

# **GROWTH PLAN OUTLINE**

*Fitness event search & booking*

# Report objectives

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This growth plan outline was created for a startup that was building a mobile app & website that will simplify discovery of fitness events and activities locally & globally. This free marketing plan PDF (outline) shares recommendations from our team of business analysts and growth managers:

## *App store optimization*

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Both Google Play and App store have opportunities to make the apps relevant for user searches. Mobile apps can be optimized for higher visibility for fitness and event search related queries.

Here are the major details our marketing plan & growth document covered:

- Keyword research & competitor insights
- App description planning and writing
- Review acquisition and engagement insights

Since there is provision of app description submission in different languages, the same can be done as well and was highly recommended.

## *Search mileage*

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With the right optimization, a fitness event search website can dominate searches just like Eventbrite does for general event queries. Below activities are critical for website ranking and our marketing plan PDF shared insights on them:

- Website optimization
- Event pages optimization
- Meta optimization
- Ranking improvement
- Paid ads and campaigns
- Community reach and activity

- Search engine focused blogging
- Audience reach insights

Our marketing plan also shared examples to help client gain a deeper understanding of search ranking and visibility.

## *Branding*

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Branding is crucial to create buzz around the app and generate downloads. Here are the activities that our marketing plan covered to make maximum impact:

- Media coverage
- Guest publishing
- Influencer reach and mentions
- Business assets creation
- Interviews
- App listing
- Startup listings

Our brand building insights are used by small & midsize businesses to improve mind recall and engagement. Email at [hello@upreports.com](mailto:hello@upreports.com) to discuss your business goals.

## *Social media*

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Social media is the easiest way to reach people passionate about fitness and activities through free and paid channels. Here are the marketing and growth activities that our fitness app marketing plan will cover:

- Social media campaign planning
- Brand growth on social channels
- Audience engagement
- Groups activity insights
- Engagement on QA sites
- Paid campaign insights

# Conclusion

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An events based venture can scale quickly if right marketing and growth strategies are deployed. Everything recommended was covered in our detailed events website marketing plan and it generated maximum impact for client at minimum spend.

Team Upreports is a growth agency that builds highly focused marketing plans for startups and organizations to help them grow at a lightning pace. Download and share this online marketing plan to spread the knowledge.

Email at [hello@upreports.com](mailto:hello@upreports.com) to request a custom digital marketing and growth plan. Need help with plan execution as well? We have a talented team of marketers and growth hackers that can take care of it. Let's connect to gain more clarity of your requirements.