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Marketing Recommendation Report – Gymshark

Overview

This report outlines specific marketing recommendations to improve Gymshark’s digital communication through social media strategies, community engagement, and brand image. By adapting some of Lululemon’s approaches to social media marketing, Gymshark can expand its audience and strengthen its brand presence on all platforms.

Strategy 1: Expand Content to Emphasize Overall Wellness

Gymshark can reach a new audience by posting content focusing on mental health and a balanced lifestyle across its social media platforms.

- **Lululemon often highlights consumers’ overall well-being on social media platforms** such as Instagram and TikTok. The brand constantly recommends mindfulness practices, shares inspiring stories, and promotes wellness-related events.

Lululemon emphasizes a balanced lifestyle rather than just physical fitness and apparel. For example, one of their most recent Instagram captions stated, “Live like you’re comfortable outside your comfort zone,”. **Using motivational captions in content featuring apparel promotes both Lululemon’s product and its values.**

Gymshark's current brand image focuses mainly on physical performance and physique. Content mostly consists of extreme workout videos, transformation stories, and fitness challenges. **Solidifying Gymshark's brand image to include mental and emotional well-being** would appeal to customer values and establish stronger emotional relationships with followers. This **approach can shift brand reliability** especially, among younger audiences, such as Gen Z, who prioritize mental health.

Strategy 2: Enhance Influencer and Community Collaboration

Implementing athlete partnerships and forming relationships with wellness and fitness influencers will help Gymshark stay relevant on social media platforms.

- Lululemon regularly collaborates with popular athletes and fitness influencers.

According to Saral, **Lululemon currently has 500+ local ambassadors in countries where the brand has a large presence.**

The brand combines personal stories with messaging while promoting its apparel line. **This emotional strategy allows Lululemon to engage with its community.** Sharing real customer stories adds a personal touch to their content. Lululemon's audience can resonate with personal experiences, and this approach helps the brand build trust.

While **Gymshark** currently collaborates with some fitness influencers, it **can benefit from featuring lifestyle and wellness figures** more frequently **to gain a new audience or deepen current customer relationships.** Encouraging the Gymshark community to share stories will deepen emotional connections and boost social media interactions. Featuring the community across social media platforms will also establish trust and develop a more inclusive brand image.

Strategy 3: Unify Brand Identity Across All Digital Platforms

Establishing a unified visual and verbal identity will help grow brand recognition.

- On all social media platforms, **Lululemon** maintains a calm and motivational tone.

The brand always **uses similar visuals and messaging that strengthen its image as a wellness brand.**

In marketing, **consistency builds credibility.** Applying the same approach and creating a consistent image across all social media platforms, commercials, email campaigns, newsletters, and website content guarantees that **users will recognize Gymshark's brand identity regardless of which platform they choose to interact on.** This not only enhances brand recognition but creates a clear and consistent image across all platforms. Maintaining a unified brand will help Gymshark stand out in the industry.

Conclusion

By incorporating these changes into the marketing strategy, Gymshark can significantly improve its digital communication and social media engagement. By focusing marketing on content that emphasizes overall wellness, building stronger relationships with influencers, and maintaining a consistent brand image across platforms, Gymshark can deepen customer relationships, connect with a larger audience, and solidify its brand image in the highly competitive athletic apparel market.

Works Cited

Instagram, www.instagram.com/lululemon/?hl=en. Accessed 6 May 2025.

Nain, Priya. "Breaking down Lululemon's Influencer Marketing Strategy." *Breaking Down Lululemon's Influencer Marketing Strategy*, SARAL, 11 Apr. 2025, www.getsaral.com/academy/lululemon-ambassador-influencer-marketing-program.