



Above: Facebook header, email campaign and Instagram feed

Main: Social media templates

"We've come to Austin Marketing with a very specific budget and timescales to improve our online classes' engagement, and the Austin girls have been doing a fantastic job in helping us develop and communicate our brand positioning with the right messages and designs. The brand strategy in particular has really helped us see what needed to be improved and how we could get there. I'm really excited to see how it will all evolve!"

Louise Jordan, Director



Customer overview

BOOSTfit are an established privately-owned in-person and online fitness class provider, with a strong community ethos and focus.

The objective

Although the company had established a loyal customer base, they were not attracting new customers in the volume they wanted. BOOSTfit were not sure if their marketing collateral and website were conveying their passion and USPs to their customers, with clear call-to-actions as well as the right tone of voice. Their objective was to partner with an agency that could help with a fresh marketing strategy and assist their incumbent web agency in improving the visual and usability of the BOOSTfit website.

Our work

The first part of our work was to undertake a detailed online review of the fitness organisations that operate in the same market as BOOSTfit. With this completed and following discussions with BOOSTfit, we produced a 12-month marketing strategy, plan and tone of voice document/rationale.

As part of the project, we also created a set of design templates for both social media and email campaigns, that clearly distinguishes the different services that BOOSTfit provides and solidifies the overall brand personality. We also assisted by producing and writing a selection of monthly email campaigns designed and written with their online audience in mind.

Services Provided

- Messaging and Brand Strategy
- Google Business Overhaul
- Design Templates
- Email Campaigns
- Blog Copywriting
- Website Copywriting
- PPC & SM Ads Management
- Social Media Management