that we should target
- something that we should sell

We want to know your ideas!

Need more marketing materials? Let us know!





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