



EnPhysion Health: Final Presentation

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Agenda

- 1** Background & Project Goals
- 2** Situation Analysis & Market Research
- 3** Target Audience
- 4** Competitive Analysis
- 5** Marketing Strategy & Positioning Statement
- 6** Marketing Objectives & Goals
- 7** Marketing Mix
- 8** RCT, Monitoring, & Evaluation





About EnPhysion

- Boston-based health and fitness company that works one-on-one with patients
- Focuses on **whole-body performance**
- Provides clients with **comprehensive education materials**
- Offered as a monthly or annual subscription service



SWOT

Strengths

- Unique perspective: **physical therapy focused** personal training
- Mozambique national park
- Personalization, accountability
- Expert trainers

Weaknesses

- More expensive than **self-guided fitness apps**
- Limited social media presence
- No apple watch/smart device integrations
- **No insurance**

Opportunities

- Expansion into the college segment/**younger demographic**
- Increase social media & exposure
- **Integrate** with other apps and wearable devices
- **Collaborate** with local colleges, businesses

Threats

- Crowded fitness app segment
- **Scalability** and client dependence
- High reliance on fitness trends
- Privacy and **liability concerns**

Literature Review & Secondary Research

- **Age:** Younger college students are more active (Buckworth & Nigg, 2004)
- **Gender:** Men and women have different motivations, needs, and priorities for fitness (Jeffrey, 2013)
 - Women: weight management and stress management
 - Men: strength, competition, and social recognition
 - Varied technology types (Buckworth & Nigg, 2004)
- **App Features:**
 - Personalization, ease of use, and social connection.

Competitive Landscape

Future

- Combination of technology, content, and **elite personal trainers**
- **Custom-made training plans** with personalized audio coaching
- Team from Apple, Nike, Google, Fitbit, Square, and the NBA
- **\$199/month**

Luna

- PT that **comes to you**
- **Takes insurance and medicare**
- Team has 3,000 licensed outpatient therapists
- In-app exercise communications with your matched coach
- **\$125/visit**

Flexit

- **Virtual** Personal Training (VPT) with a Physical Therapist
- **Holistic** suite of wellness offerings: dieticians, mediation experts, yogis
- **\$159/month**



Research & Insights: Interview & Survey Methods

Interview Format: 60 interviews

- 23 questions
- 7-10 minutes in duration

Survey Format: 68 responses

- Qualtrics
- 22 questions

Data Collection:

- Stand outside on campuses:
Babson College, Boston
College, Boston University,
and Northeastern University

Question Types:

- likert scales
- multiple choice
- multiple select
- scale/slider questions

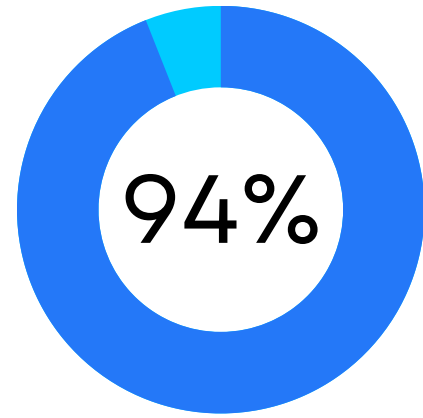


Research & Insights: Demographics

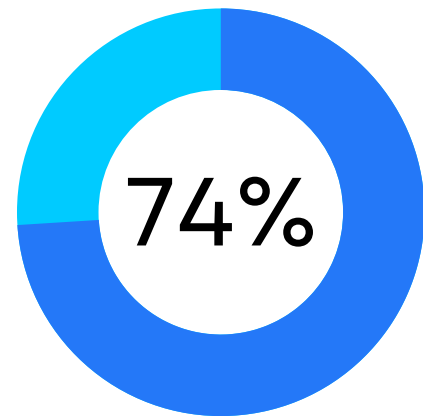
	Interviews	Survey Respondents
Average Age	20.6	20.6
Gender Split	51% M, 43% F, 6% NB	23% M, 68% F, 9% NB
% of College Athletes	67% college athletes	47% college athletes
Average Monthly Spend	\$938	\$1,759.72
Average Time Doing Physical Activity/week	6 hours (4x 1.5 hours)	5-7 hours

48% have been to physical therapy focused personal training

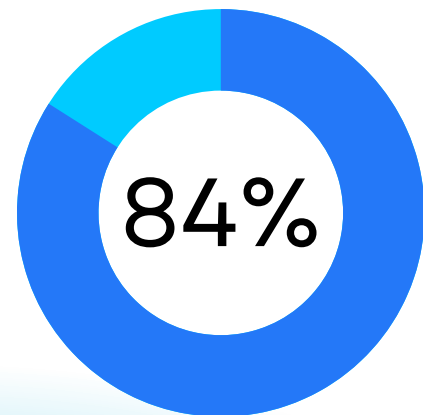
Research & Insights: Key Findings



94% said it was at least slightly important that the EnPhysion subscription fee contributes to a pro-social cause
(40% slightly important, 25% moderately, 19% very, 10% extremely)



74% said they were moderately to extremely interested in using a mobile app to track workouts and progress
(24% moderately interested, 32% very, 18% extremely)



84% answered that they would possibly or definitely participate in an online version of physical therapy focused personal training
(16% definitely, 68% maybe)

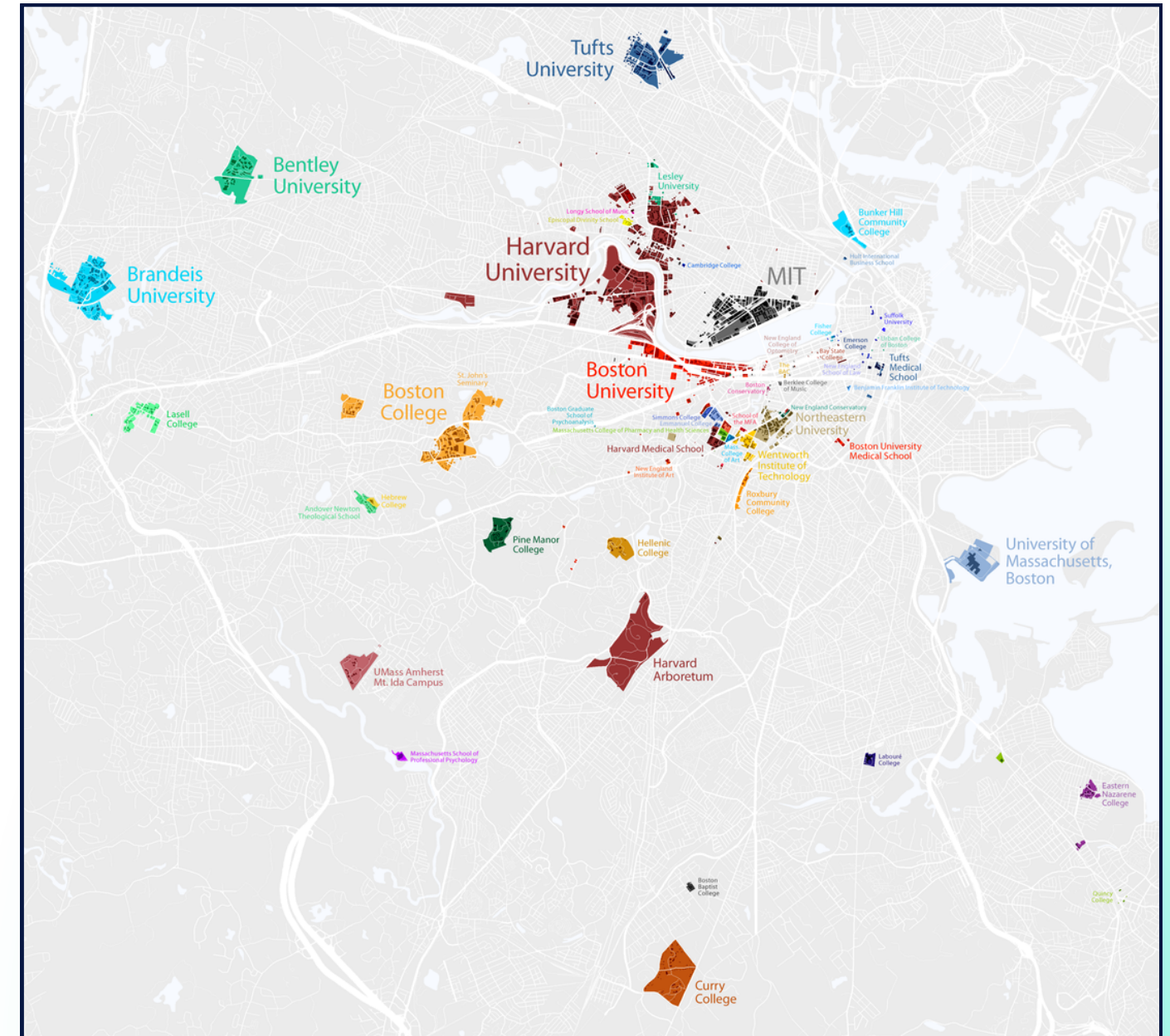
Target Audience

- **Male** college students ages **18-21** in Boston and surrounding cities
- Students who spend **\$300+ per month** or whose parents financially support them
- Students who spend **10%** or more of their **monthly budget** on health care products and services
- Students who value the **incorporation of physical therapy** into their exercise routine
- Students who utilize **mobile apps** for movement purposes
- Students who do not currently exercise but **want to start** soon in the future

Segmentation

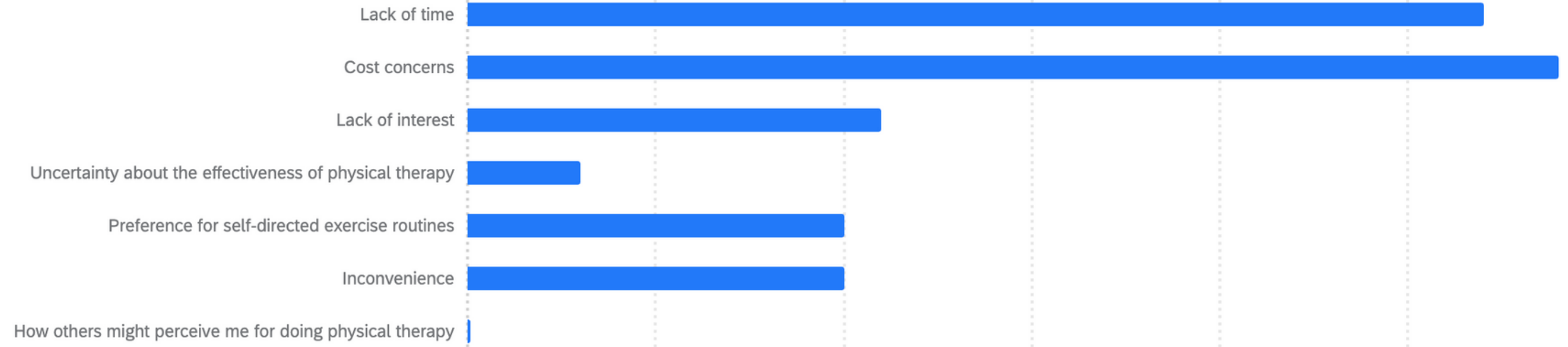
Prioritize the **largest** and most **accessible** market in the Boston area with over (Florida 2016):

- College students
- Opportunity to collaborate with universities
- Host events or do guest lectures in relevant courses



Barriers & Opportunities

Barriers

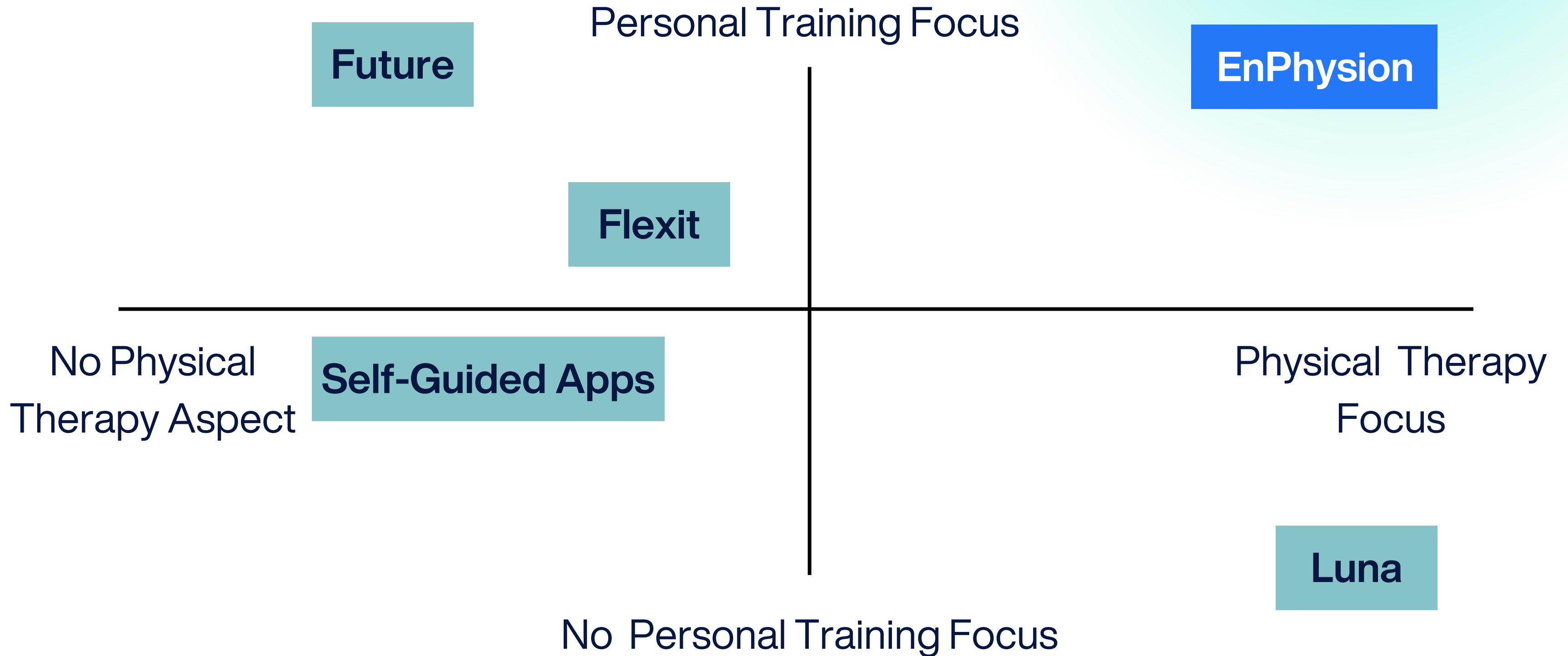


Opportunities





Perceptual Map



Marketing Strategy

1. Draw in college students with **targeted advertising**
2. Collaborate with local colleges and **nano influencers**
3. Prioritize marketing through Instagram, Tiktok, and T Station and Bus Stop Shelter advertisements
4. Increase **digital presence** with consistent content including client testimonials (88% of survey respondents said they view fitness content on Instagram)



Positioning Statement

For **college students** seeking personalized training programs, EnPhysion offers **tailored programs** designed to meet individual needs and lifestyle demands. With a focus on **preventive care** and **holistic wellness**, EnPhysion provides comprehensive health assessments, educational materials, and fitness routines because by combining our physical therapy background with compassionate care, we **empower college students to prioritize their health and well-being**, enabling them to thrive.

Marketing Objectives

Specifically, a **social media campaign** on Instagram, Tiktok, and Twitter (X), advertising in T stations in MBTA bus stops, guest speaking events on local campuses, and **collaborations with Boston nano-influencers**

S

SPECIFIC

M

MEASURABLE

Measure the success of the marketing strategy through **key performance indicators**

A

ACHIEVEABLE

Aim to gain a total of **10 new college clients** and **1,000 new social media followers**, all while maintaining a consistent posting schedule

R

RELEVANT

Targeting **college age** students on campuses around Boston will allow for Enphysion to break into a new demographic and **expand their customer base**

T

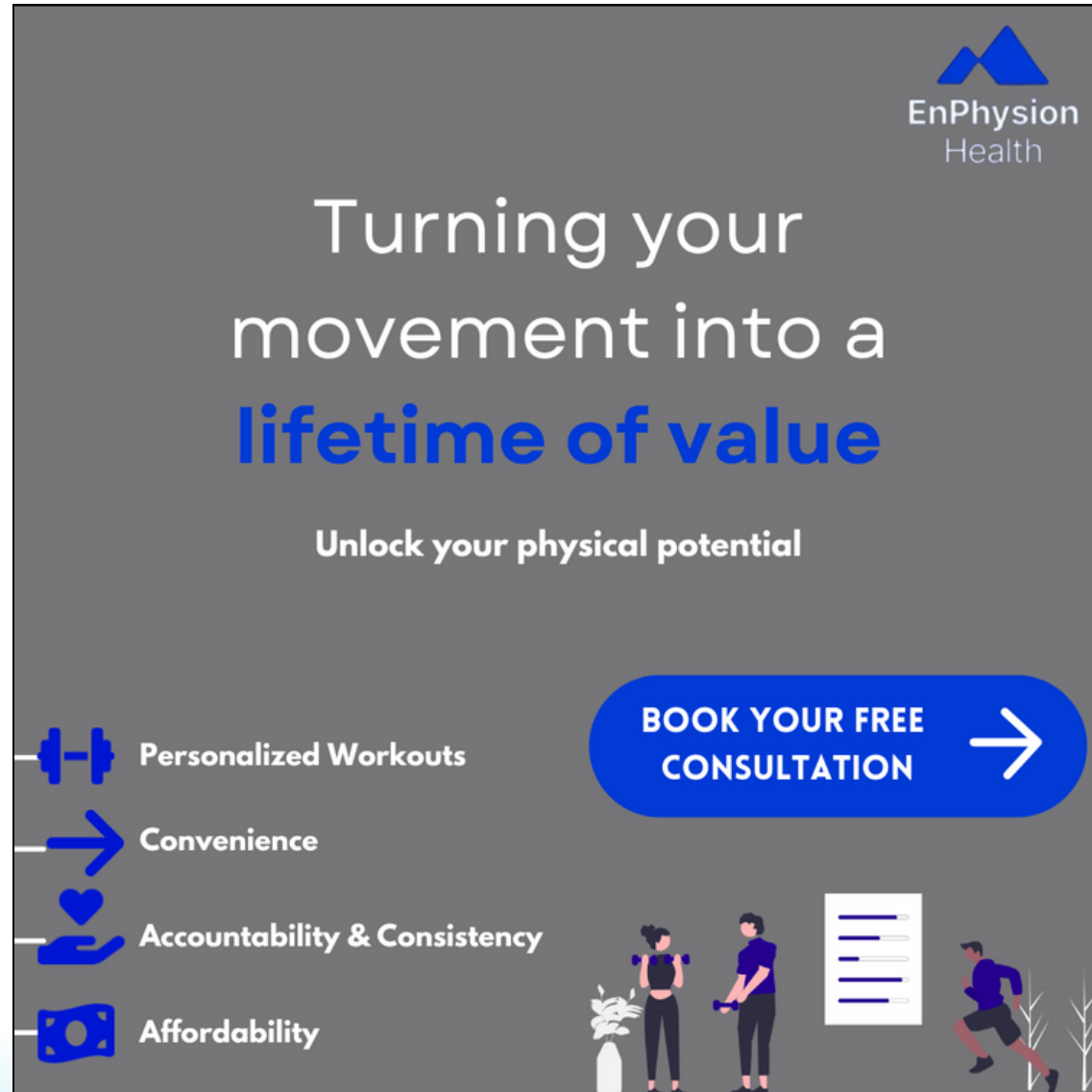
TIMELY

September through **December** 2024

Marketing Mix

Products	Price
<ul style="list-style-type: none"> • Tailored remote and at-home coaching sessions or workouts the EnPhysion app. • Educational materials on movement and fitness • Accountability features to track progress and set goals. 	<ul style="list-style-type: none"> • Flexible pricing options: three tiers for varying budgets and needs: • Actualization: \$99/month • Optimization: \$189/month • Annual: \$1,099/year
Place	Promotion
<ul style="list-style-type: none"> • Zoom • Customer's home • EnPhysion app • Convenience appeal • Instagram, Tiktok, YouTube 	<ul style="list-style-type: none"> • Influencer Marketing • T station and Bus Shelter Ads • Storytelling and Social proof • Messaging: physical and mental benefits, personalization, convenience, and accountability

Promotion: Marketing Materials



EnPhysion Health

Turning your movement into a **lifetime of value**

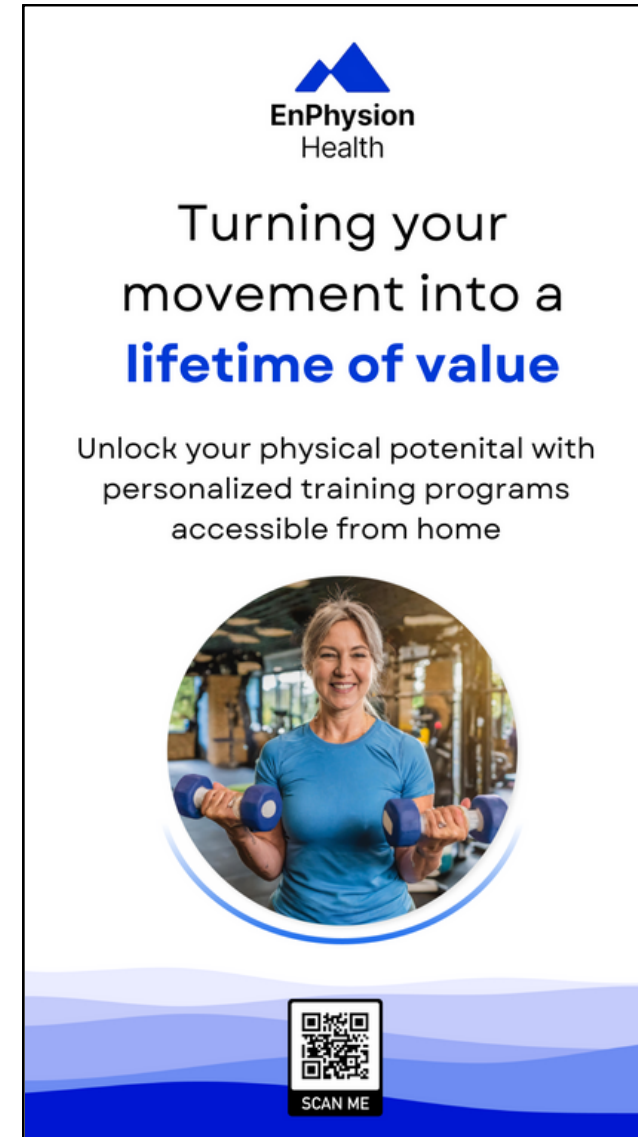
Unlock your physical potential

- Personalized Workouts
- Convenience
- Accountability & Consistency
- Affordability

BOOK YOUR FREE CONSULTATION →

Illustration of people exercising and a checklist.


Instagram Post



EnPhysion Health

Turning your movement into a **lifetime of value**

Unlock your physical potential with personalized training programs accessible from home



SCAN ME

T Station or Bus Stop Shelter Advertisement



Influencer Marketing Instagram Reel or Tiktok
Boston Nutrition Coach and Influencer Rachel Artus (@eats_by_rach)

RCT

<p>Hypothesis</p>	<p>Participants who are held accountable to movement and strength training by EnPhysion will be more physically active compared to participants who are not.</p>
<p>Participants</p>	<p>100 College students (ages 18-25 in the Boston Area) 1.50 assigned to follow a tailored EnPhysion program, training 3-7 times weekly 2.50 do not take part in EnPhysion programming and do not have a personal trainer nor physical therapist</p>
<p>Procedure</p>	<p>Experimental group: consultation and personalized fitness program, sessions 3-7 times weekly at their preferred location, monitored in the EnPhysion app The control group: will receive health education and self-report their exercise on a designated app, with both groups observed over a 12-week period.</p>
<p>Measurable Outcomes</p>	<p>baseline assessments for all participants conducted by a primary care provider and sports performance professional, measuring various physical parameters before and after trial alongside pre- and post-trial surveys gauging attitudes</p>

Monitoring & Evaluation

To measure the **effectiveness of EnPhysion's campaign** to target college students in the Boston area, there are several **key performance indicators (KPIs)** should be monitored and evaluated:

Partnership Impact

Subscription Sign-ups

Retention Rates

Engagement Metrics

ROI Analysis

Surveys and Feedback

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Thank you!
Questions?



APPENDIX



Background and Project Goals

Social Issue

Helping to fund a cause that aims to save the **Gorongosa National Park** in Mozambique

Organization

Global National Parks Project
Investment-donation structure, with each new client gained, money is donated to the organization.

Project Goal

Our overarching goal as a team is to successfully develop a marketing strategy that addresses the **identified barriers, competition, and motivations**, with a clear focus on messaging and pricing, specifically for the college segment, in order to facilitate the **growth and expansion** of EnPhysion in the greater Boston area.



Research & Insights: Key Findings

Decision-making significance of EnPhysion subscription fee contributing to a pro-social cause:

- 6% rated “1 - Not important at all”
- **40% rated “2 - Slightly important”**
- 25% rated “3 - Moderately important”
- 19% rated “4 - Very important”
- 10% rated “5 - Extremely important”

Interest in using a mobile app to track workouts and progress:

- 0% rated “1 - Not interested at all”
- 26% rated “2 - Slightly interested”
- 24% rated “3 - Moderately interested”
- **32% rated “4 - Very interested”**
- 18% rated “5 - Extremely interested”

Likelihood to utilize EnPhysion exercises after viewing them on social media:

- 17% answered “Very likely”
- 16% answered “Likely”
- **40% answered “Neutral”**
- 23% answered “Unlikely”
- 4% answered “Very unlikely”

Literature Review & Secondary Research

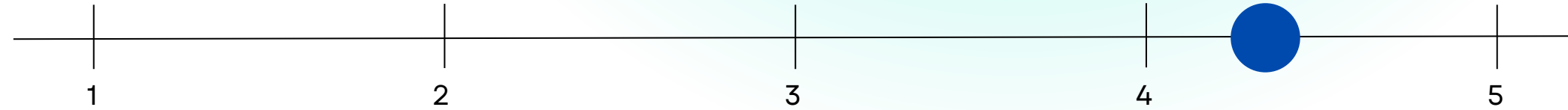
- **Men** partake in more physical activity in college compared to women. **Younger** college students are also more likely to be active (Buckworth & Nigg, 2010)
- Women are more likely to be active for **weight management/stress management** (Jeffrey, 2013)
- Men are more likely to be active for **strength, competition, and social recognition** (Jeffrey, 2013)
- Technology **types vary** for men and women in terms of what keeps them sedentary and decreases their physical activity level (Buckworth & Nigg, 2004)

Literature Review & Secondary Research

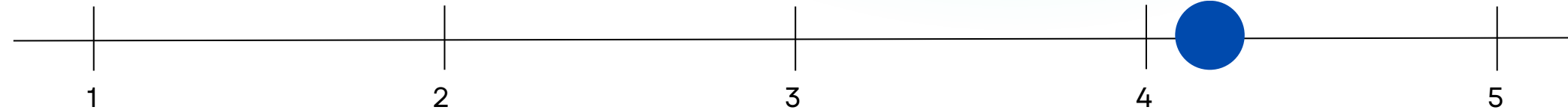
- **Personalized**, innovative, and contextualized health and wellness apps had better **positive engagement** than simpler themed apps without a backstory (Antezana et al., 2022)
- There are five factors that significantly impact college students' use of fitness apps: confirmed **usefulness**, confirmed **ease of use**, **satisfaction**, **fitness achievement** and **social connection** (Zhang & Zhu, 2020)
- According to the study's findings, **72% of users** said that using fitness apps encouraged them to **meet their daily physical practice objectives** (Planas-Anzano, A. 2021)

Research & Insights: Key Findings

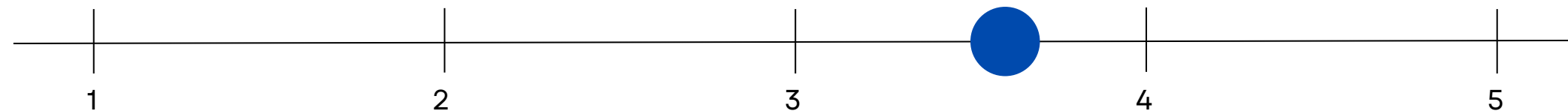
I live an active lifestyle



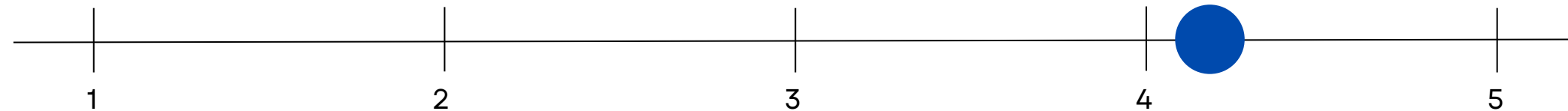
I am health conscious



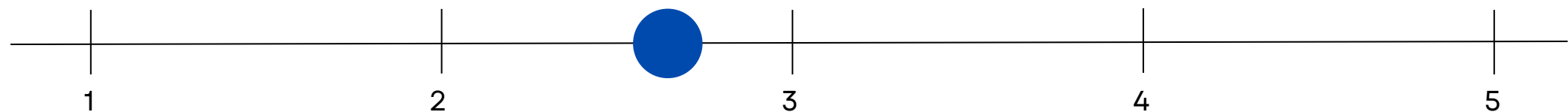
It's important to incorporate physical therapy into my exercise routine



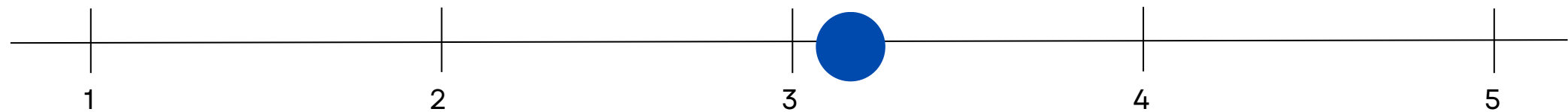
I like to personalize my exercise routines to match my goals



I like to post about fitness on social media



I have a hard time staying accountable with my workout regimen



Research & Insights: Key Findings

Ranked Health Related Expenses

- 1 Gym Membership
- 2 Nutritional Supplements
- 3 Fitness Apps
- 4 Digital Fitness Accessories
- 5 Fitness Classes
- 6 Physical Therapy
- 7 Exercise Equipment

Average amount willing to spend: \$52/month

- median & mode: 50