



# VIKING WAY PERFORMANCE MARKETING PLAN







# MARKETING STRATEGY

Viking Way Performance's marketing strategy should focus on building a strong personal brand, leveraging social media, and targeting the right audience. Start by creating engaging content on platforms like Instagram, and Facebook (for your older audience and for running Meta Ads... more on that later) showcasing workout routines, client transformations, fitness tips, and your personal interests (humanize your image). Offer free value through short videos to establish credibility and attract potential clients. Networking with local fitness and health brands, attending fitness events, and interacting with all gym-goers can also help generate referrals. Finally, consider offering promotions, personalized training packages, or online coaching options to expand your reach and cater to different client needs.

# YOUR INDIVIDUAL BRAND

The Viking Way will be an ideology pushing beyond the weight room to be a controlled, methodical warrior in life. Know your strengths and learn your true capabilities. I love being witness to the transformation from the individual with doubt in their capabilities to the savage standing tall at the top of a deadlift personal record.

Whether we want to break records or just get in shape the journey will change us more than just physically and I'm grateful to be a step in the staircase to your success. Regardless of where you have been or where you stand now, from an elite athlete to a professional couch potato, I welcome all to come be a part of Viking Way Performance.



# POST/ META AD CATEGORIES

## PERSONAL BRAND

"Transform your body, transform your life | Empowering you to reach your full potential, the VIKING WAY!  
#VikingWayPerformance #PersonalTraining #StrongerEveryDay"

"Unleash your inner Viking | Conquer your fitness journey & build strength like a warrior!  
#VikingWayPerformance #FitnessJourney #TrainLikeAWarrior"

"Crank up the intensity | Forge your body like the gods!  
#VikingWayPerformance #IronStrength #UnleashTheBeast"

## CLIENT TRANSFORMATIONS

"From determination to domination! Watch Kenzie crush her goals and transform both body and mindset. Your hard work, commitment, and grit are paying off — this is just the beginning! Keep pushing, keep evolving!  
#VikingWayPerformance #TransformationTuesday #FitnessJourney #StrongerEveryDay #ProudTrainer"

"From shieldmaiden to warrior! Andy has unleashed his inner Viking, crushing goals and forging a body built for battle! Your strength, dedication, and warrior spirit are inspiring — this is just the beginning of your conquest! Keep charging forward, Andy!  
#VikingWayPerformance #VikingStrength #WarriorMindset #TransformationTuesday #StrengthAndGlory"

## PARTNERSHIPS

"Excited to team up with Norse Fitness to bring you strength, style, and warrior spirit in every rep! Whether you're training hard or living life like a true Viking, their gear has got your back. Let's conquer our goals together — strong bodies, unstoppable minds. #VikingWayPerformance #NorseFitness #VikingStrength #TrainLikeAWarrior #PartnershipGoals"

"Beard game strong, lifts even stronger! I'm proud to partner with Forged Beard Co. to keep my beard looking as sharp as my training! Their products help me maintain that warrior look, no matter how intense the workout gets. Keep your beard and your gains!  
#VikingWayPerformance #ForgedForGreatness #BeardCare #StrengthAndStyle #ForgedBeardCo"

## PERSONAL INTERESTS

"Riding into the horizon with my brothers! The open road calls, and my bike is my longship, ready to conquer new lands. The engine's roar – freedom and power!  
#VikingWayPerformance #RideLikeAWarrior #OpenRoadAdventures"

"Raising my little Herja, the future shieldmaiden of the desert! Watching her grow with the strength and spirit of a warrior every day. From our first roadtrip to her fearless laughter, she's already on her way to greatness.  
#VikingWayPerformance #NorseLegacy #LittleShieldmaiden #HerjaTheBrave"

# POST/ META AD CATEGORIES

## COMPLIMENTARY KNOWLEDGE

"Channel your inner Viking warrior with the perfect Split Squat! Here's how to dominate this move like a true warrior:

1 Step into battle with feet hip-width apart, one foot forward, and one foot back. 2 Stand tall, shoulders back — your posture is as strong as your axe. 3 Lower yourself like you're sinking into the earth with power, making sure your front knee doesn't pass your toes. 4 Push through your front heel like you're charging into the next battle.

Train with strength and honor, and build legs worthy for battle!  
#VikingWayPerformance #VikingStrength #SplitSquat  
#TrainLikeAWarrior #LegDay #ForgeYourPower"

"Ready to press your way to warrior strength? Here's how to master the Shoulder Press and forge those mighty delts:

1 Start with your feet shoulder-width apart and core engaged. 2 Hold the dumbbells or barbell at shoulder height with elbows slightly forward — keep your wrists straight and strong. 3 Press the weight overhead in a controlled motion, fully extending your arms without locking your elbows. 4 Lower the weight slowly back to starting position, maintaining control throughout.

Keep your form solid, and watch your strength soar!  
#VikingWayPerformance #ShoulderPress #VikingStrength  
#StrongShoulders #ForgeYourPower"

## PROMOTIONS

"Midsummer is here, warriors! To celebrate the season of strength and the sun's highest peak, I'm offering a limited-time discount on training for the month of July! Whether you're looking to crush your fitness goals or unlock your inner Viking, now is the time to train like a true warrior.

Let's build the strength, power, and endurance that will carry you through the year ahead!

Offer ends at the close of Midsummer's day, June 24th! Don't wait—join the battle now!

#VikingWayPerformance #MidsummerStrength #VikingTraining  
#TrainLikeAWarrior #ForgeYourPower"



# CONTENT EXAMPLES

## PERSONAL BRAND EXAMPLES



## CLIENT TRANSFORMATION EXAMPLES

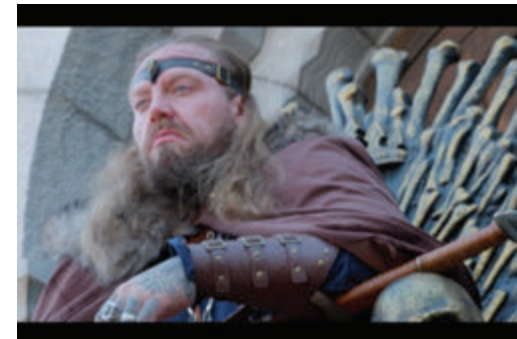


# CONTENT EXAMPLES

## PARTNERSHIPS EXAMPLES



## PERSONAL INTEREST EXAMPLES



# CONTENT CALENDAR

## APRIL EXAMPLE

1	Personal Brand	"April Motivation: Setting New Fitness Goals" - Share a personal goal for the month and encourage followers to set their own.	Instagram, Facebook
2	Client Transformation	Before & After - Share a client transformation with their story of dedication and hard work.	Instagram, Facebook
3	Fitness Tip	"Proper Warm-Up Techniques" - A short video or carousel post explaining the importance of warming up before workouts.	Instagram Stories, Facebook
4	Personal Interest	"Behind the Scenes: A Day in the Life of a Trainer" - Share snippets of your day, from morning workouts to client sessions.	Instagram
5	Paid Partnership	Norse Fitness Gear - Showcase your new gear from Norse Fitness, highlighting its benefits and how it supports your training.	Instagram, Facebook
6	Fitness Tip	"Mastering the Split Squat" - Share a video or infographic with tips on performing a perfect split squat.	Instagram Reels, Facebook
7	Personal Brand	"Why I Became a Personal Trainer" - Share your story, what inspired you to become a trainer, and how it impacts your life.	Instagram, Facebook
8	Promotions	"Spring Into Fitness: 20% Off All Personal Training Packages!" - Offer a limited-time promotion for new clients.	Instagram, Facebook
9	Client Transformation	Testimonial - Post a short video or quote from a client talking about their journey and results with your training.	Instagram Stories, Facebook
10	Personal Interest	"Fueling My Body: My Favorite Post-Workout Meal" - Share a recipe or meal plan you follow for recovery.	Instagram
11	Fitness Tip	"How to Avoid Injuries While Lifting" - A carousel post or video on common lifting mistakes and how to prevent them.	Instagram, Facebook
12	Paid Partnership	Forged Beard Co. - Show how you use their beard care products, highlighting your partnership and promoting a discount code for your followers.	Instagram Stories, Facebook
13	Personal Brand	"My Favorite Workout Playlist" - Share your go-to music while working out or training clients.	Instagram, Facebook
14	Client Transformation	"Transformation Friday" - Share a client transformation that's been achieved through consistent effort.	Instagram, Facebook
15	Fitness Tip	"The Power of Recovery: Why Rest Days Are Essential" - A post or video explaining how recovery impacts performance.	Instagram, Facebook

# CONTENT CALENDAR

## APRIL EXAMPLE CONTINUED

16	Personal Interest	"Adventure Weekend: Riding My Motorcycle" - Share a personal photo or video from a motorcycle ride.	Instagram Stories, Facebook
17	Promotions	"Limited-Time Sale: Free Consultation & 30% Off Your First Month" - Promote a special offer for new clients.	Instagram, Facebook
18	Fitness Tip	"Building Core Strength: My Top 3 Exercises" - Share tips and exercises for building a solid core.	Instagram
19	Paid Partnership	Partnership Highlight - Showcase how a product or service (e.g., Forged Beard Co.) fits into your active lifestyle.	Instagram, Facebook
20	Client Transformation	"Client of the Month" - Feature a client who has made great strides in their fitness journey.	Instagram, Facebook
21	Personal Brand	"What's Next for Me? My Goals for the Next 6 Months" - Share upcoming goals or events you're working toward.	Instagram Stories, Facebook
22	Fitness Tip	"Effective Stretching for Flexibility" - Provide a guide or video on how to improve flexibility with daily stretching.	Instagram, Facebook
23	Personal Interest	"A Moment of Reflection: Why Fitness is My Passion" - Post a personal reflection on why fitness drives you.	Instagram, Facebook
24	Client Transformation	"Success Story: [Client's Name] Overcomes Obstacles" - Feature a client's success despite challenges they've faced.	Instagram, Facebook
25	Paid Partnership	"Norse Fitness Apparel Review" - Show off a recent purchase from Norse Fitness and explain why it's your go-to gear for workouts.	Instagram Stories, Facebook
26	Promotions	"End-of-April Flash Sale: 10% Off All Training Packages!" - Push a last-chance promotion to close out the month.	Instagram, Facebook
27	Fitness Tip	"How to Stay Motivated After Setbacks" - Share tips on how to push through when motivation is low.	Instagram, Facebook
28	Personal Brand	"Taking Time to Recharge" - Share a photo or video of how you take care of your mental health and rest days.	Instagram, Facebook
29	Client Transformation	"Transformation Recap: April Highlights" - Create a post summarizing your clients' transformations for the month.	Instagram, Facebook
30	Personal Interest	"Grateful for the Journey" - Post a reflection on the month's progress, both personally and professionally.	Instagram, Facebook



# SETTING UP META ADS



## Step 1: Set Up Your Meta Ads Manager Account

1. Go to Meta Ads Manager: Visit Meta Ads Manager and log in with your business account.
2. Create a New Campaign: Click on the green "Create" button to start a new campaign.

## Step 2: Choose Your Campaign Objective

1. Objective Selection: Choose an objective that aligns with your goals. For targeting gym-goers and health-conscious people, the most suitable options could be:
  - Traffic (drive visitors to your website or landing page)
  - Engagement (boost engagement on your social media posts)
  - Lead Generation (collect contact information directly on Meta platforms)
  - Conversions (if you have an online store, sign-ups, or appointments)



### Step 3: Define Your Audience

1. Location:

- Set the location to Tempe, Arizona.
- You can either specify the city directly or create a 10-20-mile radius around Tempe, depending on the reach you want.

2. Demographics:

Set the age range based on your target audience. Typically, gym-goers and health-conscious individuals may range from 18-45 years old, but adjust as needed based on your services.

3. Interests and Behaviors:

- Interests: Select interests related to fitness, health, and wellness. Examples include:
  - Fitness and wellness
  - Gym
  - Weightlifting
  - Yoga, Pilates
  - CrossFit
  - Running, Cycling
  - Healthy eating, nutrition
- Behaviors: Target people who:
  - Have recently visited fitness-related websites or used fitness apps.
  - Have purchased health-related products or services.



#### 4. Custom Audiences (Optional)

- If you have previous customer data or website visitors, you can upload it to create a Custom Audience.
- You can also create a Lookalike Audience based on your current customers or website visitors to reach similar people in Tempe.

### Step 4: Set Your Budget and Schedule

#### 1. Budget:

- Daily or Lifetime Budget: Decide whether you want to set a daily or lifetime budget. A daily budget allows you to manage your spending daily, while a lifetime budget spreads the budget across the campaign duration.
- Amount: Start with a budget based on how much you're willing to spend on ads each day. For local targeting, a budget of \$10-\$20 per day can work to get started.

#### 2. Schedule:

- Choose the duration of your campaign. You can select an end date, or you can run the campaign continuously.
- Consider running your campaign during peak gym times, such as the early morning, lunchtime, or evenings when people are most likely to see your ad.

### Step 5: Create Your Ad

#### 1. Ad Format:

- Carousel: If you have multiple images or videos to showcase different aspects of your gym or services, a carousel ad is a great option.
- Single Image or Video: If you have one powerful image or video that demonstrates your gym services, use that format for a focused message.

#### 2. Ad Content:

- Headline: Capture attention with a bold, clear message. Example:
  - "Unleash Your Inner Warrior with a Free Gym Trial in Tempe!"
  - "Get Fit for Midsummer! Join Our Gym in Phoenix Today!"





- Primary Text: Write a brief, engaging description. For example:
    - "Are you ready to transform your fitness? Join Viking Way Performance and experience the ultimate workout with expert trainer Loki and state-of-the-art equipment. Located in Tempe, we're offering exclusive discounts for new members. Claim your spot today and start your fitness journey!"
    - "Whether you're lifting weights or focusing on cardio, we have everything you need to meet your fitness goals. Sign up for a free trial class at Viking Way Performance now!"
  - Call-to-Action (CTA):
    - Use a strong call-to-action such as "Sign Up," "Learn More," "Get Started," or "Book Now."
  - Image/Video: Use high-quality images or videos that showcase your gym, happy clients, or fitness classes. Ensure the visuals are vibrant and align with the gym-goer audience. If possible, show actual people in Phoenix who could resemble your target audience.
3. Link:
- Add a link to your landing page or sign-up page. If you're offering a free trial, ensure this page makes it easy for users to claim their offer.

## Step 6: Ad Placement

1. Automatic Placement: Let Meta optimize your ad placements across Facebook, Instagram, Messenger, and Audience Network.
2. Manual Placement (Optional): If you want to be more specific, choose placements like:
  - Facebook News Feed
  - Instagram Feed or Stories
  - Facebook Groups (if you're targeting local fitness groups)
  - Instagram Explore



### **Step 7: Review and Launch**

1. Review Your Ad: Check everything—audience targeting, budget, ad creative, and CTA. Ensure everything looks solid and aligns with your goal of attracting Tempe-based gym-goers and health-conscious individuals.
2. Launch: Once you're happy with your setup, click Publish to launch your campaign.

### **Step 8: Monitor and Optimize**

1. Track Performance: Use Ads Manager to monitor your campaign's performance in real-time. Look at key metrics like CTR (Click-Through Rate), Engagement, and Conversions.
2. Optimize: If your ad isn't performing well, make adjustments. Try different ad formats, update visuals, or tweak your targeting based on insights.

By following these steps, you can create an effective Meta ad campaign that attracts gym-goers and health-conscious individuals in Phoenix, Arizona, and drives them to take action toward your fitness services!

