**Creative ways to promote your gym**

One of the biggest challenges faced by gym and fitness owners is how to make your business stand out from the competition. With so much choice in the market gym owners must find new and innovate ways to promote their facilities.

With this in mind, we have put together a list of promotional ideas to help you boost revenue and attract new members.

**Seasonal promotions**

Seasonal promotions are a good way to advantage of holidays and trends. For example, the new year is well known for fitness new year resolutions making it the perfect time to offer new member deals. In the colder months draw attention to your indoor facilities such as spas and swimming pools to offer combined packages. With a booking software such as Sports Booker you can set automatic promotions on your booking calendar.

**Social media**

Instagram is a great avenue to share your video content. It gives your prospect members a chance to see the facilities, the type of actives that take place in your gym and the staff. Facebook live is another powerful tool useful for creating live interviews, fitness classes and member stories.

**Charity work**

There are lots of ways that you can support a local charity, from fundraising to volunteering to donating. As well as giving back the community, you will gain good publicity which will provide you with content for your website and social media.

**Weight loss challenge**

Weight loss is one of the main factors that bring your members together. A fun and achievable weight loss challenge will keep your existing members engaged and attract new sign ups. You can leave your challenge open to members and the public to encourage as many people as possible to take part. With Sports Booker software you can set up and provide fast access to your client’s fitness history to encourage weight loss goals.

**Invite bloggers/Youtubers**

Influencer marketing can help businesses reach the growing social-savvy generation. When you work with a blogger or Youtuber, your gym is promoted by a trusted figure. Influencers are often able to persuade their followers to visit websites, follow news brands, and more importantly buy what they promote. If you are working with an online influencer, you can offer a complimentary pass in return for a social post or blog review.

**Loyalty program**

A loyalty program is a tried and tested way to engage and attract customers. Members earn points when they use the facilities, achieve weight loss goals and interact on social media. The points can then be exchanged for discounts on classes, merchandise and food.

**Refer a friend**

A similar method to the above is a ‘refer a friend’ program. When your existing customers refer someone to your gym, they receive a small incentive such as a free month membership and you get a new member.

**Appeal to millennials**

50% of millennial smartphone owners access the internet more often through their phones than through computers. Design your website and booking portal to be responsive and mobile friendly to attract the millennial market. Eco friendly facilities and services are also high on the list for millennials when choosing a gym. We suggest making small changes such as switching to LED lighting and installing solar panels to go greener.