CBM101 Research Project

Brand identity development and content creation guidelines for a fitness boutique

By

Gaia Russano

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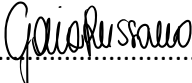|	
Name	Gaia Russano
Email/contact tel no.:	g.russano@rgu.ac.uk +39 3914187109
Course:	MSc Digital Marketing
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Supervisor:	Helen Dargie

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I hope I will not sound too sentimental, but I would like to exploit this space to say things that I usually never say to my family.

Therefore, I would like to thank my parents, who allowed me to live this experience for which I am infinitely grateful. In particular, thanks to my mum for always being by my side, able to understand me and help me whenever I need it. While thanks to my dad because, despite the distance, he manages to be present and gives me the certainty that I can always count on him.

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Finally, I want to say thank you to Alessandro, a person who accompanied and supported me for so long.

Abstract

Everybody knows how many difficulties and problems the pandemic has caused, affecting most industries. Specifically, the fitness sector, which includes the company considered for this project (*Performance&Nutrition*), has suffered an abrupt halt with a consequent sharp drop in profits.

However, the indicated business is recovering, thanks also to the significant increase of fitness boutiques, new realities in this specific world that have now become a new trend.

Although Internet has long since become a useful tool for everyday life, over the last two years due to Covid-19 the only certainty shared has been how essential digital technology has proven to be.

For this reason, this paper addressed the importance of implementing a brand identity and the subsequent development of a content strategy within a marketing plan, specifically for the newly founded *Performance&Nutrition* (*P&N*), an Italian fitness boutique.

Hence, the project begins by defining the main purpose and the five different objectives that the company needs to achieve in order to be able to thrive.

This is followed by an in-depth literature review mostly based on secondary research outlining the history and importance of branding, together with a description of certain key digital tools and approaches that will then be concretely produced as a practical part of this research.

The document then presents the methodology section where it is possible to comprehend the current business situation, its relative competitors and the identified target audience. This was made possible by combining secondary research, via online sources, with primary one carried out by the author herself, through a client survey and an A/B testing.

Since this research has a practical purpose, the last chapters dealt with the explanation of the different materials produced, the related feedback provided by

P&N, an evaluation of the successes and challenges experienced during the project, and future steps the client should take.

In detail, what was produced for *Perfomance&Nutrition* was a document containing guidelines for brand identity and content creation, an editorial calendar, a website map and wireframes, some examples of social media posts and newsletters, and research of the main keywords in the sector in which it operates.

Keywords: Brand identity, Branding, Content Creation, Social Media, Email Marketing, Website

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Glossary

CAGR – Compound Annual Growth Rate

CMS – Content Management System

CRM – Customer Relationship Management

CRO – Conversion Rate Optimisation

CRR – Customer Retention Rate

CSAT – Customer Satisfaction

CTA – Call to Action

FAQ – Frequently Asked Questions

KPI – Key Performance Indicator

P&N – Performance&Nutrition

PPC – Pay Per Click

RACE – Reach, Act, Covert, Engage

RGU – Robert Gordon University

ROI – Return on Investment

SEA – Search Engine Advertising

SEO – Search Engine Optimisation

SERPs – Search Engine Results Pages

SMEs – Small Medium-sized Enterprises

SMM – Social Media Marketing

SWOT – Strengths, Weaknesses, Opportunities, Treats

UGC – User Generated Content

UX – User Experience

1. Introduction

The fitness industry has recently experienced a sudden setback, with a 16.24% decline in market size due to Covid-19, after a continuous and steady progress since 2015 (SmallBizGenius, 2022). This was caused by the fact that gyms were closed during the pandemic to prevent further spread of contagions. However, following the reduction of the restrictions in different countries, the Compound Annual Growth Rate (CAGR) projected for this sector between 2021 and 2026 is 7.21% (Mordorintelligence.com, 2019), thus it is estimated that the global fitness business will recover and continue to grow over the long term.

Furthermore, Ding et al. (2020) conducted a study which demonstrated that the pandemic has prompted individuals to think more about health by increasing the number of people who adopt a proactive lifestyle through, for example, physical activity. The growth of this sector coincides with the growth of the fitness boutiques, which are studios generally between 800 and 3500 square feet focused on one-to-one relationships or small group classes to create a strong sense of community (Nasdaq, 2018).

In fact, the fitness boutiques represent the segment with the second highest overall growth (450%) from 2021 to 2028 (Rizzo, 2021), and are therefore considered one of the 2022 fitness trends (Co, 2022). (Figure 1).
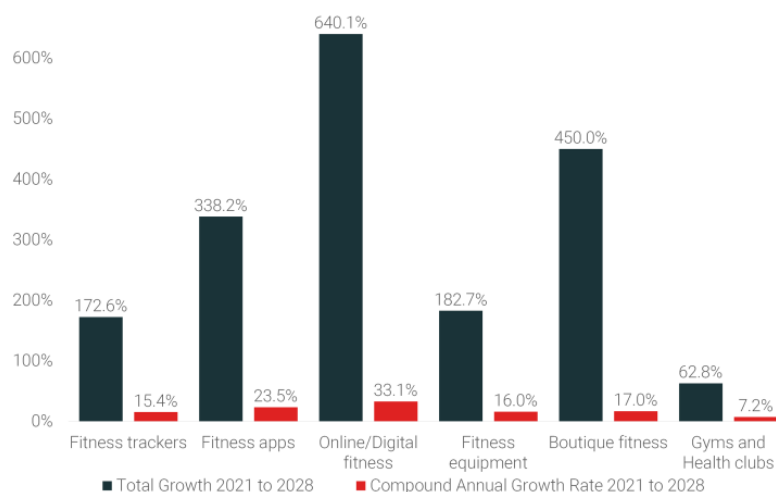
Figure 1: Fitness industry growth 2021-2028.

This phenomenon stems from people's desire to receive a premium service that guarantees unique and personalised experiences, tailored to each client to best suit everyone's body type.

The strong emphasis on details is also guaranteed by the behaviour of the trainer, always available to help customers by answering their questions about nutrition or workout plan to ensure the achievement of the desired results (Konopka, 2021). In addition, especially after the Coronavirus, people are paying more attention to hygiene and safety (Agnes, 2021), therefore the rise in popularity of fitness boutiques is also due to the possibility of keeping the environment clean and sanitised at any time. On the contrary, it is more complicated in gyms frequented by many people at the same moment (Konopka, 2021).

The main features of this new type of workout experience reflect exactly why the owner of *Performance&Nutrition*, Stefano Calì, decided to begin this new adventure by creating a new and more exclusive reality focused on the relationship with every client. Indeed, *Performance&Nutrition* studio, based in Milan (Italy), is born to grant a high level of personal attention to the needs of its clientele, encouraging them to overcome their limits to achieve any goal.

Although Stefano Calì has already implemented some digital strategies, particularly on Instagram and Facebook, these are rather approximate as they do not fit into an organised and planned framework with a precise and defined goal. Therefore, the motivation behind this project is to design a consistent and valid brand identity for the new *Performance&Nutrition* fitness boutique, which will enable its launch and then be applied to a future digital marketing strategy, ensuring its continued commercial growth.

This project was conceived considering that even though Internet access rates are globally high, the number of people going online every day is still increasing (Perrin and Atske, 2021). Indeed, DataReportal (2022) reported that the Earth's population is 7.91 billion in January 2022, while the number of global internet users is 4.95 billion at the beginning of the same year, representing 62.5% of the world's total population. These statistics show therefore that today it is

unthinkable to start or continue a business without planning a digital marketing strategy, since the place where customers spend most of their time is online.

In this regard, this project aims to help *P&N* through the development, as mentioned, of a clear brand image and the identification of guidelines to be employed in the production of its content; both essential components of such a strategy as the first fundamental steps for a company to operate and be recognisable on the market.

2. Aim and objectives

This phase represents the heart of the process of creating a high-quality strategy, as setting a clear aim and objectives is the necessary element to verify whether marketing efforts are working to help the company grow.

However, before determining goals, it is recommended to conduct an in-depth target audience research (Storm, 2021), through which it is possible to identify the motivations that drive each customer, the starting point for building a legitimate digital marketing strategy. The results of this analysis are presented in section 4.3.

Instead, the aim of the project is to develop a strong brand identity together with specific guidelines for content creation to enable *P&N* to be recognisable, support its online presence and build awareness among new and existing customers.

Achieving this means establishing detailed and accurate objectives that will aid to review and monitor the performance in the different activities.

Therefore, the five main purposes considered for this company have been defined ensuring that all of them are measurable with specific and appropriate Key Performance Indicators (KPIs), and are the following:

1. Develop a brand identity that reflects the company's vision, mission and values.
2. Design the website wireframes to outline the main features and navigation of the client's future site.
3. Realise a detailed editorial calendar suggesting content ideas for social media, blogs and newsletters, highlighting the best time to publish on each platform.
4. Ensure that the design of all brand elements is aligned with the preliminary research conducted and all decisions, in terms of colour scheme, typography and further visual constructs are driven by the preferences of the client's core consumers.
5. Delineate social media guidelines (captions, media types, hashtags, etc.) within the specific platforms chosen for *Performance&Nutrition* to enable

the client to improve engagement, build closer ties with customers and increase traffic to the future website.

3. Literature review

The following literature review aims to show and critically analyse the theoretical and rationale evidence that primarily supports the definition of a brand identity together with a content plan for *Performance&Nutrition*, by providing an overview of the actual state of knowledge in the research area.

3.1. Digital marketing

According to the Digital Marketing Institute (2022), digital marketing comprises all the marketing activities that take place online and its influence on customer involvement is continuously growing as more people use the Internet to browse, connect and buy.

As stated in the introduction, since the percentage of Internet users globally is astonishing, it is clear that digital marketing is now part of people's daily lives. Furthermore, its relevance continues to increase due to the ease of access to digital channels for everyone (Mailchimp, 2019).

Considering this aspect and the fact that businesses actually function because people buy or engage with them, it is even more necessary that any activity leverages this type of marketing in order to achieve certain business goals. Otherwise, the ability to succeed will be limited (DePino, 2020).

3.1.1. Digital marketing for business

Helping a company to grow digitally means taking advantage of the several benefits that digital marketing offers to businesses in a cost-effective way, starting from the wide range of potential clients, as digitalisation breaks down all geographical boundaries (Digital Marketing Institute, 2018).

This approach increases the business's chances to be reached directly by the users, thus gaining possible customers who are genuinely interested in the service. It is hence a major point due to the higher likelihood of converting them, as they will find a specific product/service when they need it (WebFX, 2021).

While most traditional marketing involves one-way communication, a digital strategy offers the opportunity to speak in a two-way manner; communicating

directly with the targeted audience by answering their questions or comments and helping them to solve issues (Ballantine, 2018).

In this way, the company can use every interaction to continue to gather information about the clientele to better select new content, and to enjoy the possibility to build a solid relationship with it, showing that the business cares about what it thinks and says (WebFX, 2021).

At least, every activity should exploit a digital marketing plan because of the immediate and simple opportunity to track and monitor responses, by finding which methods are most effective and giving the business the ability to easily adjust and refine the strategy (Ballantine, 2018).

3.2. The identity of a brand

Having realised the relevance of digital marketing for today's activities, it is equally significant to recognise how the competition between companies continues to intensify with each passing day. In particular, 87% of them explicitly stated that the market has become more competitive in the last three years (Pring-Mill, 2019).

For this reason, the development of a solid brand identity increasingly occupies a crucial role within a business's marketing strategy as it helps to create a perception that allows customers to recognise the company and to build trust, thus playing a key role in online reputation (Osborne, 2022).

The definition of a business is one of the most significant aspects of its success, since if it does not know who it is, neither will its target audience. This importance stems from the fact that having an effective and consistent brand definition fosters the development of a positive image that helps to convey the company's ethics to potential customers, making them feel bound through similar values. This aspect not only draws likely clients to the business, but also improves customer loyalty and credibility, since a forceful image is the first thing required to distinguish from the competition (Osborne, 2022). Indeed, what differentiates one company from others are the qualities associated with it, which are the reasons why consumers are enticed to engage/purchase from it (Hassan, 2022).

Furthermore, the brand identity is central in every stage of the RACE framework, in detail:

- <u>Reach</u>: it helps to overcome competitors and interact directly with a prospect.
- <u>Act</u>: by presenting an authentic and sincere proposition, people are more enticed to explore the business.
- <u>Convert</u>: a clear and well-presented brand identity can be reassuring when a customer is undecided during the conversion process.
- <u>Engage</u>: it defines the user experience, so that clients believe that the product/service has satisfied their needs.

(Smart Insights, 2021).

3.3. Branding history

Although today there are more ways than ever for companies to carve out their own space and reach customers directly, the history of branding goes back centuries and it has evolved over time becoming, as mentioned, an integral part of a business's success.

3.3.1. The beginnings of branding

The earliest form of branding dates back to 2000AC when cattle were marked with symbols drawn with paint and tar; over the years, brands also began to be used to identify goods in China, India, Greece, Rome and Mesopotamia (Holland, 2017).

This practice became progressively more concrete when, starting in the 1500s, the act of marking livestock to claim ownership was combined with a specific word from the Ancient Norse, a Scandinavian language: 'brandr' meaning 'to burn'. Then, the word brand originally meant a piece of wood that burned (99designs, 2020).

Simple, recognisable and quickly identifiable: these icons are the first product logos. Therefore, from the very beginning, branding has meant the creation of one's own mark, literally and figuratively.

3.3.2. 1750-1870: The Industrial Revolution

During this historical period, the USA and Europe were characterised by new manufacturing processes, underpinning the industrial production of mass consumer goods.

More products meant more choice for the consumer, so companies suddenly had to be able to distinguish themselves and stand out from their competitors. Thus, trademarks were born, a legally registered symbol, word, design or phrase representing a specific product or company used to differentiate it from others (Tardi, 2022).

Following the expansion of trademarks in the 1870s, the US Congress passed the first Trademark Act in 1881 (Figure 2). This was the first case of trademarks as intellectual property, which allowed businesses to officially claim their goods as their own and to fight imitators and rivals (99designs, 2020).
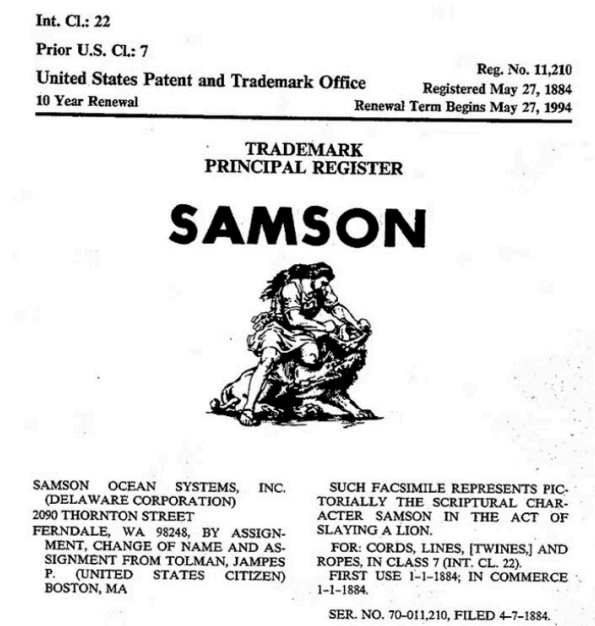
Figure 2: Samson Ropes, the oldest US trademark.

3.3.3. 1870-1920: The Invention era

The 20th century saw the birth of some iconic companies, such as Coca-Cola, Colgate, Chanel, Ford Motor Company and Lego, whose success was due to their ability to be ahead of their time, but also thanks to the publicity provided by newspapers (99designs, 2020).

Indeed, the press provided a space in which businesses could advertise themselves, using words, logos and illustrations (Figure 3).

Figure 3: 1920s Coca-Cola advertisement.

3.3.4.   1920-1950: The rise of radio and television

The following logical move, occurring during these years, was to talk about businesses in a place where potential customers would listen.

As a result, radio grew in popularity as most companies began to exploit it to propel their activities. Through radio jingles, slogans and targeted messages, branding then came to life, rendering it audible, memorable and relatable (99designs, 2020). Since 1941, the same rapid growth of radio has also characterised television, thanks to which brands have been able to reach consumers' houses through images, words, sounds and music, getting closer to them than ever before (Jóhann, 2021).

3.3.5.   1950-1990: The birth of modern branding

The period following the Second World War brought further new opportunities for companies to compete and reach new publics.

This resulted in similar products on the market, leading to the birth of brand management, which was charged to develop a unique identity in order to distinguish a company's products from its competitors.

This differentiation was mainly based on a change of focus; indeed, advertising switched from being merely informative to being mostly emotional. This enabled businesses to understand their audience deeper, particularly their needs and wants, thereby building an emotional connection between their products and consumers (99designs, 2020).

3.3.6.   2000s-Today: Beyond basic branding

In recent years, the evolution of technology has led companies to have more methods at their disposal to establish or increase their brand awareness. However, as said earlier, the competition has grown significantly, which is why it is sometimes difficult to stand out and above all customers' choices are now mainly based on online reviews, which have gained tremendous power over the perception of a company.

As Scott Cook, the co-founder of Intuit, said "*A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is*".

Therefore, businesses must be able to be creative and engage their customers in a way that keeps them emotionally attached (99designs, 2020), as done in Coca-Cola's "*Share a Coke*" campaign (Figure 4).

Figure 4: #ShareaCoke campaign.

3.4. Brand, branding and brand identity

Having established that the concept of branding has a long history behind it, it is essential to comprehend what specifically is meant by this term.

In this regard, the difference between brand, branding and brand identity will be illustrated below. Although they all contribute to support businesses, they are distinct concepts that are often mistakenly thought to be equivalent; instead, they are individual parts of a whole.

3.4.1.   Brand

The term brand refers to the meaning that people attach to a specific business, product or service; hence, how they perceive it, i.e. its qualities, reputation, values and corporate culture (Hassan, 2022). It is therefore something that cannot be seen, that is intangible, an emotional connection between the business and the consumer, what the public feels when it comes across a company. The brand builds relationships and fosters the development of consumer loyalty, allowing organisations to stand out in a crowded market (Fleurir Online, 2021).

3.4.2.   Branding

Even though, as already asserted, consumers define a brand, some actions can be carried out in order to help to transform people's perception of a specific business, in other words, to change the brand, and this is called branding (Lakra, 2017). In fact, if the brand is the 'who' of a company, on the other hand branding is the 'how', which is the set of activities needed to actually build a brand (Hassan, 2022). It is, hence, the entire and active process of strategically shaping a business's identity, which means those factors that will influence how others perceive the brand, with the aim of making a positive impression, differentiating from competitors, and showing to the public exactly what they want (Selah Creative Co., 2022).

The main benefits of branding are:
- Increasing recognition: a brand is more recognisable when its branding is consistent and coherent across different channels, a factor that also contributes to emerge from competitors.
- Developing trusted customers: customers are loyal to the brand that sells the products, not to the products themselves; therefore, a brand that clearly shares and fulfils its promises over time will be able to build a community of loyal customers.

- Enacting branding means <u>communicating promises</u> through visual aspects, quality, tone of voice, etc. elements that help to distinguish one's business from others.

However, with the same practical process, there are different types of branding:
- <u>Personal branding</u>: it is the creation of a public persona that accurately communicates its unique personality to others, thus showing who he or she is as an individual.
- <u>Product branding</u>: it is the realisation of the branding for a specific item, modelling the way the product is perceived by the world through the aesthetic choices made to connect the right audience with the product.
- <u>Retail branding</u>: it is the physical appearance of a shop, or rather the design choices such as the decorations, the type of pavement, the arrangement of objects, the music selected, the lighting, which have the purpose of providing a genuine brand experience to every visitor who enters the store.
- <u>Geographic and cultural branding</u>: the geographic one refers to branding for cities, states, regions and countries, while the cultural one focuses on specific cultural aspects of a region.
- <u>Corporate branding</u>: it refers to the expression of a company's personality, intended as the combination of design choices and actions that convey the main points of the brand, i.e. its values, mission, customer type, price, etc.
- <u>Online branding</u>: it generally refers to all kinds of branding that take place on the Internet and covers, for example, how a person/business uses social media, what kind of design is used in newsletters, landing pages, etc.
- <u>Offline branding</u>: conversely to the previous point, it refers to everything that is done offline, thus including retail branding and merchandise, but may also comprise, for example, personal branding, geographic and cultural branding.
- <u>Co-branding</u>: it is when the branding of a product/service is entrusted to two or more companies, thus forming partnerships.
(Kramer, 2021).

3.4.3.   Brand identity

The last key point in the construction and definition of a brand is the so-called brand identity, which refers to the visual, aesthetic and tangible aspects that

characterise an activity and thereby render it unique and memorable (Osborne, 2022).

The great importance of this last brand's feature comes from the fact that it allows the business to have several elements that contribute to establish a brand personality and give it a voice. It needs to remain consistent, specific and cohesive, as it represents the first impression of the company given to customers and thus plays a primary role in the marketing strategy, otherwise, it would lead to negative feedback, generating confusion and difficulty in communicating messages effectively (Hassan, 2022).

As with the other two components, this one is also essential to enable a company to distinguish itself, visually in this case, from its competitors and thus attract people who identify themselves with the brand identity and the personality it portrays (Fleurir Online, 2021). Indeed, a successful brand identity should be:

- Distinct: distinguishes itself from competitors and grabs people's attention.
- Memorable: creates a visual impact.
- Scalable: can grow and evolve with the brand.
- Flexible: can be employed for different purposes (e.g. web, print).
- Cohesive: each element is complementary to the other.
- Easy to apply: intuitive and clear for designers to use.

(Butler, 2020).

Part of the process of developing a brand identity is the design of a few crucial elements that clearly express who the business is as a brand, what it offers and to whom.

1. Brand name

    It refers to the word used to identify a specific activity and what it offers to the public (Needle, 2021), which may sometimes match the name of the business.

    The marketing literature suggests that a good brand name should display certain properties, which include the choice of easily spelt, readable and short names, thus favouring its use and memorisation by the consumer. Furthermore, despite the difficulty of being completely unique nowadays,

at least the brand name should be distinctive, emotional, and inspiring (Brandwatch, 2014).

2. Logo

It indicates one of the most crucial elements as it encapsulates and synthesises the entire brand personality in an easily recognisable design. A logo can include images, symbols, text and/or shapes that must be able to convey the message the company wants to spread (WhatIs.com, 2017).

It usually represents the earliest interaction with the company, as it is placed on almost all direct and non-direct marketing resources that the business uses, such as business cards, packaging, promotional material, social media, etc. For this reason, a logo is much more than just a symbol, as it must reflect and incorporate the true essence and history of the company at its best (99design, 2021).

There are seven different types of logos from which a corporate can choose (Figure 5):

- Monogram logo (or lettermark): consisting only of letters, usually the initials of the brand (e.g. IBM, NASA).
- Wordmark (or logotype): also composed of only letters, but usually they form a word (e.g. Coca-Cola, Visa, Google).
- Pictorial mark (or logo symbol): characterised by an icon or graphic, probably the one immediately in mind when thinking of ''logo'' (e.g. Apple, Twitter).
- Abstract mark: refers to a pictorial logo, which is an abstract geometric figure indicating the business, rather than a recognisable image (e.g. Pepsi, Adidas).
- Mascot: characterised by the use of a specific character impersonating the company, usually funny and colourful (e.g. KFC).
- Combination mark: composed of the combination of a wordmark or monogram and a pictorial mark, abstract mark or mascot. How the text is positioned in relation to the image can be variable (e.g. Doritos, Burger King, Lacoste).
- Emblem: is made from a font within a symbol or icon (e.g. Starbucks, Harley-Davidson).

(Morr, 2022).

Figure 5: Different typology of logos.

3. <u>Colour scheme</u>

   The colour scheme selected to represent a brand is another vital element as choosing the most suitable one means allowing the audience to instantly understand who is in front of them (99design, 2019), as Bottomley and Doyle (2006) stated that behind each colour lies a particular meaning through which the key ideals of a given brand's personality can be conveyed.

4. <u>Typography</u>

   It refers to the careful choice of a set of fonts to be used whenever a company inserts text into an element, such as logo, website or email; this ensures that a brand can create content that looks consistent and communicates its identity and ethics (Kramer, 2021).

   Writing a text in Comic Sans will give a different impression and significance to a text, compared to one written in Times New Roman; at the same time, reading one type of font or another also prompts the reader to experience a different mood, e.g. a text written in a "funny" font may be more difficult to read and spoil the mood, on the contrary, a text written in a classic font may induce a sense of calm (Burgess, 2019).

It is therefore correct to assert that each typeface has its own personality that allows consumers to understand a message or brand before they have even understood the single words (Figure 6).
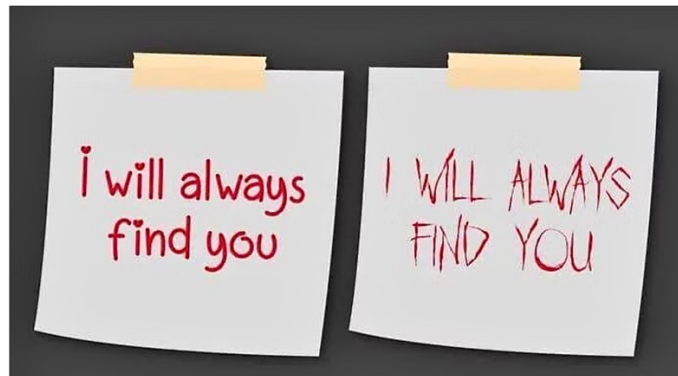
Figure 6: Different font convey different feelings.

The four major font categories are:

- Serif:

<p style="text-align:center">Times New Roman, Georgia, Baskerville</p>

- Sans-Serif:

<p style="text-align:center">Helvetica, Avenir, Calibri</p>

- Handwritten:

<p style="text-align:center">Noteworthy, Bradley hand, Linwai TC</p>

- Decorative:

<p style="text-align:center">Desdemona, STENCIL</p>

5. Tagline

It concerns the component, along with the name and logo, that helps to easily recognise a given brand and its purpose is to stick in people's minds so that consumers can quickly create an association between the "memorable phrase" and the brand (Marinos, 2019).

It constitutes the "catch phrase" that accompanies a brand and contains its energy and attitude in a single statement, thus transmitting an emotion, a promise or an action to the customers with whom it would interact (OVO, 2020).

6. Tone of voice

It is about how a specific brand approaches and communicates with its audience. It constitutes a central part of what is called "brand personality" as it is a unique trait that allows a business to distinguish itself from others, communicating its values to its public immediately and directly.

The chosen tone of voice will then be maintained in each type of communication, but modulating it according to what is most appropriate in a specific situation (e.g. responding to critics or creating a story on Instagram) in order to maintain consistency and create trust in users who perceive in the brand humanity and not just a desire to make money (Semrush, 2022).

A truly significant aspect considering that, according to a recent survey conducted by Edelman (2021), 88% of respondents said they only buy from a brand they trust.

3.5. Inbound marketing

In addition to the design of a brand identity for *Performance&Nutrition*, this project also includes the implementation of guidelines to facilitate the planning and creation of content by the client (e.g. social media posts, newsletters, etc.).

This requires adopting an inbound marketing approach, which is a business methodology that attracts customers by realising valuable content and experience tailored to them; as opposed to traditional marketing (outbound marketing) that interrupts the audience with content that they do not always want (HubSpot, 2019). Data demonstrates that this method is the most appropriate choice as if properly implemented is 10 times more effective in converting a lead than traditional outbound and it produces a measurable Return on Investment (ROI) of 41% (Saleh, 2016).

Furthermore, considering that the core of inbound marketing is content, it encompasses several forms of it, the main ones being blogs, SEO techniques, videos, social media and newsletters (Opreana and Vinerean, 2015). The content released by a business must thereby be in line with what its target audience wants

to consume, as this is the only way to achieve an effective marketing strategy (Moothart, 2021).

Typically, this is done by promoting informative and educational content for the relevant public, answering questions before they can be asked, and offering a unique point of view, thus sharing a company's authority, knowledge and experience in a given field, with the ultimate goal of creating value and becoming a resource for those who follow it (Marketo.com, 2019).

Hence, it is a strategy that allows producing reasons for the clientele to come directly to the company, reducing the organisation's need to seek new potential users and increasing their trust rate. Thus, it aims to establish a meaningful relationship with customers and prospects, enabling business growth. Therefore, since buyers make decisions based on emotions, a company that shares valuable material is able to satisfy their need for positive feelings (Sproutsocial, 2020).

However, this is only one of the many benefits of this approach, as it also saves more than $14 per newly acquired customer and spends an average of 61% less on inbound leads than traditional outbound leads (Saleh, 2016). Essential metrics given the tight initial budget available to *Performance&Nutrition*.

Moreover, when it comes to inbound marketing, there are four different ways in which this method can be applied (Figure 7):
1. Attract: reach the right people with relevant content that helps them to solve problems, thus making them aware of the brand's existence (e.g. through content creation, SEO, social media).
2. Convert: turn attracted visitors into qualified leads by getting their contact information (e.g. through landing pages, opt-in forms, CTAs).
3. Close/nurture: transform leads into clients by delivering the right content, at the right place and at the right time to assist them in their decision (e.g. through email marketing, Customer Relationship Management (CRM), marketing automation).
4. Delight: continue to provide engaging and dynamic content to users, even after they have become clients to allow them to be promoters of the company (e.g. through live events, customer support, social listening).

(Meyer, 2021).

Figure 7: Inbound marketing process.

3.6. Content strategy

In order to ensure that the marketing strategy expressed above actually works, a company must devise and plan a content strategy.

Starting from the definition of content, it is an information that is relevant in a given context and assumes a different form depending on the medium through which it is transmitted. Whereas a content strategy is an evolving scheme of actions concerning the transformation of a company's business objectives into a plan that harnesses content (visual, audio and/or written) as primary tools to achieve these goals (Gaspar, 2020).

It is also relevant to differentiate content strategy, that is the actual plan at the core, from the concept of content marketing, meaning instead the creation and sharing of content to involve, attract and retain a public (Mailchimp, 2021). To be effective, a content strategy must draw in the chosen target audience during each step of the funnel, keeping them engaged even after the conversion (e.g. purchase, subscription, etc.) has taken place (HubSpot, 2018).

Depending on the main corporate purpose, a company should opt for certain types of material rather than others, e.g. in the specific case of *Performance&Nutrition*, given the aim of creating awareness of the new business, the preferred content should focus on the appropriate use of SEO to increase website visits and creation of relevant social media content.

The efficacy of this strategy is proven by the fact that 70% of marketers regularly invest in content marketing, so it is crucial to develop a good content plan to be able to compete in the market (HubSpot, 2018).

Successfully implementing a proper content strategy requires a company to have a clear idea of which users will consume such information, so that the "problem" it sets out to solve is a specific issue of that audience, thus creating unique, useful and relevant content, educating and building credibility in the eyes of the public.

According to HubSpot (2021), "consistent, high-quality and engaging content impacts audience decision-making more than any other technique". Therefore, consistency is certainly a determining factor for the growth and success of a business; but the advantages of this approach to a company are many, including:
- Having a realisable and cost-effective strategy.
- The ability to capture the audience's attention, thus continuing to reinforce a positive brand impression by building trust and brand awareness.
- Improving social media engagement.
- Generate more and better leads, thereby improving conversions and establishing themselves as an authority in the industry.

(Riserbato, 2021).

3.6.1.   Social media marketing

What has been discussed above was content strategy, the necessary instrument to make content marketing efforts work, as conversely, without an underlying plan, published content will certainly not lead to the achievement of desired business goals.

One of the elements often included in content marketing tactics is social media. This term refers to a "computer technology that facilitates the sharing of ideas, thoughts and information through virtual networks and communities" (Investopedia, 2021). Channels that continue to gain in importance, becoming increasingly essential year after year, as demonstrated by statistics provided by Hootsuite (2022) in which it is claimed that the number of active users on social media is 4.6 billion and 2.27 are the hours per day spent using them.

Whereas Social Media Marketing (SMM) denotes the practice of creating content for these specific platforms to promote products/services, while at the same time building a community with one's target audience, engaging with existing customers and reaching new ones (Hayes, 2021).

However, what is crucial to keep in mind is the fact that this world is constantly evolving and it is therefore necessary to be able to keep up with all the changes, but above all, that having a social media marketing strategy does not mean being present on every channel, but rather choosing those most suitable for one's business, in other words, those on which one's public spends their time (Baker, 2018).

The power of SMM lies in the fact that it allows companies to raise their brand awareness through the multiple people who can be reached and engaged, thus gaining comments, likes, shares, and saves (Hootsuite, 2021). Speaking of metrics, an absolute advantage derived from these tools is the ability to obtain different data and thus measure results; this guarantees to comprehend the effectiveness or otherwise of a specific strategy, and in this case already have insights from which to initiate improvements (Sprout Social, 2019). Moreover, promoting a company's products/services through these platforms also facilitates the lead generation and enhanced conversions, as the company is advertising what users themselves have decided to interact with, and this can be done through, for example, website links, social media advertising campaigns and the "shopping" feature (Baker, 2018).

Thus, according to the Pew Research Center study (2021), all types of businesses should use these channels as they allow them to increase their visibility by capturing the attention of a wider audience and to stay on top of users' thoughts, considering 49% of people who admitted to check their social media accounts several times a day.

Posting pertinent and useful content offers the opportunity, as mentioned above, to build a community by connecting the company with its public in a deeper way through instant interactions. This has made possible to cull all the borders between an organisation and their clients, so it is vital to always listen and support

customers by being polite and emphatic with them. This bond also enables businesses to show authenticity by conveying the brand's personality, thus gaining consumers' trust, since users want to see real people behind the company's social profile (Marketing Insider Group, 2021).

In terms of content creation, social media are also essential to get content straight from these platforms. This can be done by using them as source ideas, asking followers directly what kind of content they would prefer to see, thus making sure to produce something that users want to read and share. Alternatively, they can be used as source material for posts, engaging followers to participate in contests, or employing a hashtag to get User Generated Content (UGC) that the company can share on its profile (Hootsuite, 2021).

3.6.2.   Email marketing

Email marketing, meaning a powerful marketing channel that a company uses to promote products/services by sending e-mails to a massive number of people (Mailchimp, 2021), is another key element within a content strategy, which leverages an inbound marketing approach.

Its importance lies mainly in the fact that it is an affordable tool as it has an impressive ROI of $36 for every $1 spent (Forsay, 2020). Despite being one of the oldest forms of digital communication, it continues to be one of the most effective given the 4 billion daily email users, a value that is expected to reach 4.6 billion by 2025 (Statista, 2021).

The popularity of this tool implies that there is also a lot of competition, so it is necessary to be able to "stay human" in order to stand out among the large amount of daily promotional e-mails people receive, thus increasing the chance of an e-mail being opened and read. To achieve this, it is also helpful to use catchy headlines and to keep messages concise and direct to the point, especially considering the large percentage of emails read from mobile (Patel, 2019).

Email marketing can support a company in fulfilling various goals, but any business should clearly identify which ones are relevant to its overall business objectives; in the specific case of the client of this project, email marketing will

certainly help to boost brand awareness, increase customer loyalty, lifetime value and drive sales (Patel, 2019).

This can be achieved through the possibility, by segmenting the audience, to strongly customise content according to their needs, thus providing added value to keep them coming back (Riserbato, 2020). A key point considered that people crave relevant content and not continuous interruptions with no value, as mentioned in section 3.5.

These benefits just listed help companies to build a relationship with their audience, but at the same time to generate more traffic to their website and social media platforms by inserting appropriate CTAs in each email (Mailchimp, 2021).

In fact, the average click-through rate of an email campaign is around 3%, compared to, for instance, 0.5% from a tweet (Figure 8). This indicates that a business is six times more likely to convince someone to click through to the website via email than from Twitter. Additionally, 4.24% of visitors from email marketing buy something in contrast to 0.59% from social media (CampaignMonitor, 2019).
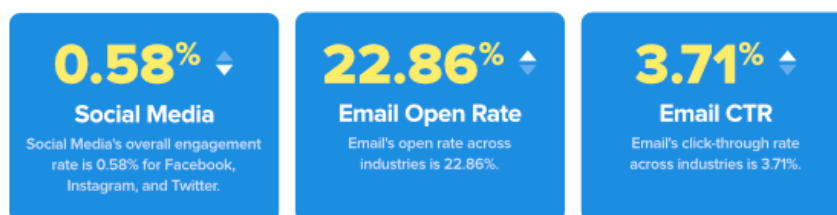

Figure 8: Email vs social media engagement.

Speaking of establishing a connection between company and consumer, it is essential to differentiate newsletter marketing from email marketing, as they are often wrongly used as synonyms, when in fact the newsletter is a part of email marketing.

The term newsletter refers to well-structured and regularly scheduled mail messages on a weekly, fortnightly or monthly basis. The objective of this type of

e-mail is predominantly informative, thanks to which a bond can be created with the recipients, as they are provided with news about the relevant sector of the company in question, information about events, recap of content already published on other digital channels (e.g. blog posts, videos), no purchase-prompting material (LinkedIn, 2019).

Conversely, emails are irregular messages, often characterised by several CTAs that are intended to persuade the receiver to perform certain actions, such as downloading or buying a product/service (e.g. promotional emails, welcome emails, retention emails, etc.) (Bernius, 2017).

To conclude, an effective marketing strategy involves three main elements: an email list that is crafted wisely and without any, often illegal, shortcuts (e.g. buying email lists), compliance with the laws governing the use of email for commercial purposes, and the choice of the right KPIs as measurers of a strategy's effectiveness (Patel, 2019).

3.6.3. Website

The website is the second channel utilised in marketing, behind social media (Hubspot, 2021). Hence, it represents one of the main online marketing channels to be used as part of the overall digital marketing strategy. Especially when it is a small business, a website is fundamental since it is a cost-effective marketing tool and it guarantees the opportunity to get more customers, build reliability and gain a competitive advantage.

In fact, a website gives credibility and permits any activity to make a first great impression by offering people the confidence that it is real, whilst a business without one can raise doubts about its legitimacy.

Furthermore, through a website companies have the opportunity to show the brand to their eventual customers by clearly illustrating what the business is and what it stands for. In this way, the chances of getting leads, and consequently conversions, increase because they know how to contact the company thanks to the information provided on the website (Forbes, 2020).

Offering an SEO-optimised website means having the possibility to appear in Google search results when people look for a product/service, boosting the likelihood of increasing the company's customers list organically. Further, traffic to the *Performance&Nutrition* website will be raised through the creation of a blog page, which will help to convert traffic into leads, drive long-term results and gain backlinks (Wainwright, 2021).

Businesses should also use a website to save their time by offering updates, announcements, and key information on it, thus avoiding unnecessary questions or calls from clients and enhancing the user experience as well (Forbes, 2020).

When a website is created, Google Analytics must then be properly set up to enable the company to optimise its digital performance by making data-driven decisions and obtaining crucial information to monitor the progress of the strategy. Therefore, Google Analytics will help *Performance&Nutrition* to keep track of the key website analytics, such as traffic origin, how visitors use and interact with the site, how they leave, and which are the most engaging content (Digital Marketing Institute, 2020).

3.7. Literature review conclusion

In conclusion, digital marketing is now vital in the daily dynamics of any company due to the advantages it brings, however at the same time, given the competition, the crucial factor for a business is its brand, a concept with very ancient roots that, although its purpose has evolved over the years, its overall objective has always been to ensure that a product/service differentiates itself from the rest.

The development of a brand and the related concepts of branding and brand identity is certainly a challenging practice, but essential to stand out in an already crowded market. As far as Small and Medium-sized Enterprises (SMEs) are concerned, of which *P&N* is a part, they should have a clear and well-organised strategy (GCPIT, 2021) to avoid unnecessary costs and potential risks and thereby be able to accomplish the brand-building process.

In order for these primary elements to properly play their role in providing benefits to companies, they must be applied and maintained within any corporate content

strategy. In this regard, it has become evident that there are multiple components involved in the production of content, thus demonstrating that the development of content creation guidelines will be beneficial for *Performance&Nutrition*, as strong branding is linked to a successful content strategy.

Furthermore, another finding from this literature review is how imperative it is today to base a company's marketing on an inbound approach so that it can interact with its customers, thus creating a bidirectional relationship with them.

4. Methodology

For the purposes of this project, both primary and secondary data were employed.

Primary data, meaning data in which the researcher is directly involved in the collection process, thus not relying on already existing data (Wagh, 2022), were gathered through a survey conducted with the owner of *Performance&Nutrition*, the use of the A/B test and the analysis of the business's current situation.

Whereas, secondary data, which are data in which the researcher relies on already existing research material (Wagh, 2022), were harvested through the use of mostly online sources (e.g. articles, blogs) to carry out a thorough literature review regarding the main themes on which this work is based.

The research method characterised by the combination of primary and secondary data is reputed a successful approach as it guarantees the most valid results possible (Formplus, 2020). In detail, secondary research usually takes place first in order to identify the areas relevant to the research objectives, after which the primary research is then undertaken to directly investigate the findings already obtained. The same process was used for this project.

The project exploited a mixed research design, defined by Saunders and Tosey (2013) as "a combination of both qualitative and quantitative data collection techniques and analysis procedures", as it is considered the most valid to conduct and elaborate this work as it can provide more detailed results and balance the limitations of each method (Public Health England, 2020).
Qualitative data focus on exploring and understanding non-numerical concepts and attributes of a specific object (OECD Statistics Directorate, 2021). In contrast, quantitative data express a certain quantity, amount, or range (OECD Statistics Directorate, 2019).

4.1. Client survey

Given that the business owner is an important source for the acquisition of relevant information about the company, the initial phase of the methodology of

this project was characterised by a client survey, as this allowed the collection of objective and accurate data (Sincero, 2012).

However, the main justification for selecting a survey-based approach rather than an interview one was that it would be a more practical method to collect data. Particularly because the business is located in Italy, therefore the language barrier would have been an obstacle to the success of the study. It was concluded that it would not be practicable/convenient for this project to carry out an interview in Italian and then translate and transcribe it into English. Therefore, the survey was considered to be the best strategy, as it provided the client with the opportunity to review the questions and conduct any necessary research to facilitate an accurate response to the questions.

Unlike interviews that are conducted by telephone/online meetings and characterised by open-ended, in-depth responses (Thesislink, 2018), the survey was sent to the owner of *P&N* online with short, simple-answer questions translated into both English and Italian.

A copy of the survey is reproduced below.

◊ **What is your name?**
Stefano Calì

◊ **What is your job title?**
Manager/Personal trainer

◊ **What is the name of your business?**
Performance&Nutrition

◊ **Which is the address of your business?**
Cologno Monzese (Milano)

◊ **In what industry does your business operate?**
Wellness, fitness, nutrition

◊ Do you already have a brand identity established?

No, we do not

◊ Do you have a website for the business?

The fitness centre I managed before the opening of *Performance&Nutrition* had one, but it was badly maintained and not up to date; so the aim is to create a new one specifically for this new activity

◊ Do you have accounts on any social media platforms?

Yes, we have an account on Instagram and Facebook

◊ Do you have a Google My Business Page?

No, we do not

◊ How would you describe your ideal customer?

Our ideal customer is someone who cares about his or her health and body shape and is determined to achieve and/or maintain it. Although we work with clients belonging to different age groups, the most common range is 35-44.

◊ Have you done any paid advertising online?

No, we have never done it.

◊ Do you have any digital activities in place?

Excluding the two social profiles mentioned earlier, no other digital activity.

◊ What is your vision for the business?

Our vision is to create a place that people trust and rely on to effect positive change that will improve their lives and overall well-being.

◊ What is your goal?

Our goal is to raise awareness of the new practice in order to increase the number of patients followed, primarily by developing a brand identity that can then be used and maintained in all online activities.

◊ **How would you describe your business in five words?**

Innovative, customised, effective, multidisciplinary, exclusive

◊ **Regarding your competitors, what are their strengths and weaknesses compared to you?**

Strengths: Greater ability to use social media

Weaknesses: Less expertise and less individualised method

4.2. Situational analysis

A crucial part of this project's methodology is the implementation of a SWOT analysis for *Performance&Nutrition* to examine internal, strengths and weaknesses, and external factors, threats and opportunities, assessing the balance between them. Alongside this, the TOWS analysis framework has also been applied, which allows internal and external factors to be combined to identify strategic opportunities (Weihrich, 1982).

These tools are exploited to have a clear idea of the current business situation to better understand which elements could influence future performance, assisting the company to anticipate changing trends that support its decision-making process (PESTLEanalysis Contributor, 2016). Furthermore, this market research has contributed to delineate a potential target audience for the company, gain an in-depth knowledge of its main competitors, and assess the general state of the business. Subsequently, the results obtained from the use of these strategies and methods will be deployed in the development of *Performance&Nutrition*'s brand identity and online presence.

Table 1: SWOT and TOWS analysis table

	STRENGTHS	WEAKNESSES
	• The owner's educational background and long experience guarantee a wealth of competence and knowledge in the	• Fairly flat and non-engaging use of social media (e.g. same type of posts, non-use of stories etc.).

	field of fitness and health.	• *Performance&Nutrition* does not use Google My Business, which is essential for clients to reach the centre.
	• Important growth in the demand for one-to-one training sessions.	• The budget at disposal is tight, which means that the company does not have much money to allocate for marketing purposes.
	• The business covers both training and nutrition, in this way clients can be followed in both aspects within the same facility.	
	• The increasing numbers of image and health-conscious people, especially after Covid-19.	• The company does not have a website.
	• Although *Performance&Nutrition* is a new business, it has a great number of loyal customers, thanks to the owner's first fitness centre founded years ago.	• Being a new business, it does not yet have an established brand identity.
OPPORTUNITIES • Interacting more with the audience online, in order to allow	**S-O strategies** • Considering the high competence of the owner and the fact that the activity is related both to training and	**W-O strategies** • Create an editorial content plan in order to include different typologies of content to keep the audience

them to feel part of a community. • Creating a referral program. • Providing other and different services to clients, such as mindfulness classes, massages, Pilates, etc. • Creating a website. • Start implementing email marketing as one of the core components of the digital strategy.	nutrition, the company should provide the public with content that may be useful for them (e.g tips on nutrition, "how to…" etc.). • Given the large number of loyal customers, the company should exploit its brand advocacy to increase the number of new clients through word of mouth or referral programmes (e.g. using referral codes). • To follow the positive "trend" of health awareness the company could use social media also as a source of motivation for customers, thus contributing to build a sense of community. • E-mail marketing would offer a further way not only to automate the sales funnels, but also to deliver valuable, instructive, and	engaged, for example: UGC, video, interactive stories (quizzes, polls, etc.). • Set up Google My Business, allowing those who are already customers, but also those who have just discovered *Performance&Nutrition* to have access to all basic key details (e.g. contacts, reviews, photos, etc.). • Build a website, in particular for two main reasons: - To include industry keywords that will guarantee the pages a high ranking, but also all the relevant information (e.g. services offered, booking options, etc.), thus ensuring a great user experience and increasing the chance of achieving conversions.

	beneficial content to aid in turning leads into customers.	- To create a blog section, to offer users new, interactive and relevant content.
TREATS • Many competitors, with an already defined brand identity and online presence. • Some competitors have someone designated to manage their day-to-day online activities and marketing efforts. • Some competitors have a great and positive number of reviews. • Cost of new machines and state-of-the-art technology.	**S-T strategies** • Kindly ask satisfied customers to leave a positive review about the company on Google, thus helping to enhance the rankings on "Google My Business". Some of these reviews could also be embedded on the website to improve the online presence and as an acknowledgement to clients who have invested time in writing them. • When defining the brand identity, emphasise the benefits of one-to-one training and of the quality and attention that *Performance&Nutrition* offers to each customer, especially considering that some	**W-T strategies** • Develop a strong brand identity to stand out from competitors and attract customers who share the same values. • Leverage On-Page SEO to gain organic traffic and create marketing campaigns to promote the new activity to ideal customers by using low-cost promotional tools on Facebook and Instagram to grow and nurture the social/blog following. • Use free tools to analyse competitors. • Take advantage of free online digital marketing courses to get to know how to properly respond to market dynamics and changes, and customer requests.

• Fewer opportunities to have social relationships between clients, as they mostly work out individually or in small classes.	of the competitors are large gyms with many clients at the same time. • Planning offline events to grow the community not only online, but also in person.	

4.3. Target audience definition

The identification of the target audience constitutes one of the main stages on which the rest of the work will be based; this means defining the size, characteristics, and composition of the group of people who are most likely to buy the business's product or service (Digital Marketing Institute, 2021).

The focus of this research is to find information about customers that will help the company to fulfil its business objective by connecting it with the public and trying to gain details about the individuals against three main groups of data: demographics, psychographics and behavioural data.

In this manner, it will be possible to understand the business's clients in order to create customised content to keep up with them and to find solutions that can foresee their future needs, thus rendering the digital marketing strategy as effective as possible (Digital Marketing Institute, 2021).

Before conducting secondary research to determine the key market for *Performance&Nutrition*, it was appropriate to consider the information and details provided by the business's owner in this regard.

As mentioned in the section 4.1., before deciding to open a new fitness boutique, Stefano Calì had owned a larger gym since 1985, still in Milan. Therefore, the business already boasts a fair number of loyal customers acquired over the years, among whom, based on the survey conducted with the client, those in the 35-44 age group were identified as "ideal" customers.

Istat (2022), the Italian National Institute of Statistics, in the Multipurpose Survey about "*Aspects of Daily Life*" placed the age group just presented in second place among people who practise sport frequently (Figure 9), excluding children under 18, since they cannot be considered in the definition of the target audience as they are too young for physical activity in the gym (The Statesman, 2017).

SESSO CLASSI DI ETÀ RIPARTIZIONI GEOGRAFICHE	1982	1985	1988	1995	2000	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
SESSO																
Maschi	21,5	30,4	31,9	23,7	22,7	28,0	26,4	26,7	26,2	27,3	28,5	30	29,1	30	31,2	32,3
Femmine	9,5	14,4	14,4	12,7	13,9	18,0	17,9	17,5	17,1	19,1	19,3	20,7	20,8	21,7	22	22,1
CLASSI DI ETÀ																
6-10	26,5	37,8	41,2	44,7	44.6	56,6	54,5	57,1	53,9	55,6	58,9	59,7	60,5	62,6	61,9	58
11-14	43,6	55,1	57,9	50,0	48.4	57,5	56,4	53,6	54,7	57,6	56,3	58,3	60,9	61,5	60,3	60,6
15-19	36,9	45,4	44,3	34,3	38.2	43,4	42,1	43,3	42,2	45,9	44,2	48,9	48,6	46,3	47,6	48,2
20-29	22,0	32,3	32,2	28,1	28.5	31,8	32,6	32,6	31,8	32,9	35,0	36,2	37,4	37,7	38,8	40,4
30-39	13,1	20,8	21,6	18,4	18.4	24,7	22,8	22,7	23,0	25,2	24,9	26,5	27,4	28,4	27,9	31,9
40-49	8,2	14,2	15,8	12,4	12.9	20,4	19,1	19,5	19,4	20,4	21,2	23,1	22,3	23,9	25,4	27
50-59	4,5	8,1	9,4	8,2	10.5	15,4	14,7	15,1	14,4	16,4	18,2	18,6	18,4	19,5	21	21,3
60 e oltre	1,5	2,3	4,4	3,3	4.1	8,3	8,3	7,8	7,7	8,9	9,3	11	9,1	10,3	11,3	11,7

Figure 9: People aged 6 and over who practise sport continuously by gender and age group.

Furthermore, Sport and Health[1] (2022) in its survey "*Physical and sporting activity of Italians*" shows that the number of people who practise sport outdoors has been steadily increasing since 2020, until today where it equates to 85% of the respondents (Figure 10), thus demonstrating how much individuals desire to spend time outside after the forced stop caused by Covid-19.
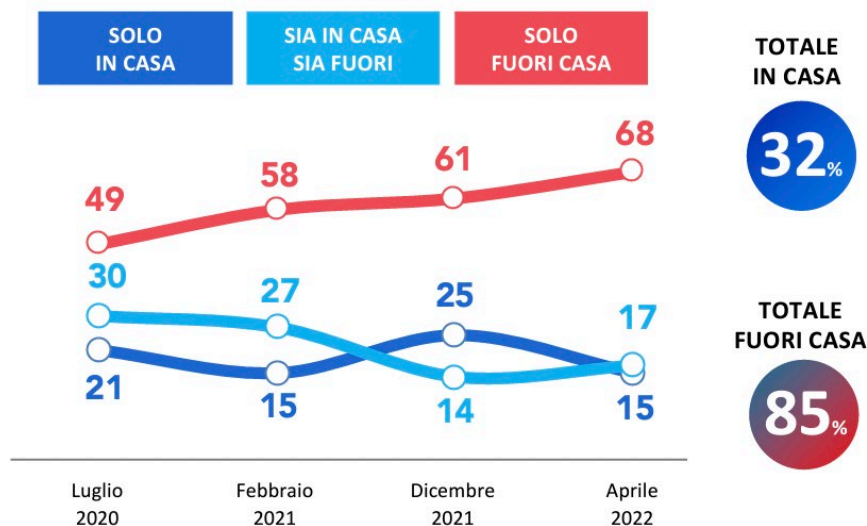

Figure 10: % of people who practised physical activity.

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[1] Sport and Health: the main joint stock Italian company that deals with the development of sport and its sole shareholder is the Ministry of Economy and Finance.

Within the same study, Sport and Health (2022) reported that 39% of participants identified themselves as "active people", i.e. who exercise several times a week. Moreover, 44% of them are Millennials, a generation that includes part of the age range mentioned above (35-41).

Millennials are also the main group who are enrolled in a sports centre, gym or swimming pool (Sport and Health, 2021), rather than in free or paid online services.

Additionally, ANSA[2] (2019) reported that the region with the most sports people in Italy is Lombardia, the same region where the client's fitness boutique is located.

The latest significant study (Sport and Health, 2020) which helped to define the target audience states that the group strongly skewed towards physical activity is the 35-44 bracket, with a university degree, an adequate economic status, a job, and who live with their partner and children or with their parents (Figure 11).
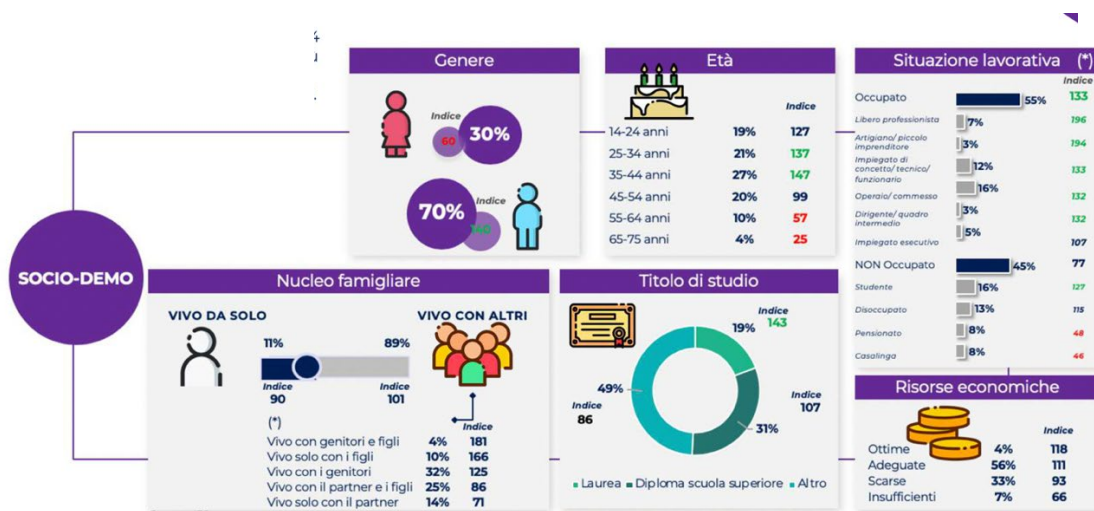
Figure 11: % of physical activity based on socio-demographic characteristics.

Therefore, the target audience chosen for *Performance&Nutrition* is people between 35-44 years old, based in Lombardia (Italy).

Four different examples of buyer persona were created and illustrated in the practical output "Brand Guidelines".

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[2] ANSA: the National Associated Press Agency is the first multimedia news agency in Italy.

4.4. Competitors analysis

The first competitor chosen is GS Loft due to the similarity of the service, products and concept offered, while the second is FitActive, which differs in terms of values and mission, as it is a normal gym with several franchises throughout the country, but can still be a potential attraction for certain customers looking for an affordable price that includes several services.

Table 2: First competitor analysis.

Criteria	Competitor 1
Business name	GS LOFT (GS)
URL	https://www.gsloft.it/home/
Reach	**Search Engine Incognito Mode** • Using the main keywords pertinent to this specific topic, the company never appears in Google's Search Engine Results Pages (SERPs). Except when using the word "*wellness check*" with which it appears on **page 1** of the SERPs (Figure 12); however, this word is not included in the list of main keywords (practical output "Keywords"). • It has Google My Business with relevant and updated information (Figure 13). **Backlinks** (using Moz Link Explorer, update on 27/06/2021) • Domain Authority 11/100. • The backlinks below come from mid-ranking sites. 69 total backlinks to the homepage from 39 domains, mainly text types.

Top followed links to this site

URL	Page Authority
movida.tgcom24.it/ …s-loft-si-impegnano-nel-sociale/	31
movida.tgcom24.it/tag/giacomo-spazzini/	31
movida.tgcom24.it/tag/benessere/	31
movida.tgcom24.it/2021/08/	31
movida.tgcom24.it/tag/hybridmethod/	31

Backlink Types

Text		99%	192
Image		1%	2
Form		0%	0
Frame		0%	0

SEM Rush

- The top organic keywords, organic competitors and main pages are displayed in Appendix 1.
- 1.3k organic search traffic per month.

SEO

- The URL is strong, the title tag is fine, but it can be improved as it only contains 14 characters out of a maximum of 60 (Moz, 2019), while the site does not have any meta-description (Figure 14).
- It leverages SEA (Figure 15).

Social media (update on 27/07/2022):

- Facebook followers: 3 552
- Instagram followers: 24 300
- LinkedIn followers: 5 492

It updates its social media pages almost daily, publishing high-resolution content with harmonious colours that are part of a specific palette (Figure 16), but it only employs a few hashtags.

	The posts include images, along with many videos to engage the user more, concerning both the promotion of services, but also various tips, "food for thought", specific information on training/nutrition and the mind-body connection: all content relevant to the target audience, created with the aim of building a bond with them.
Act	• Average homepage load time: 1.14 seconds. • The website is easy to use with responsive design on all platforms, simple to navigate through and useful content to interact with. • Upon opening the homepage, the user's attention is immediately captured by the video used as a background and continues to be caught by the dynamic design of the site and the modern, clean way in which the contents are presented. • The structure of the website is specifically built to prompt customers to interact, as it contains questions directly addressed to them (Figure 17) and presents salient information in a simple and schematic manner (Figure 17), so that they can be as usable as possible, enticing them to action. • Multiple and effective CTAs on the website provide consumers with a pathway on how to get around the website, again stimulating them to act (Figure 18). • It encourages users to interact via the blog page on the website, as it is organised in a user-friendly way with topics relevant to the target audience (Figure 19). • Social media buttons in the footer of the website involve consumers to interact and keep connected with the company. • High quality and professional images that are appealing to users. • In order to engage and attract users, alongside good quality photos, it has videos both on the website and on

	social media; in the former case, these are mostly customers' "video-testimonials" (Figure 20), while on the social platforms in addition to testimonials they also cover recipes, the company environment and useful information for the customer journey. • It interacts with clients through social media pages, e.g. by reposting their stories.
Convert	• Pop-up message upon opening the website encouraging to "Enter in GS Loft," intended as booking the first free consultation call (Figure 21). • A "Newsletter sign up" form can be found in the footer of each page (Figure 22). • The main CTA in the top menu of each page leads to a contact form that prompts users to enter their details and an eventual message, to then be contacted by the company (Figure 23). This specific contact form (Figure 24) is also present on other pages of the website. • Another pop-up message appears while browsing the website inviting people to subscribe to the newsletter (Figure 25). • Each blog article includes a different CTA leading to one of these two pages: 　1. To a page where the first free call can be booked (Figure 26). 　2. To another form where people can fill in their data and some more specific information, and then initiate a WhatsApp chat (Figure 27). • A contact link is also on the Facebook page (Figure 28). • The link in the Instagram bio leads to a landing page with all the most essential and relevant information for users (Figure 29). • With all these CTAs and forms it is easy to be able to take action on the site and contact the company.

Engage	• The customers do not have the possibility to leave any reviews on the website.
	• It has Google My Business where clients can leave reviews or ask questions (5/5 stars with 355 reviews).
	• It also has customer reviews on its Facebook page (Figure 30).
	• A polite and easy-to-read message was received via WhatsApp accompanied by a well-presented PDF with clear and precise details, after enquiring on the site (Figure 31).
	• It has a good number of video views on its social channels, compared to its following:
	  1. Average video views on Instagram: 15,610 (= more than half of the Instagram follower count).
	  2. Average video views on Facebook: 10,471 (= more than double the number of Facebook follower).
	
	Otherwise, it averages 100/150 likes per post on Facebook, 50 on Instagram and a few likes and shares on LinkedIn, numbers which are a bit low compared to the total number of followers.
	• Online following is growing by creating engagement through relevant and interactive content (e.g. tips and videos), showcasing the company's insides, thus creating curiosity and revealing before/afters of other customers enticing new users to follow the same path.
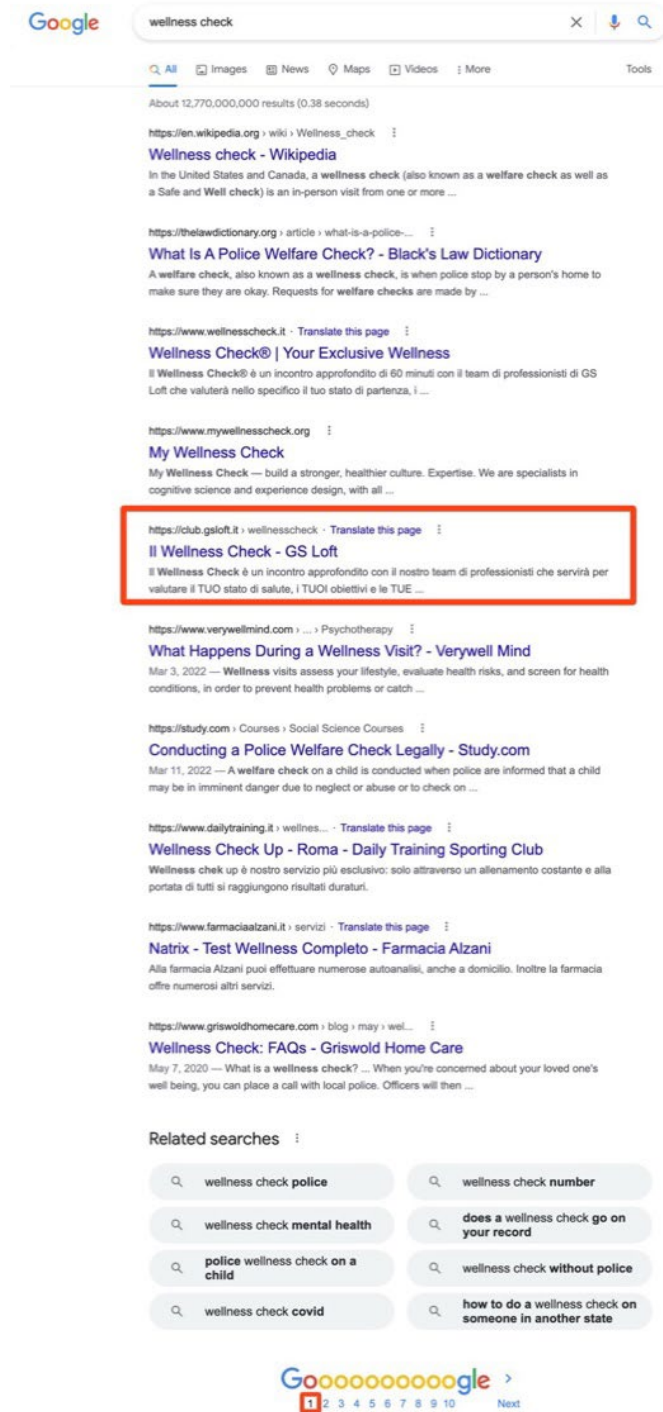
Figure 12: GS Loft Incognito SERPs.
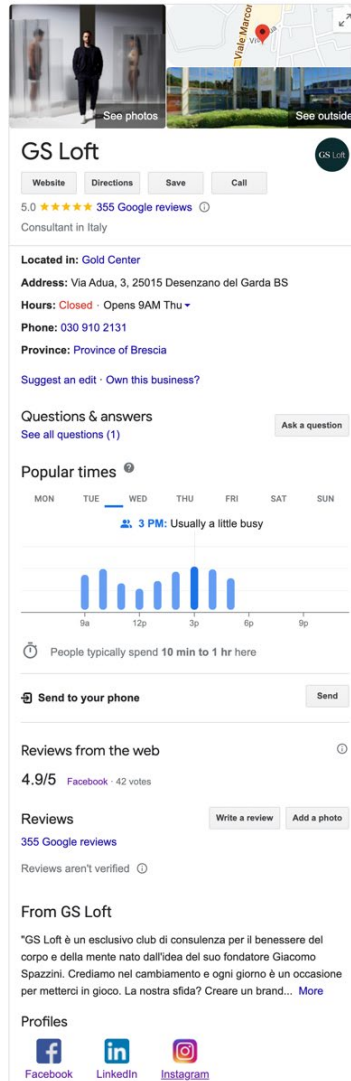
Figure 13: GS Loft Google MyBusiness.

Figure 14: GS Loft SEO.

Figure 15: GS Loft ad.

Figure 16: GS Loft Instagram feed.
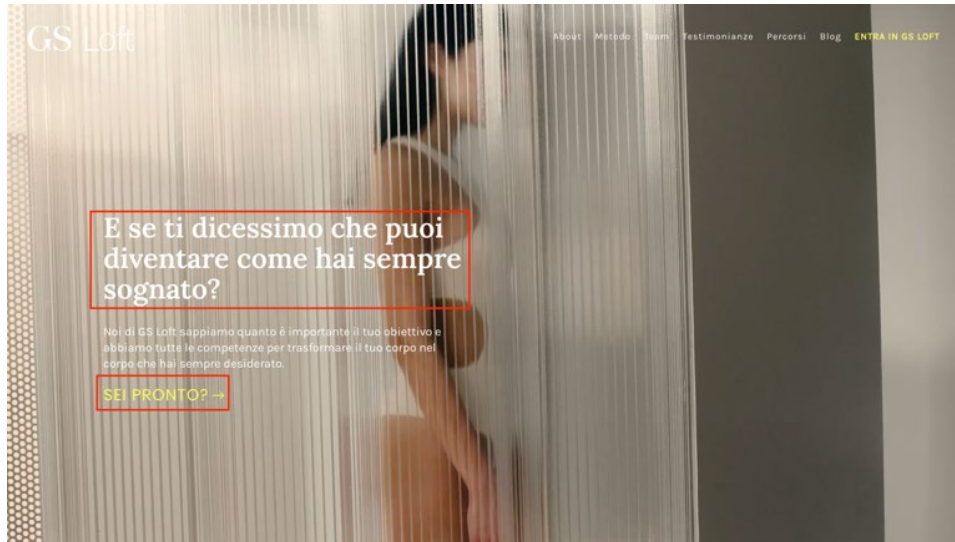
Figure 17: GS Loft website.
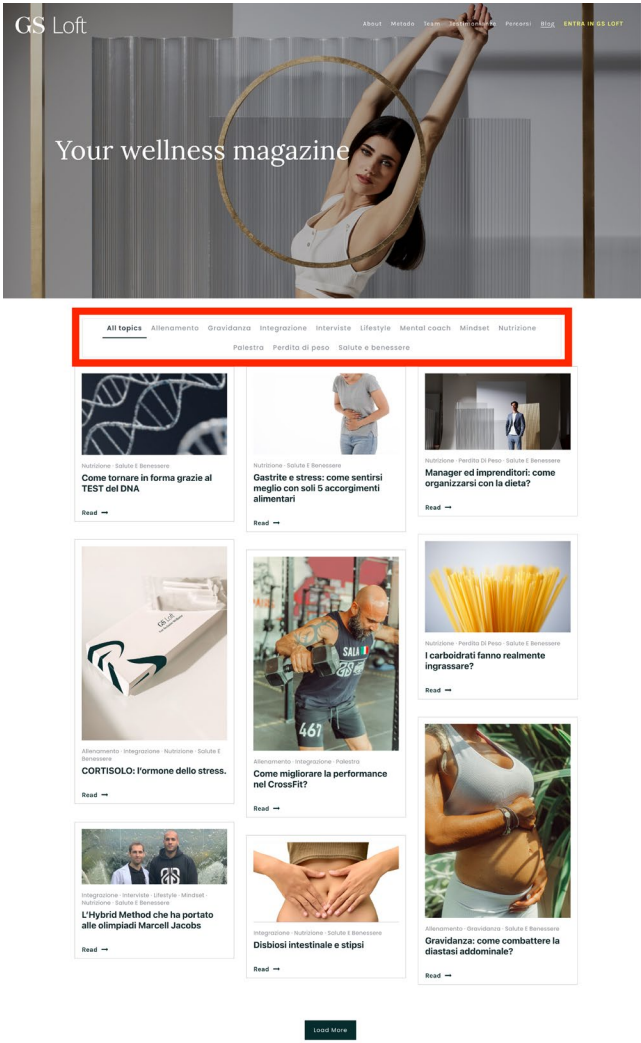
Figure 18: GS Loft website's CTAs.

Figure 19: GS Loft website's blog.
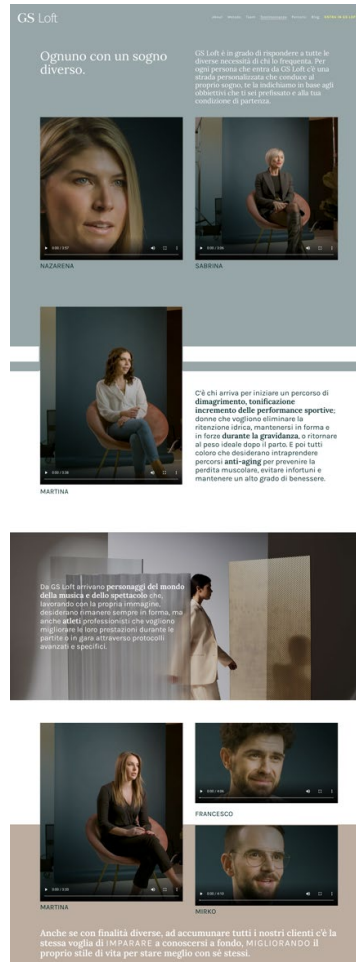
Figure 20: GS Loft website's video testimonials.

Figure 21: GS Loft website's pop-up.
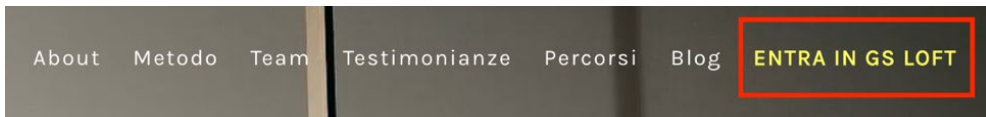
Figure 22: GS Loft newsletter sign up form.

Figure 23: GS Loft website's main CTA.

Figure 24: GS Loft website's contact form.
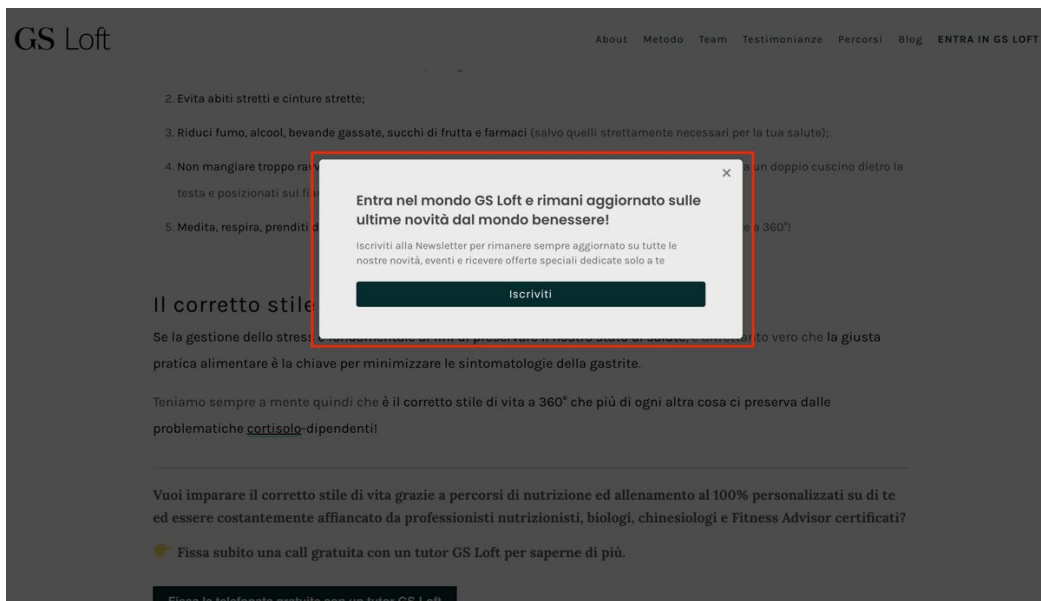
Figure 25: GS Loft website's further pop-up.

Figure 26: Booking free call option on GS Loft website.

Figure 27: GS Loft website's further contact form.

Figure 28: GS Loft contact link on Facebook.

Figure 29: GS Loft Instagram bio link.

Figure 30: GS Loft Facebook reviews.

Figure 31: GS Loft informative PDF.

Criteria	Competitor 2
Business name	FITACTIVE
URL	https://www.fitactive.it/
Reach	**Search Engine Incognito Mode** • It ranks medium using the keyword "*fitness lombardia*" because it appears on **page 3** of Google's Search Engine Results Pages (SERPs) (Figure 32). • Since it is a chain of gyms around Italy, it has a Google My Business for each location, thus it will be considered the same location as *P&N* (Figure 33). **Backlinks** (using Moz Link Explorer, update on 29/07/2022) • Domain Authority 22/100. • The backlinks below are from mid-ranking sites. 27.1K total backlinks to the homepage from 283 domains, mainly image types. **Top followed links to this site** | URL	Page Authority
www.briantea84.it	34
lifecoach.tgcom24.it/ ...ontefusco-palestre-fitactive/	33
www.105.net/ ...tive-con-mitch-e-max-cavallari.html	33
lifecoach.tgcom24.it/2017/11/	31
lifecoach.tgcom24.it/2021/03/	31	

	Backlink Types Text 28% 2.8K Image 72% 7.2K Form 0% 0 Frame 0% 0 **View full report** **SEM Rush** • The top organic keywords, organic competitors and main pages are displayed in Appendix 2. • 164.6k organic search traffic per month. **SEO** • The URL is strong, the title tag can be improved, as it contains 75 characters (Figure 34) out of a maximum of 60 (Moz, 2019), while the company should add a meta-description as it does not have it. • They do not use SEA or PPC. **Social media** (update on 29/07/2022): • Facebook followers: 28 196 • Instagram followers: 34 900 • YouTube followers: 1 560 It frequently updates its social media pages with brightly coloured posts that respect a specific palette, hashtags and engaging content to attract users' attention (Figure 35). It uses social media to publish both photos and videos regarding company updates, interactive content, educational information for users and motivational quotes.
Act	• Average homepage load time: 0.95 seconds. • The website is mobile-friendly and easy to use. • The carousel in the first part of the homepage, with a video as the first content, is engaging and keeps users on the page longer (Figure 36).

	• The possibility of buying subscriptions and other services is not appropriately highlighted, as the purchase page is only reached via a dedicated link in a submenu (Figure 37). No CTAs on the site that lead to this specific page. • The company encourages users to interact with the website by providing them with relevant and interesting content (e.g. BMI calculation, food table with calories). • The possibility of watching explanation videos for each machine in the gym is very useful, as it increases the chance of getting customers of any experience level (Figure 38). • The overall website's layout can be improved as the content can be organised in a better visual way (e.g. content not aligned) (Figure 39), thus boosting user engagement. • Social media content with games/riddles to keep users active and involved (Figure 40). • The many videos on the website and social media channels capture users' attention more and thereby engage them deeper. • The reposting of customers' Instagram Stories allows the company to get "free content" from them, but at the same time customers feel that the company cares about them. • Website mistake: the "Merchandising" page is divided into a "Woman" section and a "Man" section, but clicking on "Woman" opens the men's products and vice versa (Figure 41).
Convert	• A pop-up message at the opening of the homepage containing a chat to which visitors can turn for help. A useful and immediate tool that shows the company's interest in users, who in turn feel listened to (Figure 42). • Each page in the footer presents a CTA to subscribe to the newsletter, thus encouraging users to keep up to date with the company (Figure 43). It also provides social

	media buttons to prompt consumers to convert to followers and interact with the company.
	• The "Contact us" page includes a form to be filled in by entering basic personal information, the generic subject of the question, the location of the gym of interest, a message and also gives the option of attaching a file.
	• Contact option through WhatsApp also on Facebook (Figure 44).
	• Under "Shop" in the main menu, there is the possibility to purchase both membership and merchandise; however, the "Merchandising" page only shows the products, without the option of buying them.
	• Shopping is also enabled on Facebook (Figure 45), an option that could increase the chance of products being acquired, but there is the same "bug" mentioned in the previous bullet point.
	• PayPal option to buy the membership.
	• Excluding the main menu, there are no relevant CTAs that provide consumers with a path to guide them through the site, thus prompting them to convert. Therefore, the number and effectiveness of CTAs should be increased.
Engage	• It has Google My Business where clients can leave reviews and share their questions/answers (4.7/5 stars with 434 reviews).
	• It also has reviews on its Facebook page (Figure 46).
	• The average number of likes on Facebook is around 150, a rather low number compared to the total number of followers; however, thanks to the many interactive posts with quizzes to train the mind as well, many contents have a high number of comments (Figure 47).
	• The average number of views of videos on Instagram is 10.8k, which is about 1/3 of the total number of followers; while the number of likes and comments is rather low.

	The insights from the videos are much better than those from the photos.
	• Clients are unable to leave reviews on the website.
	• In the FAQs section on the website, which should help users navigate, the UX need to be enhanced (Figure 48).
	• Thanks to the various offline events that the company organises, the company enjoys a strong community united around the brand.
	Photos and videos published (Figure 49) after these events are key tools as they reflect the customers' loyalty and awareness, which is also useful for attracting new ones.
	• Welcome email received (Figure 50), but it could be better structured, both in terms of layout and content.
	It appears a bit flat, uninvolving and where the customer's name should be included there is only the word "Name", blatantly showing how it is a standard email, leading the user to not feel unique and not trust the brand.
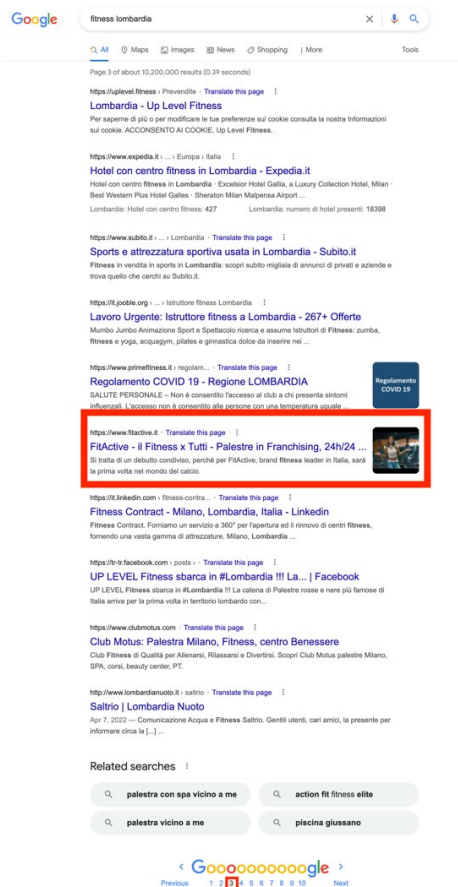
Figure 32: FitActive Incognito SERPs.

Figure 33: FitActive Google MyBusiness.

https://www.fitactive.it

FitActive - il Fitness x Tutti - Palestre in Franchising, 24h/24 a ...

Figure 34: FitActive title tag.
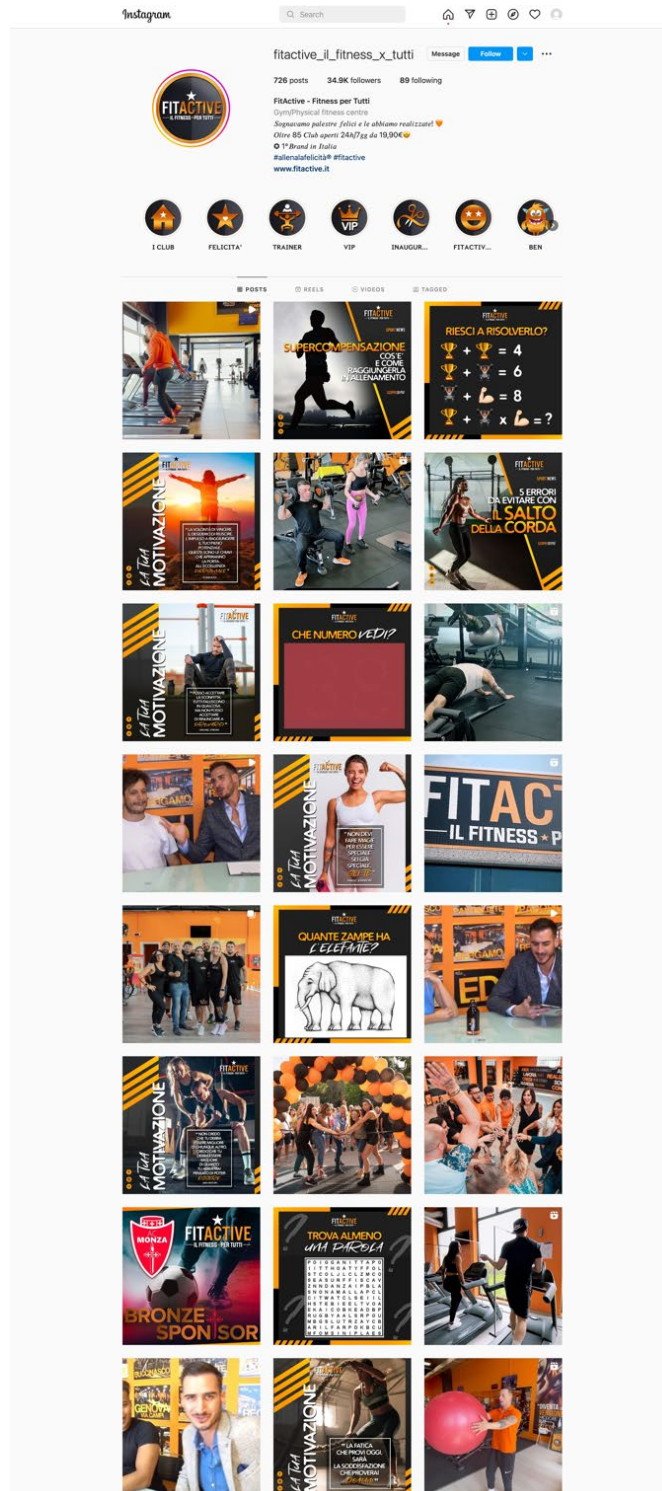
Figure 35: FitActive Instagram feed.

Figure 36: Carousel homepage on FitActive website.

Figure 37: Membership link on FitActive website.
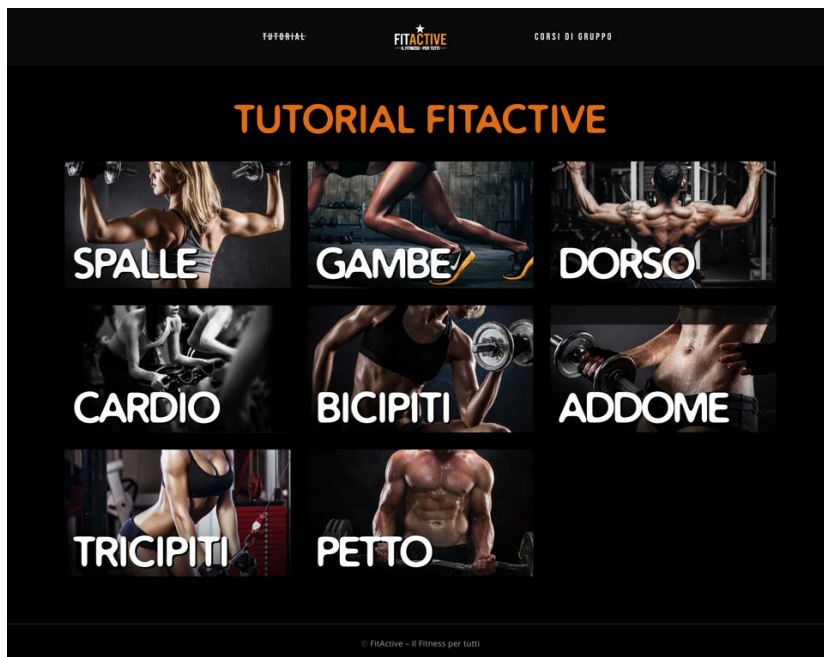
Figure 38: FitActive website video tutorial.
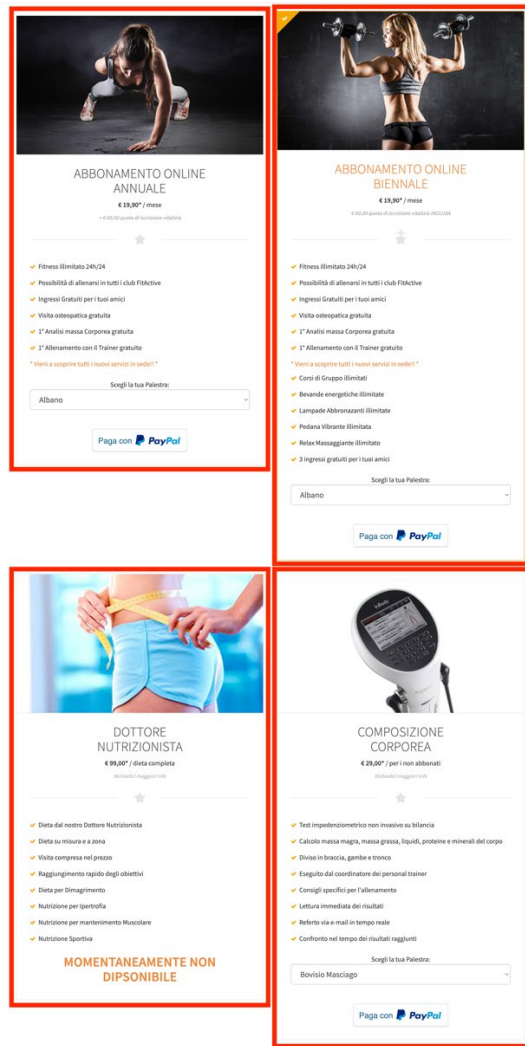
Figure 39: FitActive website's layout mistakes.
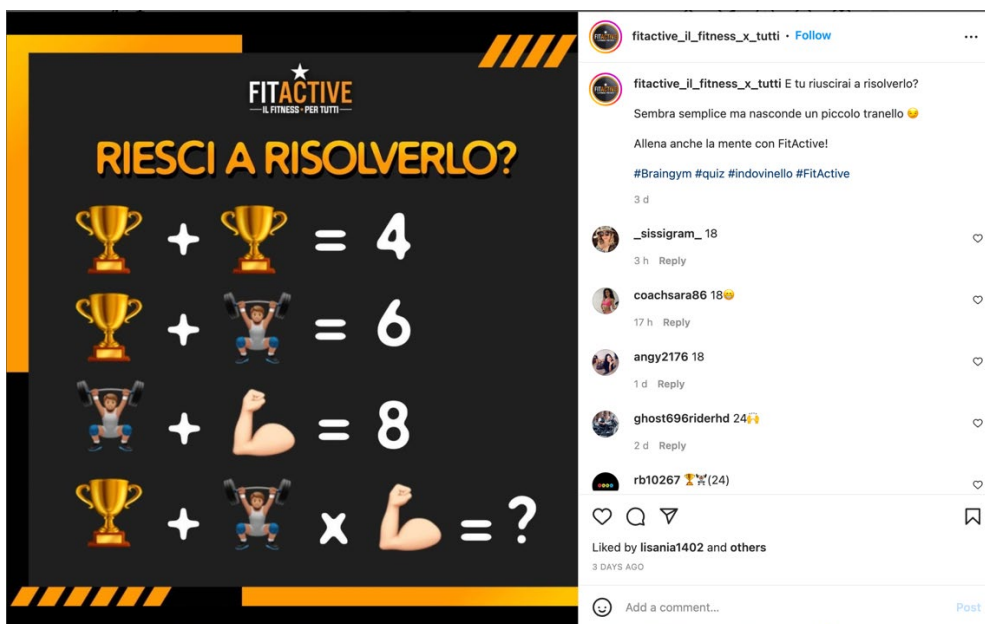
Figure 40: FitActive Instagram's post.
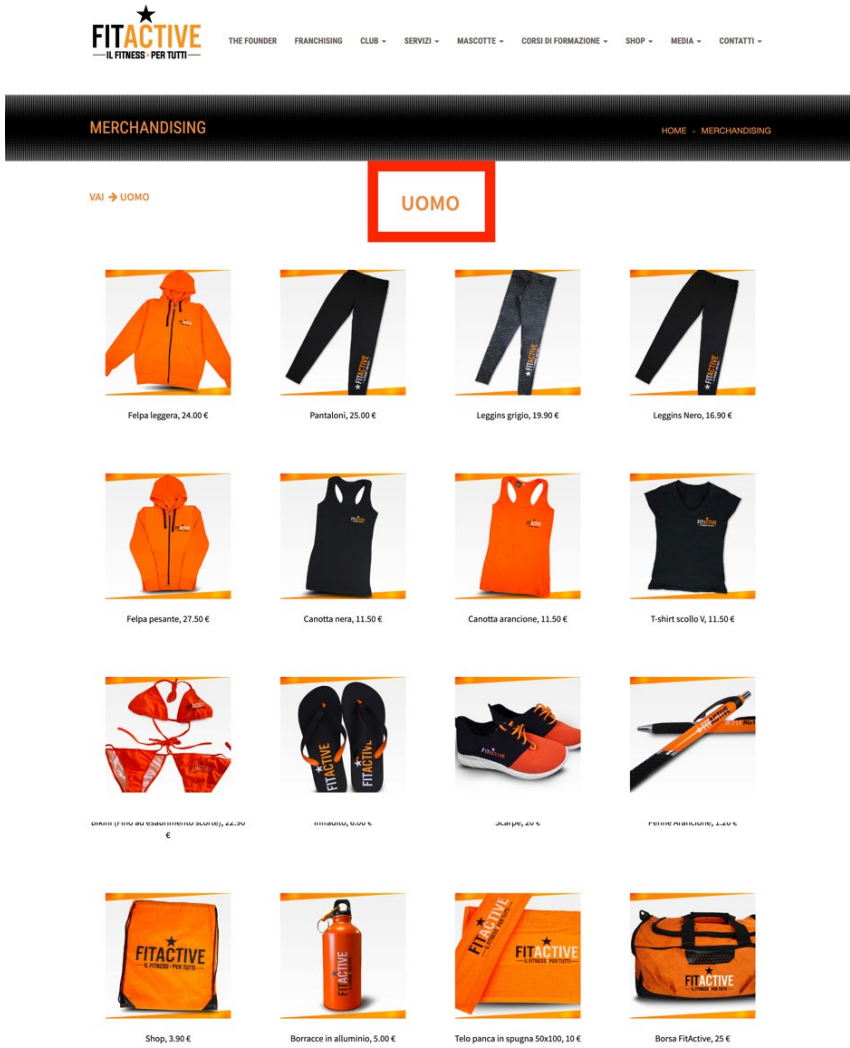
Figure 41: FitActive website's mistake.
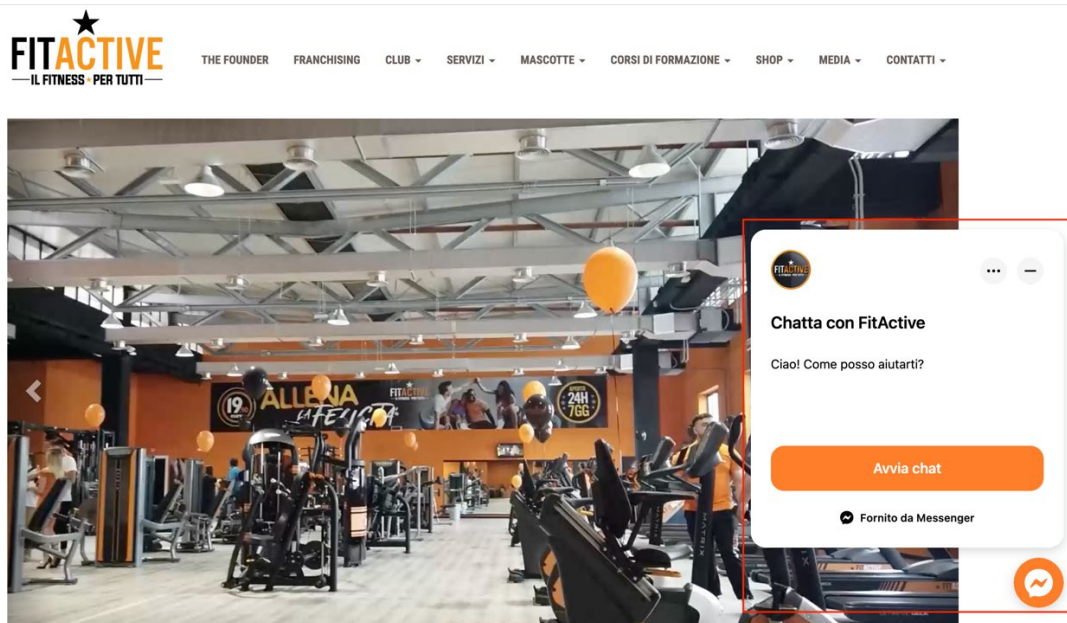
Figure 42: FitActive website's pop-up.

Figure 43: Footer CTAs on FitActive website.
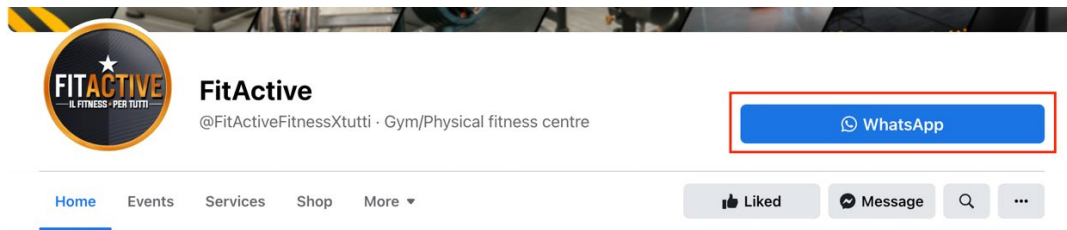
Figure 44: FitActive contact link on Facebook.
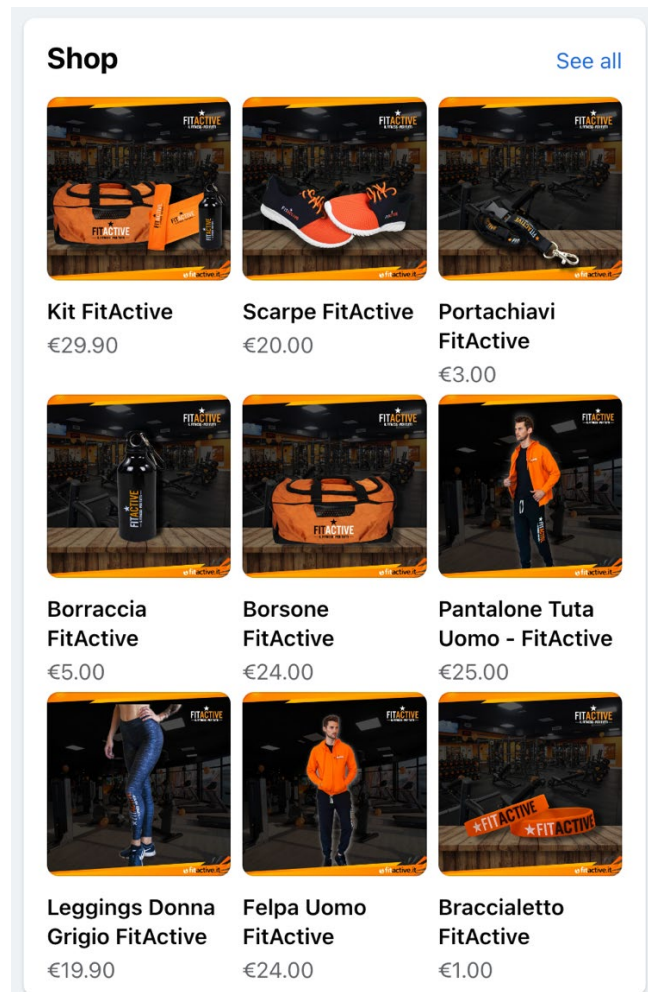
Figure 45: FitActive Facebook's shop.

Figure 46: FitActive Facebook reviews.

Figure 47: FitActive Instagram interactive post.

DOMANDE FREQUENTI

DOMANDE FREQUENTI SUL FRANCHISING:

Quale vantaggio ho ad aprire una palestra in franchising con voi?
Aprire una palestra con il Franchising FitActive ti dà tutta la sicurezza di un Gruppo forte, radicato sul territorio e con anni di esperienza alle spalle, che potrà aiutarti a 360° in tutti i molteplici aspetti che coinvolgono l'attività di un Centro Fitness. Avrai una forte assistenza in fase di Start-Up e Prevendita prima dell'apertura della struttura e successivamente un monitoring e affiancamento commerciale, tecnico, amministrativo e finanziario!

E' necessario che io abbia qualche attestato?
Per aprire una palestra in Franchising non richiediamo e non necessita di nessun attestato.

Dispongo di un tempo massimo di 40 ore settimanali, è sufficiente per avviare un'attività imprenditoriale?
Sì, è sufficiente. Affiancandosi con un partner come FitActive, gran parte delle attività potranno essere svolte direttamente da noi e potrai dedicare all'attività il tempo che ritieni necessario in massima comodità, elasticità e convenienza.

Nel vostro franchising ci sono delle Fee d'ingresso o delle Royalties da pagare?
Sì, ci sono delle Fee d'ingresso e delle Royalties che per i primi centri aperti saranno scontate al 50%. Se sei interessato ad aprire un centro fitness con noi, ti consigliamo di contattarci al più presto per maggiori informazioni in merito.

Quanto è l'investimento complessivo per aprire una palestra in franchising?
L'investimento complessivo può variare a seconda della metratura del centro fitness che si vuole aprire e dallo stato di finitura dell'immobile. Attraverso i nostri canali finanziari, a fronte di un capitale liquido spendibile di almeno 80.000 €, è possibile avere un supporto economico bancario importante e rapido.

La prevendita quanti giorni dura e mi aiuterete ad organizzarla?
La prevendita dura dai 90 ai 120 gg. e sarai assistito in ogni fase al 100% per allestimento e realizzazione del tutto. La forza del Franchising consiste proprio in questa assistenza, un lavoro che ormai noi abbiamo eseguito numerose volte e da molti da anni accumulando esperienza e ottimizzazione.

Quanto fattura una palestra in franchising e che utile mi può dare?
Una palestra in franchising ha un fatturato molto variabile a seconda della metratura e della localizzazione, anche se generalmente può mediamente attestarsi sui 500 mila euro. L'utile prima delle imposte può essere di circa 100 mila euro.

In quanto tempo rientro dell'investimento?
Considerando che inizialmente, durante la prevendita, gli incassi sono al netto di spese di mantenimento ordinario ancora non presenti, e che il grande flusso di persone spesso si concentrata nei mesi successivi all'inaugurazione con un grande effetto "novità", nei nostri Business Plan prevediamo in maniera cautelativa dei rientri in 2 anni e mezzo di attività. In realtà poi però, al momento, si sono sempre verificate situazioni migliorative rispetto a quanto da noi ipotizzato nei Business Plan.

Avete molti contatti di persone che vogliono aprire palestre in franchising con voi?
Abbiamo numerosissimi contatti di persone interessate ad aprire palestre in franchising con noi, ma molti di questi vengono "scartati" perchè non ritenuti abbastanza affidabili. FitActive dà molta importanza al valore del Brand ed i nostri franchisee sono assolutamente selezionati, al fine di avere soltanto i top leader del settore lavorando con noi.

Ci sono zone che ritenete essere ideali per l'apertura di palestre in franchising con voi?
Assolutamente, attraverso uno studio di GeoMarketing effettuato dai nostri esperti verificheremo la zona scelta creando uno studio di fattibilità che ci indicherà se è possibile partire con l'attività.

Quanti iscritti sono necessari ad una palestra in franchising per poter lavorare con tranquillità e pagare tutto l'investimento?
Generalmente una palestra in franchising FitActive ha sempre un grande numero di iscritti, molto spesso maggiore a quanti ne sarebbero necessari. Pertanto la redditività risulta essere elevata ed il ritorno dell'investimento rapido, oltre quanto ipotizzato nei Business Plan proprio per tale motivo.

DOMANDE FREQUENTI SULLE PALESTRE:

E' necessario il certificato medico per allenarmi?
Sì, è necessario per politica interna. Puoi tranquillamente farlo dal tuo medico di base e quindi portarcelo entro 40 gg dall'iscrizione.

Posso cedere l'abbonamento ad un mio amico/famigliare?
L'abbonamento è cedibile solo a persone che non sono mai state iscritte.

Sono assicurato sui furti?
Le palestre non effettuano custodia di beni, pertanto non sei assicurato.

Sono assicurato se mi faccio male?
Le palestre sono coperte da Assicurazione per la Responsabilità Civile, quindi per ogni sinistro che sia obiettivamente causato da una responsabilità della struttura sei coperto assicurativamente. Se ti dovessi fare male da solo o perchè usi un attrezzo in modo non appropiato, non sei coperto.

C'è qualcuno che mi può dare una mano ad eseguire gli esercizi?
Assolutamente sì... i nostri Personal Trainer, pur essendo dei liberi professionisti, ti daranno una mano e sono disponibili a creare dei pacchetti personalizzati di allenamento per farti raggiungere i tuoi obiettivi più velocemente!

Cosa serve per iscriversi in palestra?
Puoi venire con Carta d'Identità e Codice Fiscale. Se effettui il pagamento dilazionato di 19,90 € mensile, è necessario avere anche il tuo IBAN per l'addebbito RID.

E' possibile fare un ingresso di prova gratuito?
Sì, assolutamente... è sempre possibile fare un giorno di prova grauito... anzi... Ti Aspettiamo!!!
Scarica il coupon da prensentare in reception per il tuo giorno di prova gratuito!

Figure 48: FitActive website's FAQs section.
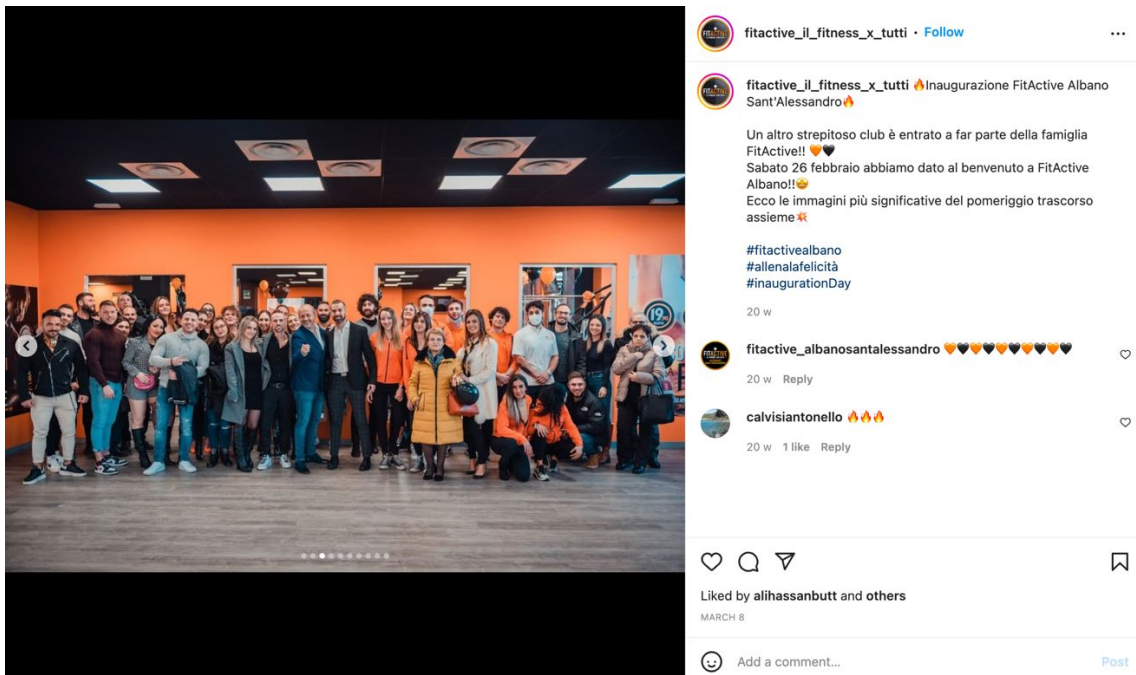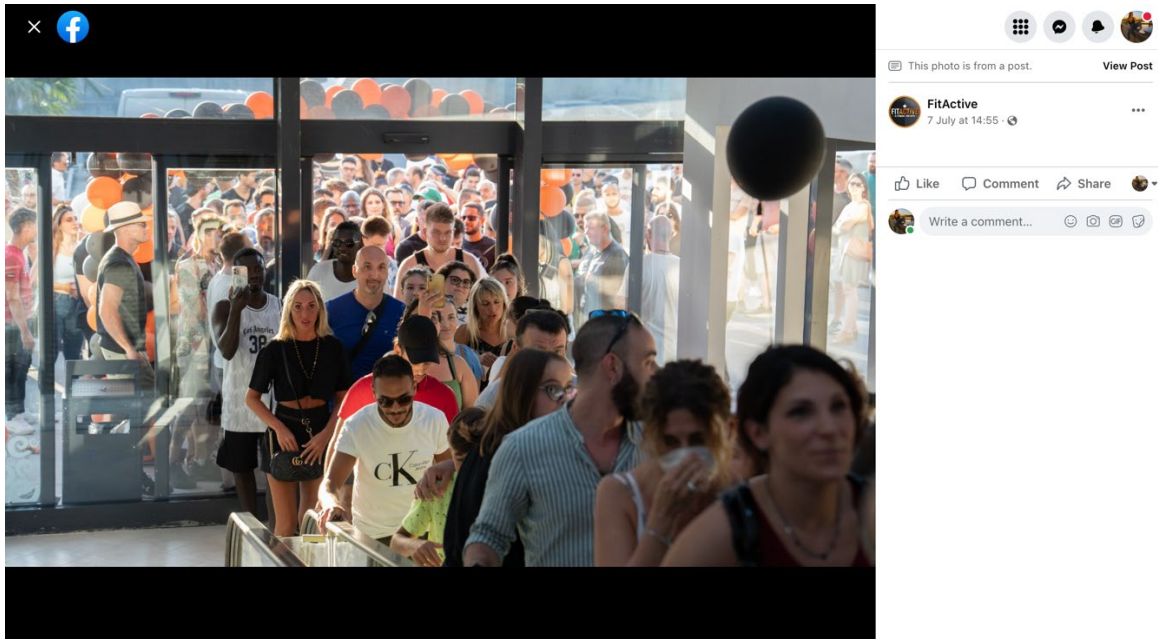
Figure 49: FitActive Instagram and Facebook events images.
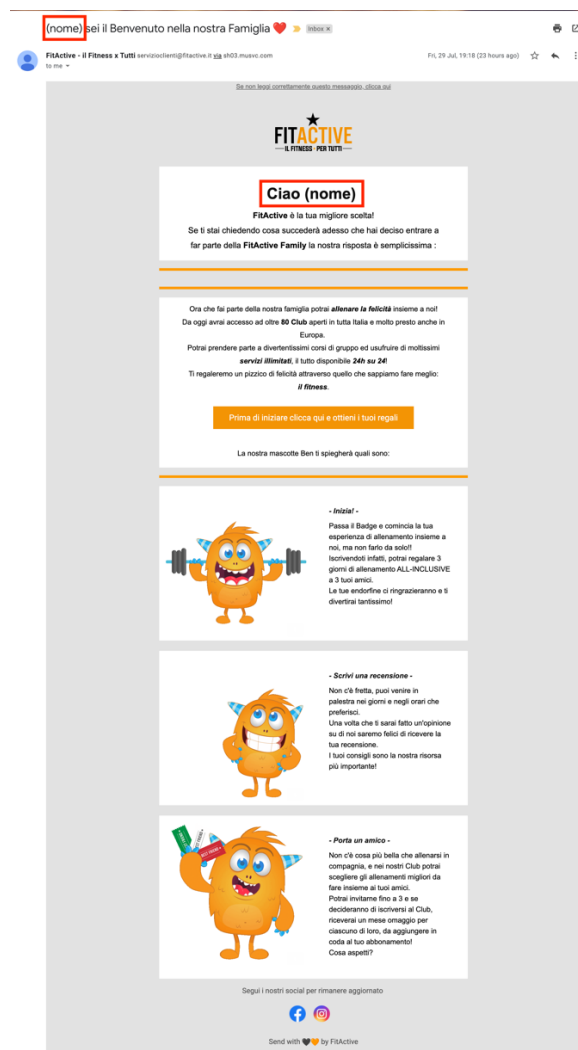
Figure 50: FitActive welcome email.

4.5. A/B testing

A/B testing, also called split testing, refers to a randomised experimental procedure in which two or more versions of the same variable are compared by showing them to different groups in order to determine which one performs better (Optimizely, 2019).

Although it is often used to test different variants of an app or website, Gallo (2017) states that companies now use it to evaluate everything (e.g. email marketing, ad copy, etc.). For this reason, the author decided to employ it in this project to evaluate which option over visual elements of brand identity was preferred.

A set of questions was then developed to be sent to people in the age range equivalent to the one defined as the target audience (35-44) in section 4.3.
As the time available for this project was limited, the number of test participants was 100, which is still a valid number as it is considered the minimum sample size to obtain meaningful results (Bullen, 2013).

4.6. Keywords research

A final section of this project's methodology is keyword research, intending to supply *Performance&Nutrition* with the appropriate material to begin exploiting SEO properly. Keywords research refers to the process of finding popular terms that people type into search engines such as Google, to then include them in *Performance&Nutrition* content in order for those content to rank higher in the SERPs (Conductor, 2020).

The importance of this study lies in the fact that it provides valuable information on the queries that a specific target audience is truly searching for. Keywords are exploited by users to find solutions through conducting online searches, thus a company that includes these words in its materials produces content targeted and relevant to its specific audience, as it supports it in solving its "problem" (Leist, 2019).
Furthermore, this approach fully respects the core principles of inbound marketing as it ensures that a company is found by its ideal customers, and not the opposite.

When searching for keywords, there are three elements to pay attention to:

- <u>Relevance</u>, meaning they must be significant to the target market.
- <u>Volume</u>, meaning the number of users searching for a particular term in a certain period.
- <u>Competition</u>, meaning the level of difficulty for a specific term to rank.

(SpeedSEO, 2022).

Furthermore, keywords also differ based of their length (Figure 51):

- <u>Short tail</u> (or head term): contain one/two words and have the highest search volume, but more competition.
- <u>Middle tail</u>: contain three words and have both average search volume and competition.
- <u>Long tail</u>: contain four or more words and have the lowest search rate, but also less competition.

(Hockman, 2021).
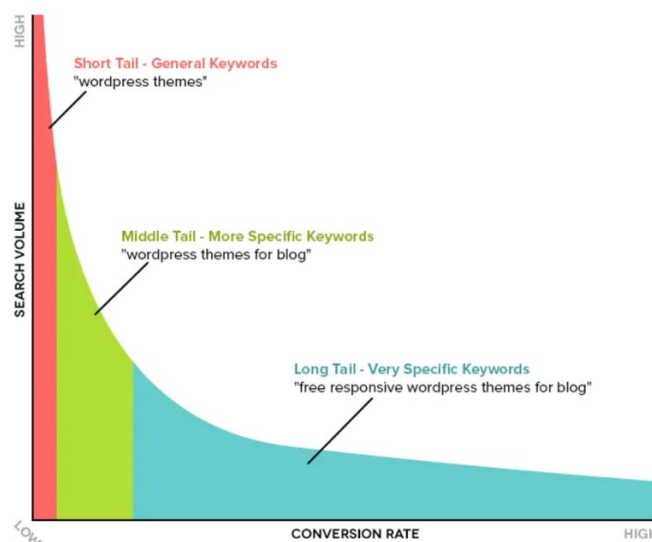
Figure 51: Keyword differentiation by length.

In conclusion, the words found in this analysis can be classified into four different types:

- <u>Informative</u>: users seek general information or responses to precise queries.
- <u>Navigational</u>: users aim to find a particular site or page.
- <u>Commercial</u>: users are looking for specific brands or services.
- <u>Transactional</u>: users want to complete an action/purchase.

(Lahey, 2021).

For this work, Google Ads Keyword Planner and Semrush tools were used to develop a list of specific keywords for *P&N*, taking into account the services offered by the company, more generic terms related to the wellness sector, 'non-branded' words, and local keywords (since the client is a local service).

After reviewing the client's survey ([section 4.1.](#)), it was noticed that *P&N* does not currently have a list of keywords and has never even conducted any paid search advertisements.

Therefore, a list has been created to inform the client which keywords and search terms with a good search volume are used both in Lombardia and especially in Milan. Most of them have a monthly search volume of 100-1000, what Semrush (2022) calls the minimum monthly search volume. This choice was made because this kind of word entails less competition and hence gives *P&N* more chances to compete for appearing in the SERPs.

The list of these terms is contained in the practical output "[Keywords](#)".

4.7. Tools

Table 4: Tools employed.

Outputs	Software/tool	Equipment	Cost
Main written document	• Word	• Wi-Fi connection • Computer	• Microsoft Office subscription (provided by RGU)
Sharing material with supervisor	• Outlook • Microsoft Teams	• Wi-Fi connection • Computer	• Microsoft Office subscription (provided by RGU)
Brand guidelines	• Canva • Photoshop	• Wi-Fi connection • Computer • Mouse	• Canva Pro subscription • Adobe Suite (provided by RGU)
Example of social media posts on Instagram and Facebook	• Canva • Photoshop	• Wi-Fi connection • Computer • Mouse	• Canva Pro subscription • Adobe Suite (provided by RGU)
Newsletter	• Canva • Photoshop	• Wi-Fi connection • Computer • Mouse	• Canva Pro subscription • Adobe Suite subscription (provided by RGU)
Editorial calendar	• Excel	• Wi-Fi connection • Computer • Mouse	• Microsoft Office subscription (provided by RGU)

Keywords research	• Excel • Google Keyword Planner • Semrush	• Wi-Fi connection • Computer	• Microsoft Office subscription (provided by RGU) • Free • Free
Website map and wireframes	• Adobe XD	• Wi-Fi connection • Computer • Mouse	• Adobe Suite subscription (provided by RGU)
Surveys	• Google Form	• Wi-Fi connection • Computer	• Gmail account
Secondary research (e.g. target audience, competitors analysis)	• Online resources	• Wi-Fi connection • Computer	• Free

Understanding what approaches and frameworks were applied to collect data, the following section will illustrate how this information was useful for the realisation of the project's practical results.

5. <u>Practical outputs</u>

After conducting primary and secondary research, it was deemed essential to develop practical components, so that the client could gain a better understanding of their brand and obtain concrete material on which base future marketing efforts.

This section thus first covers the realisation of a brand identity, which includes the creation of the main brand's elements, such as a logo, colour scheme, typography, mission, vision and others. It then outlines guidelines and best practices to be used in the production of online content, particularly for social media. All this is incorporated in the "<u>Brand Guidelines</u>" document, which will support *P&N* in keeping the brand and its content consistent.

In addition, this part also comprises the conception and drafting of an editorial calendar to ensure that the client can already rely upon a strategic plan to work on, along with specific wireframes to be employed in the future design of *P&N*'s website. This is instead included in the related documents "<u>Editorial Calendar</u>" and "<u>Website Map and Wireframes</u>".

5.1. Brand identity development

Before any decision could be made in relation to the brand, certain aspects had to be considered. Specifically, these factors were the analysis of the existing situation in which both the brand and the fitness market are located and based on this the definition of the most appropriate target audience. Establishing a target group was a crucial step, as it served as a landmark for the entire design process. Indeed, its comprehension constituted a pivotal requirement to be able to develop a strategic brand that would reflect the key consumer of *Performance&Nutrition*, but also to produce content to fuel the online presence of the company.

The chosen public also played a part in shaping the brand personality, intended as the element that leads a person to buy clothes from Zara, rather than Nike. It is hence those specific features that drive consumers to attach themselves to a particular company: in other words, it can be defined as the creation of a character that personifies the business (Goldring, 2019).

The six factors illustrated below were taken into account to build the brand personality of *Performance&Nutrition*:

- <u>Gender</u>: both male and female.
- <u>Tone</u>: slightly serious.
- <u>Value</u>: medium price.
- <u>Time</u>: modern.
- <u>Age</u>: mature.
- <u>Energy</u>: mostly loud.

(99designs, 2019).

In addition, the "Brand identity prism" designed by Kapferer was also employed to ensure that each element of *P&N*'s brand identity is properly crafted, and functions smoothly combined with others (Figure 52). This tool is based on the concept that exists six different elements which, by interacting together, form the identity as a whole (Gawande, 2021). These six components represent the vital factors for the success of any brand, as they enable the creation of a powerful and distinct brand identity. They belong to two categories, externalisation (physical, relationship and reflection) and internalisation (personality, culture, self-image) (Somekh, 2021).

The "Brand identity prism" suggests that the physical element (i.e. the visible features) of the brand conveys elegance and quality, thus ensuring the establishment of trust. The relationship between consumers and the company is characterised by two-way communication in which the business is always available to help each customer. The perception of the target customer (the so-called "reflection") is understood as a determined and motivated individual with a drive to want to change something. While the brand personality is portrayed as reliable, enthusiastic and placing its customers in the centre. The principles and values, or rather the culture, on which *Performance&Nutrition* is based are the belief in the several benefits that a healthy lifestyle offers, the welcoming and warm Italian culture, and the emphasis placed on expertise. The term "self-image", instead, refers to the picture a customer identifies with, after having relied on *P&N* and it corresponds to a person who has overcome his or her insecurities, achieving a mind-body balance.

The elements presented in the "Brand identity prism" consequently supported the realisation of the corporate branding elements, mission statement, brand vision and values.

Picture of sender

Phiysique
- Blue, light and dark, is the key colour of the brand design as synonymous of professionalism and trust
- Elegant and simple style
- High-quality images and videos

Personality
- Enthusiastic
- Customer-centric
- Reliable

Relationship
- Friendly
- Available
- Two-way communication approach

Culture
- Believe in the benefit of a healthy lifestyle
- Italian
- Expertise

Externalisation

Internalisation

Customer reflection
- Determined and motivated
- Willing to change something and to achieve specific goals
- Quality-oriented

Self-image
"I have finally said goodbye to many insecurities, working to build my 'best self', mainly due to the balance I have found between mind and body."

Picture of receiver

Figure 52: Brand identity prism.

Considering the information obtained from the implementation of the "Brand identity prism" and also exploiting an online colour generator (developed by a partnership between Pantone and Adobe), it was possible to define the most appropriate colour palette for *Performance&Nutrition*.

Blue turned out to be the most suitable option for the client's brand. In the psychology of colours, blue is associated with reliability and professionalism, along with trust and perseverance (Harman, 2019), all features that align with the principles that guide *P&N* (Figure 53).
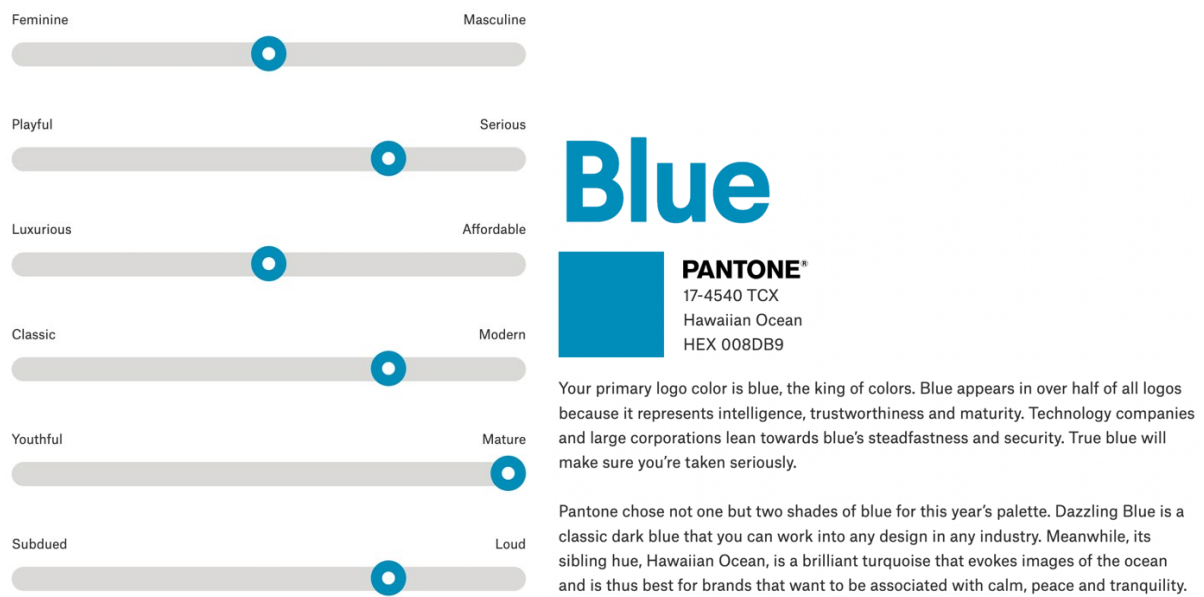
Figure 53: Colour scheme generator.

Having defined blue as the primary colour, light blue was then added as its shade and thus similar in intrinsic meaning, together with yellow, as it is the split complementary colour of blue and also conveys happiness, optimism, energy and captures attention (Canva, 2020). It is important to mention that yellow was likewise selected on the basis of the results gained through the A/B testing mentioned earlier, in which it was preferred to green, synonymous with growth and calm (Smith, 2016).

The best practices for identifying a brand colour combination state that a brand palette can consist of approximately five to ten colours (Spivak, 2020), in the case of the client's project, five colours (Figure 54) were chosen to avoid creating confusion and weakening the strength of each chosen colour (Hannah, 2021). Indeed, besides the three "accent" colours already listed, two neutrals were also selected: black and beige, respectively representing modernity (99design, 2019) and the world of work (Rhys, 2020).

Figure 54: Performance&Nutrition colour scheme.

The realisation of the visual elements of the brand then focused on the design of the logo. The logo was developed in three different variants: a primary logo, a secondary logo and a sub-mark logo.

The primary logo is the main one that comprises all the creative elements, which in the specific case of the client are:

- <u>The company name</u>:
  Performance&Nutrition

- <u>The tagline</u>:
  Push your limits

- <u>An icon representing the mission</u>:
  A centred target

- <u>A circle as an outline</u> to indicate:

- The security a customer has in relying on *P&N*

- Continuity, meaning the fact that the learned healthy lifestyle will then accompany customers into their future as well

(Bicaku, 2022).

On the other hand, the secondary logo (or alternate logo) is a more compact and simpler version. The *Performance&Nutrition*'s one contains only the initials of the corporate name in capital letters with the tagline and it does not have an icon, although it is visually similar to the primary one. Finally, the sub-mark logo consists only of the brand's initials in lower case, without any decorative elements.

It was agreed for all three logo typologies that there are multiple variants, especially concerning the colours applied, depending on which of those best suits the context, please refer to the "Brand Guidelines" document for more details.

The A/B testing was applied in this case as well to confirm that what the author had created was the most appropriate choice, so after designing similar versions of the logo, but with some elements of distinction, they were shown to individuals belonging to the target audience in order to obtain their feedback. The results of this test confirmed the author's decisions, both in terms of the logo and the typeface, which will be discussed below.

Indeed, also following the test findings, in terms of typographic choice, it was decided to combine Roboto, a sans serif font family, with Playfair Display, a serif font family. The decision was made because it is a cosy combo, easy to read and with strong contrast, essential factors for a font to ensure good harmony and visual hierarchy (Stone, 2019).

Roboto is appropriate for main texts as it is flexible, minimal and clean (Bautista, 2019), while Playfair Display, used mostly for headlines, offers an elegant and modern touch (Habibian, 2018).

Furthermore, for more details regarding the A/B test survey and its results, please refer to Appendix 3 and 4.

5.2. Content creation guidelines

Besides designing the basis for the development of *Performance&Nutrition*'s brand identity, the practical outputs realised for this project also involved the creation of guidelines for the use of social media or more broadly for the creation of online content by the client.

As already stated in section 3.6.1., it is not necessary, and often counterproductive, to be present on every social media platform, so it was essential to define which ones are the most appropriate for *Performance&Nutrition*.

In order to do this, it was worth highlighting the reasons why these platforms should be used, so that it would be possible to identify not only which channels to exploit, but also which content to produce, thus building a social media strategy.

Therefore, taking into consideration the corporate objectives and the target audience already identified for *P&N*, it was deemed opportune to suggest the use of Instagram and Facebook to the client.

Indeed, to be able to create awareness, relationships, and attract new potential customers, Business News Daily (2022) states that Facebook is the most suitable platform to establish meaningful connections and generate leads, while Instagram helps to build and track audience engagement.

Excluding the youngest age group, which represents those who use social media the most (DataReportal, 2022), the choice was also supported by the fact that the 35-44 age group represents 18.7% of total Facebook users and 15.1% of Instagram users (DataReportal, 2022) (Figure 55). However, it was also decided to initially focus on only two platforms given the client's limited time and resources.

The company's own tools report that advertisers could reach the following worldwide audiences on Facebook in July 2022:[d]

- **120.2 million** users aged 13 to 17 (5.6% of Facebook's total ad audience)
- **489.0 million** users aged 18 to 24 (22.6% of Facebook's total ad audience)
- **648.6 million** users aged 25 to 34 (29.9% of Facebook's total ad audience)
- **404.7 million** users aged 35 to 44 (18.7% of Facebook's total ad audience)
- **238.9 million** users aged 45 to 54 (11.0% of Facebook's total ad audience)
- **147.3 million** users aged 55 to 64 (6.8% of Facebook's total ad audience)
- **115.3 million** users aged 65 and above (5.3% of Facebook's total ad audience)

Data published in the platform's self-service advertising tools in July 2022 indicated that marketers could reach the following worldwide audiences using ads on Instagram:[a]

- **139.0 million** users aged 13 to 17 (**9.6%** of Instagram's total ad audience)
- **446.4 million** users aged 18 to 24 (**31.2%** of Instagram's total ad audience)
- **433.7 million** users aged 25 to 34 (**30.0%** of Instagram's total ad audience)
- **216.9 million** users aged 35 to 44 (**15.1%** of Instagram's total ad audience)
- **111.8 million** users aged 45 to 54 (**7.9%** of Instagram's total ad audience)
- **56.2 million** users aged 55 to 64 (**3.9%** of Instagram's total ad audience)
- **33.8 million** users aged 65 and above (**2.3%** of Instagram's total ad audience)

Figure 55: Facebook and Instagram statistics.

The practical output "Brand Guidelines" thus includes recommendations regarding the production of content on the two platforms just listed.

In particular, it provides advice on the features that images/videos should have, on the correct use of captions and hashtags, and it also presented some examples of posts that *P&N* could realise.

Regarding the use of captions, it is further suggested not to exceed 50 characters on both Facebook and Instagram, as it is considered the length to reach more

engagement and interactions (Sprout Social, 2019). Additionally, the client should also insert the alternative text in its content in order to optimise each piece for search engines, thus increasing the possibility of SERP ranking, and helping those with visual impairments to comprehend the message of the post as well (Patel, 2021).

As mentioned earlier, keywords research was likewise carried out, so that *P&N* can exploit them in its material to obtain more traffic in terms of both social media and the website (Chasinov, 2020).

An editorial calendar was then developed to show the client how to appropriately organise such content. It envisages a publication on a daily basis, excluding weekends, as this approach promotes the possibility of becoming memorable, staying in the minds of consumers and involving them (McLachlan, 2021).
The calendar includes a general content plan for a month, but it also provides examples of much more detailed ideas (i.e. with release times, captions and content themes) for a possible week of posts on Instagram, Facebook, articles on the blog and newsletters.
Furthermore, it is advisable to adapt each piece of content to the platform on which it is published and to keep the main annual dates in consideration in order to create material for the occasion that is relevant and appealing (Barbara, 2021).

The ideas proposed were chosen with the aim of mixing images and videos, as the latter are considered the preferred material by 54% of marketers (Sprout Social, 2021). Moreover, the suggested schedule for *Performance&Nutrition* sought to offer content belonging to the categories considered fundamental to realise valuable material and thus generate a significant ROI, namely:

- Engaging
- Educational
- Inspirational
- Interactive
- Promotional

(Koshy, 2022).
To ensure that a balance is maintained, it may be useful to harness the 80/20 rule, whereby 80% of the content published should be useful for own public, thus

entertaining, educating and/or offering solutions to its problems, and the remaining 20% should clearly promote the business (De Beule, 2013).

Whereas the tone of voice employed was defined according to what emerged from the "brand identity prism", hence an expert, but equally friendly style.

What is absolutely recommended to *P&N* is to set up an Instagram account with a "business" mode so that it can plan its posts in advance, leverage Instagram advertising, add links to stories promoting traffic to its website, as well as have access to analytics thus being able to evaluate its performance (West, 2021).
By applying this function, it is further possible to indicate the niche of one's business with the option of even adding contact buttons or specific information, resulting in a much more professional profile, and offering users more methods to get in touch with a company (Figure 56).
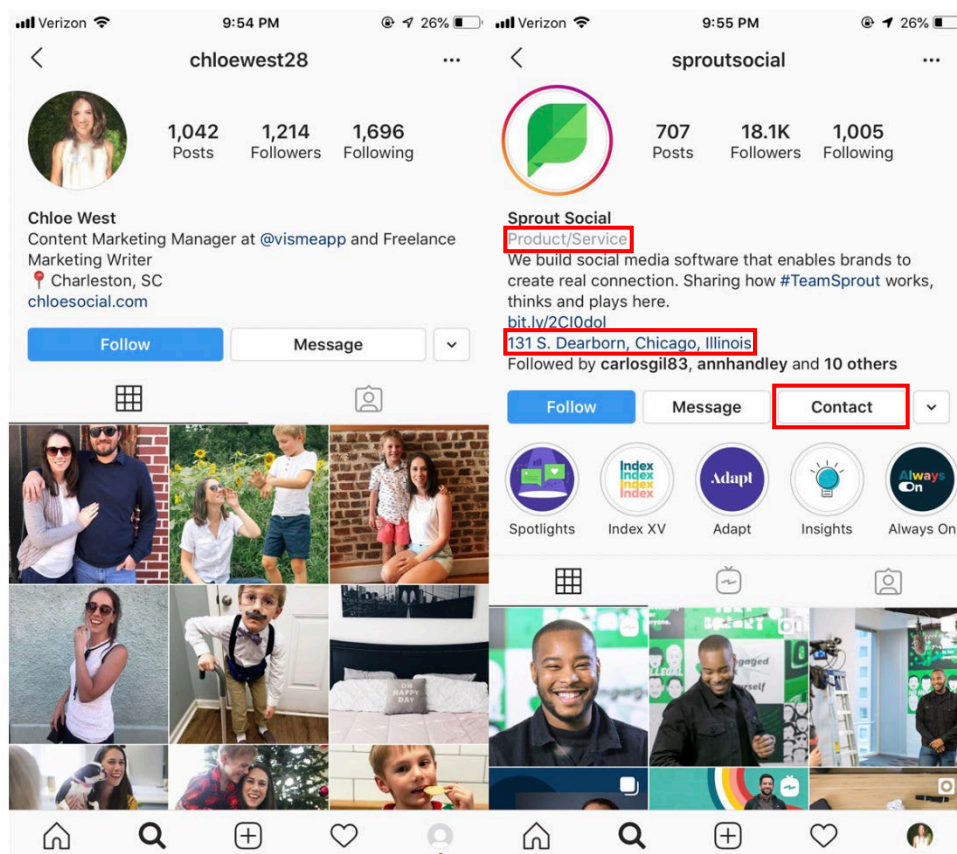
Figure 56: Instagram personal profile vs business profile.

As found in the literature review, the newsletter plays a key role in a company's digital marketing strategy, which is why, together with potential blog articles,

various email ideas were prompted so that the client could then exploit them in the future.

As argued by Hubspot (2018) and following a study of approximately 20 million emails, it was chosen to send the newsletter on Tuesdays at 11.00 a.m. as this was considered the best day and time of the week.

Additionally, *Performance&Nutrition* is invited to consider managing email through specialised tools, such as Mailchimp, an online marketing automation platform developed for companies that use email to reach their target markets (AnnexCore, 2021).

It is an all-in-one platform that is suitable for companies just starting out, as it provides a free list of 2000 subscribers and a monthly sending limit of 12,000 emails, an easy-to-use and flexible design, as well as excellent and helpful customer service (Moss, 2016).

In this regard, an example of a newsletter was also part of the project (practical output "Newsletter"). It was realised by applying the framework of the "inverted pyramid" (Figure 57) with the intention of drawing the users' attention, thus encouraging them to read it and then perform a certain action.

This method is a design technique characterised by three parts, specifically constructed to entice the readers to reach the next step through a kind of storytelling that accompanies them from beginning to end. The three sections are in order:

1. The <u>headline</u> contains a valuable proposal or a promise to capture people's attention, making them curious to read on.
2. The <u>body</u> is specifically constructed to provide details about the valuable proposal or promise, thus rendering the users excited about what the email will offer them.
3. The <u>CTA</u> is the concluding layer that holds the story together and where the reader is given something to do.

(Chen, 2018).
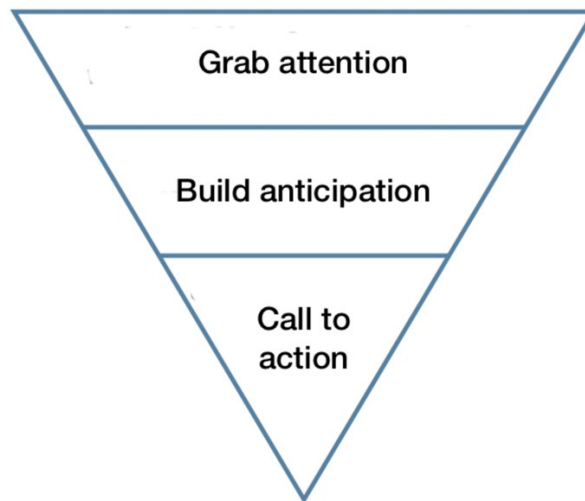
Figure 57: Inverted pyramid framework.

As illustrated in the SWOT and TOWS analysis presented in section 4.2., a weakness of *P&N* is certainly the lack of Google My Business configuration, this is why it is strongly recommended to rectify this deficiency as soon as possible, as it offers companies the opportunity to include their business location on Google Maps and in local search results, which also favours SEO (Innovation visual, 2020).

The possibility that this tool offers to show relevant information and details about a business, such as opening/closing hours, website link, phone number, etc. induces stronger user engagement and loyalty building as it is the first place consumers visit when looking for information about a specific company, which if not found leads to a negative first impression (Forbes, 2021). This then translates into a need to keep one's Google My Business constantly updated.

A further vital benefit whereby *Performance&Nutrition* should implement Google My Business is the possibility given to users to leave reviews. Considering that Shopify (2022) claimed that 93% of consumers were influenced by online reviews, this is a very valuable instrument as feedback supports the development of online visibility and trust, but also contributes to improve sales.
Moreover, by setting up this function, the client gains insight into what customers truly think of its business and services. Hence, sometimes even negative reviews can be beneficial as they enable *P&N* to fix any problems, thus enhancing the customer experience (Risquet, 2021).

5.3. Website wireframes

As already stated, since *Performance&Nutrition* is a small business that does not have, to date, the ability to invest large sums in paid promotion methods, building an online presence is essential.

Obviously, setting up an account on the social platforms defined previously can be the first step, but having an own website is also crucial as it guarantees greater credibility and exposure, as well as gives users a space to refer to if they need it and where they can further interact with the brand (HubSpot, 2021).

When *P&N* will develop its website, it is suggested to use WordPress, a content management system (CMS) used to simply create a website or blog, which powers over 43.3% of all websites on the Internet (Kinsta, 2022).

WordPress was recommended because it is a free and open-source software with a wide scope to modify the website, thanks to the huge set of themes and plugins, thus providing high adaptability for every need.

Furthermore, WordPress is SEO friendly, as many search engines tend to rank websites that use it higher than those that do not, and it provides security and safety, preserving the trust of its users (Digital.com, 2019).

This software also offers the opportunity to have a responsive design for mobile devices more easily without the necessity to learn HTML code, a key point as Statista (2022) states that 54.4% of the world's traffic comes from mobile devices.

Moreover, as previously discussed in [section 3.6.3.](), once the website has been established, it will then be necessary to correctly configure Google Analytics. Please refer to that section to comprehend the rationale.

Taking into account the timeframe available to realise this project, it was not possible to develop an actual website. Nevertheless, the prominent role that a website holds for any company is not in doubt. For this reason, the author decided to design a map and wireframes that could provide the client with an idea from which to construct his own website in the future.

The wireframes were made for the main pages that are recommended to be included in the future site and these are in order: homepage, about, services, blog and contact.

During the realisation, efforts were undertaken to maintain simplicity, so as not to burden the site with unnecessary elements, and an intuitive navigation to support users in their search for information (Tiller, 2022). This was also ensured by the inclusion of a search bar and footer on each page.

In addition, an attempt was taken to keep consistency between all pages in order not to create confusion and disorientation through, for example, retaining a header and a footer, the same layout for the CTAs buttons and a meaningful image at the start of each page.

Given that many people are now experienced users, a key requirement has been to adhere to certain conventions, including positioning the main navigation in the upper part, the logo in the upper left-hand corner, and offering adequate buttons that could be clicked to assure the scrolling of images/videos (Devaney, 2021).

This material can be found in the document "[Website Map and Wireframes](#)".

6. Evaluation

Upon the completion of the project, the entire work was shown to the client in order to gather his feedback. He reported that all the material produced was very well presented, including useful ideas and tips for the company's future marketing efforts. Furthermore, given to the fact that *Performance&Nutrition* represents a small, fledgling company, the [practical outputs](#) realised were considered a solid base from which to create a relevant brand identity and a related online presence. Therefore, it can be deduced that the client was satisfied and intended to implement the suggested guidelines.

The practical material was also shown to people that reflect the figure of future potential customers; a choice made because actually the most significant judgement comes from those who will then effectively use the services. They showed themselves engaged and attracted by the visual elements underlying the brand identity, identifying with both the values and the mission. This was highly important for the author because it means that she managed to properly connect what the company proposes and intends to convey with an appropriate target audience.

6.1. Successes and challenges

Accomplishing this research project would not have been possible without strong organisational and planning skills, which represent some of the author's strengths. Despite this, it was still necessary to be able to react to unforeseen events and changes of schedule, which led to the further development of these abilities, especially in view of her imminent entry into the world of work. Carrying out the work remotely certainly entailed some difficulties, however, efficient communication with the client contributed and guaranteed that deadlines were met.

Thanks to this project, the author tested her creativity, developing visual elements that had never been realised before, and being the first time, she considers herself pleased. The various graphic components included in the project were mostly realised using Canva, rather than Adobe Illustrator or Adobe InDesign, indeed one

area that still needs to be worked on is the improvement of proficiency with these programmes so that they can be considered among the first choices if necessary.

From a personal growth perspective, this research resulted in the acquisition of new knowledge in the area of building a solid brand identity concurrently with the concrete application of theoretical know-how concerning content production.

Hoping that this paper will be an asset to the author's CV and help her in the job search, which will focus mainly on positions related to content creation, as it turned out to be the most interesting part of all the practical materials.

6.2. Future recommendations

Considering that *P&N* does not yet have defined brand identity, it should bear in mind the recommendations offered by this project in order to fill this gap.
In general, then, the client should maintain a consistent tone of voice, so as to foster a positive brand image and the establishment of a company-consumer relationship.

In order of importance, as already stated, it is absolutely advisable to configure Google My Business and as soon as possible also the website, to understand why please refer to section 5.3.

Furthermore, the guidelines provided for the production of social media content should support the client in setting up a new company account on both Instagram and Facebook. In this regard, it is useful for *P&N* to start exploiting video formats (mainly in the form of Reels) and UGC more consistently, as they are now the preferred and most engaging formats for users (Mathew, 2022).

It is strongly recommended to continue to keep abreast of the latest trends in marketing to always be able to stand out from the competition and never remain obsolete. In addition, it is suggested, when resources will allow, to hire a person who will be specifically dedicated to all digital marketing related tasks, thus further facilitating the achievement of the set marketing goals.

It is likewise worth to incentivise customers to leave reviews; this could be done by proffering them a slight incentive, such as a discount on the next visit, to additionally aid the development of trust and credibility within the eyes of clients.

As far as SEO is concerned, *Performance&Nutrition* is encouraged to establish online partnerships to enhance visibility, and consequently also traffic, by gaining referral links, thus improving the domain authority as well (Akhtar, 2020).

Finally, it is crucial to guarantee a high customer experience online and offline to ensure that clients continue to interact, engage, and buy from the company.
The customer experience for *Performance&Nutrition* means maintaining a clean and welcoming environment, planning offline events to further involve the public, being kind, enthusiastic and available to the clientele.

Moreover, online it is important to always provide a pleasant service through high website speed, adequate user experience, and pertinent content for the audience. Emails are a valuable tool to keep monitored this aspect, by sending satisfaction surveys to customers and thus obtaining their feedback, which reflects the way they think about the company and contributes to brand loyalty (Riserbato, 2020).

7. Conclusion

This paper shows that nowadays the majority of people spend their time online, causing a definitive change in the way marketing is done. It is no longer conceivable that a marketing strategy can be successful without the implementation of digital.

The detailed explanation of the several digital marketing tools and their relative advantages demonstrates how any type of business, even a small or new one, needs to harness these techniques in order to grow and achieve increasingly significant business objectives.

Part of this strategy is filled by the development of a brand identity that guarantees a solid online presence, which is why this project was born. Building a brand identity is a strategic interdisciplinary effort where each component contributes to the general corporate message and business objectives, as well as building a strong bond with customers.

Having realised the importance of continuing to provide a consistent brand identity, this also needs to be applied to a relevant and planned content strategy.

Indeed, the project has involved the creation and delivery to *P&N* of brand and content creation guidelines to enable it to gain a competitive advantage.
The final outcome can be described as appropriate, as it was based on both primary and secondary research, together with different analysis approaches.

The author is confident, therefore, that when *Performance&Nutrition* begins to implement the indications provided and adopt the digital components described, significant business growth will certainly occur.

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9. Appendix

Appendix 1

Top Organic Keywords 137

Keyword	Inte...	Pos.	Volume	CPC (E...	Traffi...
gs loft »»	N	1	1,300	4.18	80.12
giacomo s... »»	I	4	1,600	3.30	8.62
gs loft pre... »»	N T	1	110	3.63	6.77
gs loft »»	N	2	1,300	4.18	2.54
motivazion... »»	I	10	170	0.03	0.38

View details

Main Organic Competitors 192

Competitor	Com. Level	Com. Keywords	SE Keywords
vivodilusso.it		2	283
younix.world		2	96
biolvis.com		2	161
lucycarletti.it		1	11
alessiosemoli.com		1	80

View details

Top Pages

URL	Traffic %	Keywords
https://www.gsloft.it/home/	95.68	33
https://www.gsloft.it/about/	2.54	1
https://www.gsloft.it/motivazi... ti-al-100/	0.38	3
https://www.gsloft.it/team/	0.38	2
https://www.gsloft.it/approcci... credibili/	0.23	4

View all 30 pages

Appendix 2

Top Organic Keywords 3,924

Keyword	Intent	Pos.	Volume	CPC (E...	Traffi...
fitactive >>	N T	1	74,000	0.35	35.97
fit active >>	N T	1	14,800	0.54	7.19
palestra >>	C	9	368,000	0.71	6.70
fitactive milano >>	N	1	4,400	0.74	2.13
fit active milano >>	N	1	3,600	0.74	1.75

View details

Main Organic Competitors 2,733

Competitor	Com. Level	Com. Keywords	SE Keywords
fitexpress.it		203	5,447
lapalestra.it		89	3,845
fitup.it		79	852
fitnessfast.it		154	10,818
anytimefitness.it		99	6,192

View details

Top pages on this site ⊙

URL	Page Authority
fitactive.it	33
www.fitactive.it	32
www.fitactive.it/images/centri/monza/1.jpg	32
www.fitactive.it/images/centri/monza/2.jpg	32
www.fitactive.it/images/centri/monza/5.jpg	31

Appendix 3

Survey form – Performance&Nutrition

The final part of my MSc in Digital Marketing consists of a research project where the goal is to develop a brand identity and content creation guidelines for a fitness boutique, based in Milan (Italy).

In this regard, the following A/B testing is a part of it. Your answer will support the building of a brand identity and the establishment of an online presence for the company's project.

The survey is completely anonymous and confidential; answers will only be used for project evaluation.

Thank you so much for your attention and participation.

*La parte finale del mio Master in Digital Marketing consiste in un progetto di ricerca il cui obiettivo è sviluppare un'identità di marca e linee guida per la creazione di contenuti per una boutique di fitness con sede a Milano (Italia).

A questo proposito, il seguente test A/B ne fa parte. La tua risposta supporterà la costruzione di un'identità di marca e la creazione di una presenza online per l'azienda scelta per il progetto.

Il sondaggio è completamente anonimo e riservato; le risposte saranno utilizzate solo per la valutazione del progetto.

Grazie mille per l'attenzione e la partecipazione.

---

1. What is your age? (quanti anni hai?)

○ 18-24

○ 25-34

○ 35-44

○ 45-54

○ 55+

---

2. What is your gender? (qual è il tuo sesso?)

○ Female (femmina)

○ Male (maschio)

---

3. Which font combination do you prefer? (quale combinazione di font preferisci?)

○ Option 1   ○ Option 2

---

4. Which of the following icons do you prefer to accompany the phrase within the logo? (quale delle seguenti icone preferisci per accompagnare la frase all'interno del logo?)
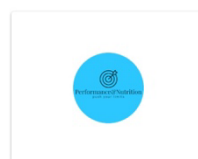
○ Goal icon (icona dell'obiettivo centrato)   ○ Dumbbell icon (icona del manubrio)

---

5. Which of the following option do you prefer? (quale opzione preferisci?)

○ With a solid background and the goal icon (con uno sfondo pieno)   ○ With a background only with borders with the goal icon (con uno sfondo solamente con i bordi)

6. Which of the following main logo options do you like the best? (quale opzione ti piace di più come logo principale?)

○ Logo with icon on top (logo con l'icona in alto)

○ Logo with icon at the bottom (logo con l'icona in basso)

7. Which of the following secondary logo options do you like the best? (quale opzione ti piace di più come logo secondario?)

○ Logo with icon (logo con l'icona)

○ Logo without icon (logo senza l'icona)

8. According to you, which logo abbreviation appears better? (secondo te, quale opzione di logo abbreviato appare meglio?)

○ Logo with lower case letters (logo con lettere minuscole)

○ Logo with capital letters (logo con lettere maiuscole)

9. Which colour palette do you prefer? (quale palette di colori preferisci?)

○ Option 1

○ Option 2

10. Which logo to incorporate in social media images do you prefer? (quale logo da inserire nelle immagini sui social media preferisci?)

○ Option 1
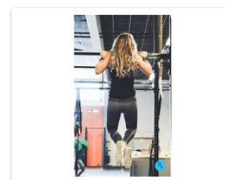
○ Option 2

○ Option 3

Appendix 4

1. What is your age? (quanti anni hai?)
105 responses

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

100%

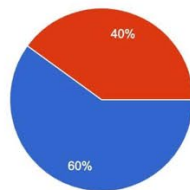2. What is your gender? (qual è il tuo sesso?)
105 responses

- Female (femmina)
- Male (maschio)

60%
40%

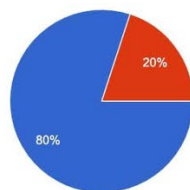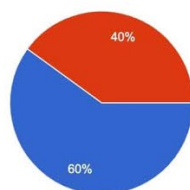3. Which font combination do you prefer? (quale combinazione di font preferisci?)
105 responses

- Option 1
- Option 2

40%
60%

4. Which of the following icons do you prefer to accompany the phrase within the logo? (quale delle seguenti icone preferisci per accompagnare la frase all'interno del logo?)
105 responses

- Goal icon (icona dell'obiettivo centrato)
- Dumbbell icon (icona del manubrio)

20%
80%

5. Which of the following option do you prefer? (quale opzione preferisci?)
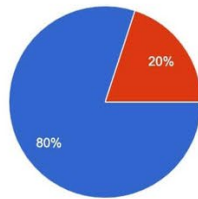105 responses

- With a solid background and the goal icon (con uno sfondo pieno)
- With a background only with borders with the goal icon (con uno sfondo solamente con i bordi)

40%
60%

6. Which of the following main logo options do you like the best? (quale opzione ti piace di più come logo principale?)
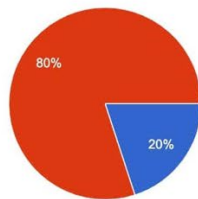
105 responses

- Logo with icon on top (logo con l'icona in alto)
- Logo with icon at the bottom (logo con l'icona in basso)

80%
20%

7. Which of the following secondary logo options do you like the best? (quale opzione ti piace di più come logo secondario?)
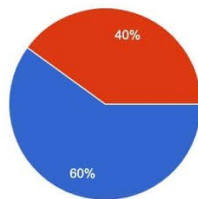
105 responses

- Logo with icon (logo con l'icona)
- Logo without icon (logo senza l'icona)

80%
20%

8. According to you, which logo abbreviation appears better? (secondo te, quale opzione di logo abbreviato appare meglio?)

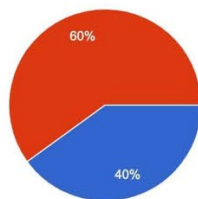105 responses

- Logo with lower case letters (logo con lettere minuscole)
- Logo with capital letters (logo con lettere maiuscole)

40%
60%

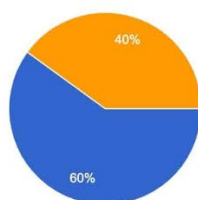## 9. Which colour palette do you prefer? (quale palette di colori preferisci?)

105 responses

- Option 1
- Option 2

60%
40%

10. Which logo to incorporate in social media images do you prefer? (quale logo da inserire nelle immagini sui social media preferisci?)

105 responses

- Option 1
- Option 2
- Option 3

40%
60%