1.0 Introduction

The fundamental purposes of participation in fitness club are commonly identified and determined as weight loss, beauty, personal care and nutrition management which particularly driving the consumers’ decision making and purchasing behaviour in relation to participate regular exercises from fitness clubs (Hitz, 2015 and Rashmiganesh, 2016). In addition, social media has become not only as one of the most effective tools to facilitate the global collaboration and information sharing but also more importantly, as interactively digital platform to engage, motivate, build trust and maintain positive relationship with the public and potential consumers as effective and efficiently marketing tool (Carlson & Lee, 2015, p.80 and FULGONI, 2015). As the consequences, the main purpose of this paper is aiming to not only conduct social media campaign for Active Life Fitness Everton Hill Club through a weight loss contest from Facebook by focusing on the hardcore fitness club members, Selfie or Group phones contest from Instagram by focusing on the public and existing members, and broad range of YouTube videos including nutrition information, weight loss plan, health food receipts and personal health care information by focusing on the public. In addition, the social media campaign will be hosting for one month from September, particularly targeting on information sharing, creating new members, engaging the existing members and maintain the positive relationship with consumers or public. Furthermore, the social media strategies will be briefly introduced and then relevant and scheduled social media complain calendar will be provided and discussed. Moreover, the full details of contents creation based on the three social media platforms such as Facebook, Instagram, and YouTube with relevant mobile website or application integrations will be explored and final personal digital portfolio built from WordPress will be also provided in this paper.

2.0 Social media strategy

In this paper, the social media campaign will be primarily conducted based on three social media digital platform such as Facebook, Instagram and YouTube with full integration from mobile website and application.

2.1 Facebook strategy

The Facebook social media strategy as “weight loss contest” in this campaign has been playing the significantly roles to not only engage with existing fitness club members to
reward the top 3 participants who lost the highest percentage of their weight within one month and build the positive relationship with existing fitness club members through this event but also demonstrate the effectiveness and efficiency of weight loss, personal health care and enhance the potential motivation and perceived value for public to increase the number of fitness club members.

2.2 Instagram strategy

The Instagram social media strategy as “Selfie and group photo contest” in relation to the theme “good fitness” will primarily focus on the general public and existing fitness members to engage, motivate and maintain the positive relationship with general public and existing consumers through this event based on “Pull Strategy” which has identified and determined as one of the most effective social media marketing strategies from previous successful campaigns (Hitz, 2015, Shankar et al., 2016 and George et al., 2016).

2.3 YouTube strategy

The YouTube social media strategy has also been playing significantly vital roles to provide the broad range of information and guidelines in relation to effectively and efficiently weight loss, diet, personal healthcare and health food receipts. In addition, the YouTube social media strategy is primarily focusing on the general public to not only provide the useful information and guidelines for the general public but also more importantly, increase the general public’s awareness of importance of participating regular exercise, personal healthcare and weight loss in relation to their health life style and potentially positive implications which has identified and determined as one of the most important barriers or constraints for general people not to participate the regular exercises (Witkemper et al., 2012).

3.0 Campaign calendar

In this paper, the campaign calendar will be briefly discussed and explored from following table in relation to each social media strategy from distinguished social media platforms:
<table>
<thead>
<tr>
<th><strong>Target</strong></th>
<th><strong>Image</strong></th>
<th><strong>Message</strong></th>
<th><strong>Platform</strong></th>
<th><strong>Style</strong></th>
<th><strong>Scheduling</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weight loss contest</strong></td>
<td>Existing members or new members</td>
<td>Images of same people comparison before and after program</td>
<td>“Losing is part of health life”</td>
<td>Facebook, mobile platform, Instagram, and Twitter</td>
<td>Announcement</td>
</tr>
<tr>
<td><strong>Selfie or group photo contest</strong></td>
<td>Existing members or public</td>
<td>A fitness model within few classes from fitness club</td>
<td>“Good fitness”</td>
<td>Facebook, mobile platform, Instagram, and Twitter</td>
<td>Announcement</td>
</tr>
<tr>
<td><strong>YouTube Videos</strong></td>
<td>General public</td>
<td>Online videos</td>
<td>“Healthy, nutritious, personal healthcare and weight loss”</td>
<td>Facebook, mobile platform, Instagram, and Twitter</td>
<td>Information sharing</td>
</tr>
<tr>
<td><strong>Daily following up posts</strong></td>
<td>Existing members or public</td>
<td>Same images from contests</td>
<td>“progress and update”</td>
<td>Facebook, mobile platform, Instagram, and Twitter</td>
<td>Following up</td>
</tr>
<tr>
<td><strong>Reward for weight loss contest</strong></td>
<td>Existing members or new members</td>
<td>Same images from contests</td>
<td>“Winner”</td>
<td>Facebook, mobile platform, Instagram, and Twitter</td>
<td>Announcement</td>
</tr>
<tr>
<td><strong>Reward for Selfie or group photo contest</strong></td>
<td>Existing members or public</td>
<td>Same images from contests</td>
<td>“Best photo”</td>
<td>Facebook, mobile platform, Instagram, and Twitter</td>
<td>Announcement</td>
</tr>
</tbody>
</table>

### 4.0 Contents creation

In this paper the contents creation will be briefly discussed and explored based on three digital social media platforms such as Facebook, Instagram and YouTube. In addition, each contents creation based on social media platform will also be integrated into mobile website and application to gain the fundamental benefits from mobile marketing (Shankar et al., 2016).

### 4.1 Facebook Contents Creation

In addition, the contest will be announced two weeks prior to contest commencing date from Facebook, Instagram, online website, mobile site, mobile application and other
social digital media to give enough time for the public and existing members to prepare and participate. Furthermore, the rewards of the top three winners are free annual membership, free quarterly membership and free one month membership to not only engage with existing members but also potentially increase the new members by demonstrating the positive outcome from participation of regular exercise from fitness club (Dixon et al., 2015).

4.2 Instagram Contents Creation

On the other hand, this contest could also demonstrate the actual understanding and real consumers’ insight in relation to the “good fitness” for Active Life Fitness Everton Hill Club to have better understand and clear view from the general public and existing members and more importantly, develop the relevant and continuous improvement plan by Active Life Fitness Everton Hill Club for the general public and existing members to gain the additional benefits such as building trust and maintain loyalty or increasing the new members (III, 2011). Furthermore, contest announcement will be made two weeks prior to contest commencing date for one month and final winner will receive one year free fitness membership, personal healthcare guide and health food receipt book provided by Active Life Fitness Everton Hill Club.

4.3 YouTube Contents Creation

In addition, the YouTube social media strategy is primarily focusing on the general public to not only provide the useful information and guidelines for the general public but also more importantly, increase the general public’s awareness of importance of participating regular exercise, personal healthcare and weight loss in relation to their health lifestyle and potentially positive implications which has identified and determined as one of the most important barriers or constraints for general people not to participate the regular exercises (Witkemper et al., 2012) Furthermore, the brand range of video contents will also be published from Active Life Fitness’s mobile website and mobile application regularly to reinforce the overall outcome of this event (Shankar et al., 2016).

5.0 Digital Portfolio

The personal digital portfolio will be provided as URL from WordPress which including personal digital portfolio such as contact, previous projects, about me, resume and personal Blog.
6.0 Conclusion

Social media has been playing the significantly vital roles not only from facilitating the global collaboration and information sharing but also more importantly, as interactively digital platform to engage, motivate, build trust and maintain positive relationship with the public and potential consumers as effective and efficiently marketing tool. Therefore, this paper has primarily conducted social media campaign for Active Life Fitness Everton Hill Club through a weight loss contest from Facebook by focusing on the hardcore fitness club members, Selfie or Group phones contest from Instagram by focusing on the public and existing members, and broad range of YouTube videos including nutrition information, weight loss plan, health food receipts and personal health care information by focusing on the public. Furthermore, the personal digital portfolio has also been provided by the URL from WordPress.
References


