



# The Lerner Health & Wellness Center

The George Washington University

## **MARKETING STRATEGY PROPOSAL**

June - November

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# Mission & Goals

## Mission

*The mission of Campus Recreation is to provide sound programming for a diverse population of students, staff and faculty in the areas of intramural and sport clubs, fitness and wellness instruction and informal recreational opportunities. We will promote a multifaceted approach to leisure with satisfaction derived through participation. We hope that all individuals, through participation in our programs improve their overall fitness and skill levels, meet new friends, attain self-satisfaction and pursue a lifelong commitment to recreational activities. These objectives will be achieved in an environment that promotes active, healthy lifestyles and their positive effects on the mind, body and spirit.*

## Goals

- ▶ Expand social media reach and engagement
- ▶ Capitalize on service offerings, memberships and other revenue yielding services
- ▶ Raise participation in programs and service offerings
- ▶ Increase “Campus Recreation” brand awareness



# Target

- ▶ Students
- ▶ Faculty
- ▶ Staff
- ▶ Community Affiliates

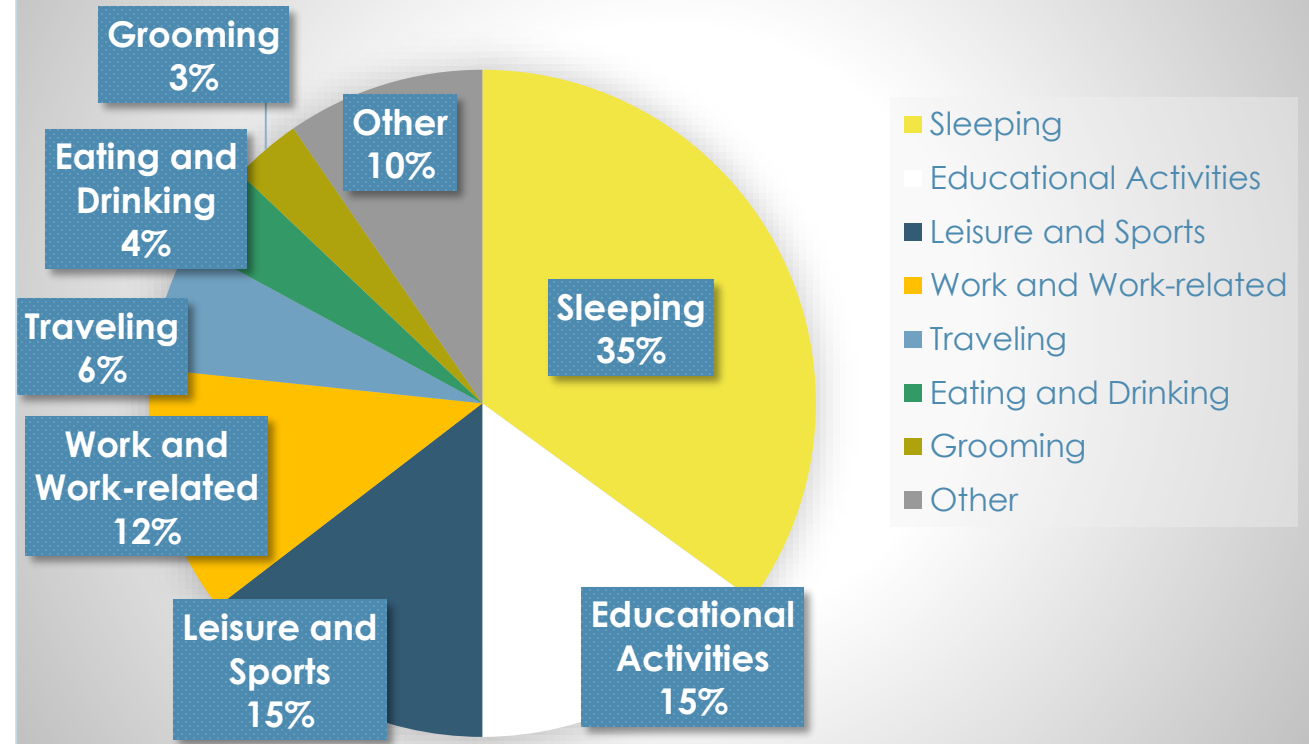


# Background of Target Market

## GW Population

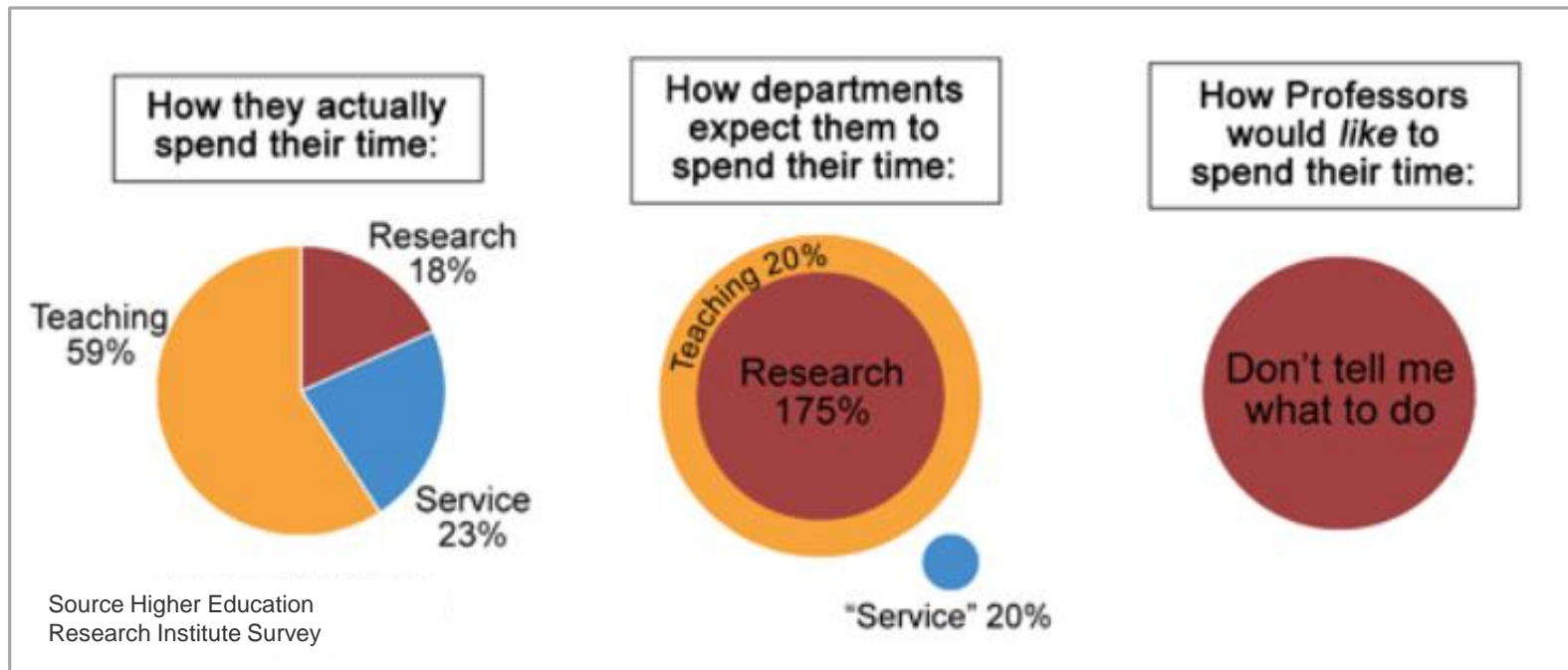
<b>Undergraduate Students</b>	10,000
<b>Graduate Students</b>	14,000
<b>Full-time Faculty</b>	1,174
<b>Staff</b>	Unidentified

## How College Students Spend Their Time



# Background of Target Market

## How Professors Spend Their Time



# Starting Out

- ▶ Meetings with Key Groups
  - Admissions
  - Alumni Association
  - Campus Creative Services
  - Center for Student Engagement
  - Division of Information Technology
  - The GW Hatchet
  - WRGW Radio
  
- ▶ Survey
  - Faculty and Staff



# Next Steps...

## ▶ Mygwu.edu

- More visibility on homepage and visible links on My Portal page (under Quick Links) and GW Life page (under GW Life Links or Student Life Links) (*i.e. Lerner Health & Wellness Center*)
- First month

## ▶ Alumni

- Utilize GW Alumni Facebook page (over 13,000 likes)
- Utilize GW Alumni App
- Creating an alumni intramural sports league
- Message: Connect with fellow GW Alum in a more relaxed environment
- First month and ongoing

# Next Steps...

- ▶ Find additional sponsors for the Incentive Program
  - More appealing prizes, higher value prizes (i.e. gift cards from athletic stores, tickets to a Nationals or Capitals game)
  - July and ongoing
- ▶ Community Affiliates
  - Target apartments/companies that meet zoning requirements
  - Face to face meetings and tours of facility
  - Create specific pricing/packages to cater to prospect's needs
  - Strong focus before fall semester starts and ongoing



# Next Steps...

- ▶ Bring a Friend/Colleague to a Group Fitness Class Week
  - Receive 50% off a class when you bring a friend/colleague
  - Earn an extra stamp when you bring a friend/colleague
  - Offer free fruit and smoothie samples from GW Fresh to all patrons
  - Promote using social media, email, flyers around campus, and Reach TV screens
  - Early September (*as students/staff/professors begin setting a schedule for the semester*) and ongoing



# Next Steps...

- ▶ Field Day!
  - Campus-wide event for all students
  - Last weekend in September
  
- ▶ Massage Promotion for Boss's Day
  - Promote gift card purchases and target staff and faculty via emails, REACH TV screens, and bulletin boards
  - October 16



# Next Steps...

## ▶ Dance-a-thon

- Campus-wide charity event
- All genres of music and variety of dance styles
- Mobile mammography screenings on-site
- October for Breast Cancer Awareness Month

## ▶ Spa Week

- Discounted massage services offered during the week
- Promote using social media, email, flyers around campus, and Reach TV Screens
- November



# Field Day is Back!

## Concept

- ▶ Field day has always been a favorite event in elementary through high school, so why not bring it to college?
- ▶ It is important to have campus-wide fitness events (at least once per quarter) to keep the Lerner Health & Wellness Center relevant and to promote fit is fun!  
*(Fall and Spring event)*
- ▶ This event also has the potential to bring in new revenue.

# Field Day Logistics

## ▶ Goals

- New revenue stream
- Brand awareness
- New partnerships
- 1,250 participants projected
- Promoting a fitness community

## ▶ Promoting Event

- Social Media (Facebook -GW & LHWC, Instagram, Website – GW & LHWC)
- Email (GW Info Mail)
- GW Hatchet
- Flyers



# Field Day Logistics

- ▶ Location
  - Anniversary Park, University Yard, Kogan Plaza
  - LHWC
  - Smith Center
- ▶ Field Day events
  - Tug-of-war
  - Shark
  - Relay races
  - Kickball
  - Dodgeball



# Field Day Logistics

- ▶ Students register online, sign liability waiver, and pay \$5 to participate in all activities
- ▶ Sample stations of fitness classes offered (Zumba, Hip-hop yoga, Kickboxing, etc.)
- ▶ Sponsorship opportunities (On-site, sampling, sell products, logo on official field day shirt)
- ▶ Vendors (On-site, sampling)
  - Healthy food trucks in DC
  - Yoga clothing stores (Lululemon Athletica)
  - Athletic shoe stores (City Sports, Foot Locker)
  - GW Fresh

# Engaging Students

- ▶ Incorporate marketing focus – “Fit is Fun” in marketing material
  - Getting Fit is Fun at the LHWC!
- ▶ Sending packet of offerings, schedule and events to Freshman and new students
- ▶ Field Day in the Fall and Spring
- ▶ Dance-a-thon
- ▶ Target student organizations
  - Sororities, fraternities, civic, and cultural organizations on campus (450+ organizations)
  - Promote taking group classes with fellow organization members, opportunity to bond

# Engaging Faculty & Staff

- ▶ Incorporate marketing focus – health and convenience in marketing material
  - Live longer, Live stronger, Be Fit!
  - Happiness and Health are right around the corner! Start your regimen today at the LHWC. What time works for you? We are here!
  - For your health, For your family...Get fit!
  - Do it for you! Do it for your family! Do it today!
- ▶ Work Culture – continue promoting healthy, fitness, and active lifestyle from top down
- ▶ Promote specific key services (that are fitting for faculty and staff)
  - Massage therapy, nutrition/dietitian services, and personal training
- ▶ Allowing faculty and staff to invite friends as guests
- ▶ Survey

# Survey Questions

18

What interferes with working out?

What are important services in a gym?

What time of day would you prefer to workout?

How many times a week do you workout?

# Social Media, Email, & Website



Instagram

21 Followers 7 Posts



842 Followers 766 Posts

**GW Campus Rec (LHWC)** @GWCampusRec

Lerner Health & Wellness Center #GWellness Questions? Tweet us!

<http://campusrecreation.gwu.edu>



932 Likes

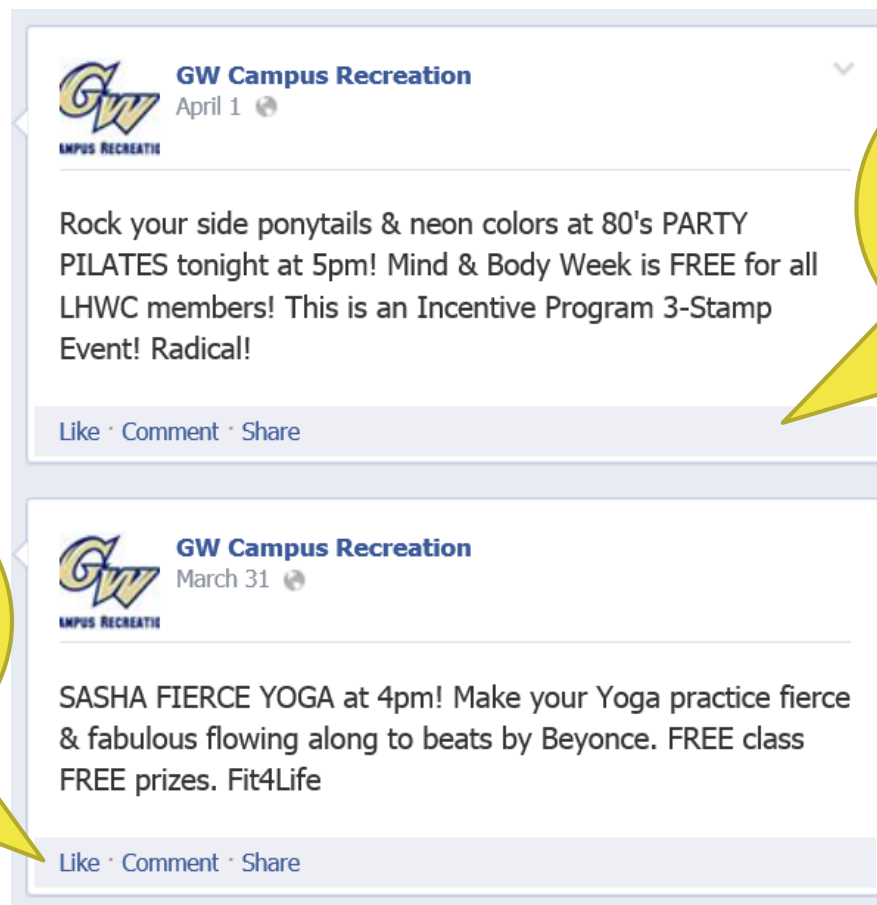


## Join our Campus Rec E-mail list!

We'll update you about upcoming programs and events!

# Facebook

**Love the concept!  
Branch out to  
other genres  
and cultures.**



The image shows two screenshots of Facebook posts from the 'GW Campus Recreation' page. The top post, dated April 1, promotes an '80's PARTY PILATES' event at 5pm, which is free for LHWC members and part of an Incentive Program 3-Stamp Event. The bottom post, dated March 31, promotes a 'SASHA FIERCE YOGA' class at 4pm, featuring Beyonce music and free prizes. Both posts include 'Like · Comment · Share' options.

**GW Campus Recreation**  
April 1

Rock your side ponytails & neon colors at 80's PARTY PILATES tonight at 5pm! Mind & Body Week is FREE for all LHWC members! This is an Incentive Program 3-Stamp Event! Radical!

Like · Comment · Share

**GW Campus Recreation**  
March 31

SASHA FIERCE YOGA at 4pm! Make your Yoga practice fierce & fabulous flowing along to beats by Beyonce. FREE class FREE prizes. Fit4Life

Like · Comment · Share

**Can we post  
pictures of these  
types of events?**

- Other potential themed classes: Line dancing, Bollywood, and Hip-hop jazz
- Connect with other GW Facebook groups

# Email

## ▶ GW Info Mail




- Increase usage of this email service
- Use to increase email subscriptions
- Use for campus-wide events and promotions
- Include social media links

## ▶ Active Net

- Main way to target members/infrequent users and introduce various programs/promotions/classes
- Use to increase email subscriptions
- Include social media links



# Website

- ▶ Make social media icons larger   
- ▶ Add images
- ▶ Include a link to any forms to be filled out that can be submitted on the website by interested participants
- ▶ Risk losing people if they have to stop by the LHWC to submit a request or sign up for a program

## Nutrition Services

Our [registered dietitian](#) will guide you toward optimal health with a one-on-one consultation or detailed nutrition counseling. We will educate you about the science of nutrition and help you create a program based on your personal goals.

Stop by Campus Recreation office in the Lerner Health and Wellness Center, Suite 217 to submit a request for Nutrition Services with our Registered Dietitian.

# Future Opportunities

- ▶ Space Rental
  - AAU Basketball tournaments in partnership with the Smith Center
  - Club Volleyball tournaments
  - Squash tournaments
  - Table Tennis tournaments
  - Chess tournaments
  - Small workshops and meetings
- ▶ Connect with the School of Medicine and Health Sciences and the School of Public Health and incorporate health facts on the website
- ▶ Obstacle Course competition

# Evaluation

- ▶ Increased memberships
- ▶ Number of members who bring a guest
- ▶ Number of guests who become members
- ▶ Participation in campus-wide events
- ▶ Increased fitness class participation
- ▶ Number and amount of new revenue streams
- ▶ Increased email subscriptions
- ▶ Number of website visits
- ▶ New likes/follows on social mediums and increased interaction
- ▶ Number of people taking advantage of new promotions and offerings



# Timeline

- Additional sponsors/prizes for Incentive Program\*
- Community Affiliates prospecting & meetings\*
- Field Day planning\*
- Continue working on ongoing activities

**July**

- Bring colleague/friend to group fitness class week
- Target student organizations\*
- Field day
- Continue working on ongoing activities

**September**

- Send out survey
- Spa Week
- Evaluate marketing plan
- Continue working on ongoing activities

**November**

**June**

- Key meetings
- MyGWU.edu
- GW Alumni resources\*
- Begin writing survey\*
- Social media & email\*
- Website changes & updates\*
- Implement evaluation mechanism

**August**

- Sending packet of offerings to Freshman & new students
- Dance-a-thon planning\*
- Continue working on ongoing activities

**October**

- Boss's Day massage gift card promo
- Dance-a-thon
- Start planning for the next 3-6 months\*
- Continue working on ongoing activities

\*Ongoing activity

# Questions

