

STRYD.MEDIA — GYM GROWTH SYSTEMS

The Gym Owner's Marketing Playbook

The exact system high-growth gyms use to fill classes, build a pipeline of qualified leads, and turn their marketing into a predictable revenue engine — without a massive budget or becoming a full-time content creator.

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"The problem isn't that gym owners **can't get leads.**

The problem is that they have **no system for what happens after the lead arrives."**

92% of gym leads never convert to a paying membership. Not because the gym is bad — but because there's no pipeline to move them from "interested" to "member." This playbook fixes that.

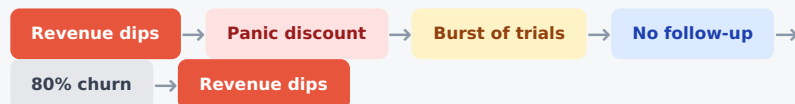
CHAPTER 01

Why Most Gym Marketing Fails

Most gym owners aren't bad at business. They're spending marketing energy in the wrong place — chasing discounts, posting randomly, and hoping referrals show up. Here's the pattern that keeps gyms stuck.

THE GYM MARKETING DEATH SPIRAL™

The cycle most gym owners are trapped in — without knowing it.



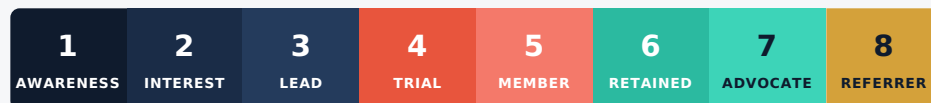
The Core Issue: Activity Without Architecture

Gym owners are some of the hardest-working people in small business. The problem is rarely effort — it's that effort gets poured into tactics (a random Instagram post, a flyer, a discount) instead of a **system** that compounds.

This playbook gives you the system. Every chapter is a component. Together, they form a complete marketing architecture that turns strangers into members and members into advocates — predictably.

THE LEAD-TO-MEMBER PIPELINE™

The complete journey from "never heard of you" to "refers their friends."



Each chapter of this playbook optimizes a specific stage. The gym owners who win aren't better at any single tactic — they've closed the gaps between stages.

WHAT THIS MEANS FOR YOUR GYM

Every lead you've ever lost — the person who enquired but never booked, the trial who ghosted, the member who quietly cancelled — fell through a gap in this pipeline. Fix the gaps and the same marketing effort produces 3-5× the results.

CHAPTER 02

The Member Avatar Framework™

Before any tactic works, you need absolute clarity on who you're trying to reach.

"Everyone who wants to get fit" is not an audience — it's the reason your marketing sounds generic.

Build Your Primary Avatar

Answer these five questions for the single member type your gym serves best. Be brutally specific — this sharpens every ad, post, and offer you create.

QUESTION	WHY IT MATTERS	EXAMPLE ANSWER
1. Daily life & schedule	Tells you when to post, when to run classes, and what language resonates	Working mother, 32, office job 9-5, school run at 3pm
2. Real outcome they want	The emotional driver behind "fitness" — your ad hooks live here	Wants to feel confident at the beach again after having kids
3. What they've tried that failed	Positions your gym as the solution to their specific past frustration	Tried a big-box gym, felt lost; tried home workouts, no accountability
4. Primary objection	Your landing page and first conversation must address this directly	"I don't want to feel judged by fit people"
5. Where they spend attention	Determines which channels to invest in — not all of them	Instagram, local mum Facebook groups, WhatsApp

ACTION STEP

Do this today (15 min): Open your gym software. Find your 5 best members — the ones who've stayed longest, refer friends, and love your gym. Interview them (or recall what you know). The patterns you find *are* your avatar.

KEY INSIGHT

Every piece of content, every ad, and every offer in this playbook gets 3-5x sharper once you can picture one real person and write directly to them. Generic marketing is expensive. Specific marketing is magnetic.

CHAPTER 03

Own Your Local Search Results

Before someone finds you on Instagram, they're Googling "gym near me." This is the highest-intent, zero-cost traffic source available to any local business — and most gyms leave it half-optimized.

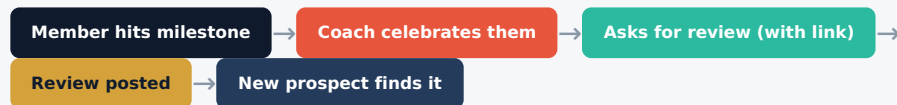
The Google Business Profile Optimization Checklist

- ☐ Claim & verify your listing
- ☐ Accurate name — no keyword stuffing (Google penalizes this)
- ☐ Correct primary category (Gym / CrossFit Box / Fitness Center)
- ☐ Real photos updated monthly: exterior, classes, equipment
- ☐ Accurate hours — including holidays (inaccurate hours kill trust)
- ☐ All classes listed as "Services" or "Products"
- ☐ Weekly Google Post (class highlight, offer, quick tip)
- ☐ Direct review link saved for easy sharing

The Review Generation System

A steady stream of recent, specific reviews does more for local trust than any ad. Build this into a habit, not a one-time push.

THE REVIEW FLYWHEEL™


5-8

NEW REVIEWS IN FIRST WEEK

4.7+

TARGET AVERAGE RATING

3x

 MORE CLICKS VS.
UNOPTIMIZED PROFILE

QUICK WIN — DO THIS TODAY

Text or email your last 20 members who joined in the past 3 months: "Hey [Name], loved seeing your progress! Would mean the world if you could leave us a quick Google review — here's the link: [direct link]." That single action typically generates 5-8 reviews within 7 days.

CHAPTER 04

The 7-Pillar Content Calendar™

You don't need to be an influencer. You need a repeatable system that turns content from a source of guilt into 20 minutes a week. Here's the exact structure.

DAY	CONTENT PILLAR	WHAT TO POST	WHY IT WORKS
Mon	MOTIVATION	Member spotlight or a quick mindset tip	Sets weekly energy; high share rate
Tue	TRANSFORM	Before/after or progress story (with permission)	Social proof — the #1 driver of enquiries
Wed	EDUCATE	Form check, "3 mistakes with X," myth bust	Builds authority; saves for later = algorithm boost
Thu	COMMUNITY	Behind-the-scenes, staff intro, class energy	Lowers intimidation — the #1 objection for new members
Fri	OFFER / CTA	Free trial invite, referral bonus, lead magnet	One direct ask per week — enough to drive leads, not enough to annoy
Sat	UGC	Repost member tags, celebrate PRs	Reduces your workload; deepens member loyalty
Sun	REFLECT	Weekly recap, gratitude, "prep for the week" tip	Low-effort; keeps profile active on a rest day

The Batch-Film Method

Block 45–60 minutes once per week (right after a high-energy class works best). Film 5–7 short clips in one sitting. Edit minimally — raw, authentic gym content outperforms polished studio content for local businesses every time.

KEY INSIGHT

Consistency beats creativity. A gym that posts 5× per week with decent content will outperform a gym that posts one "perfect" reel per month. The algorithm rewards frequency and engagement — not production value.

WHAT THIS MEANS FOR YOUR GYM

Stop agonizing over what to post. Use the 7-Pillar system as a template, batch-film once a week, and you'll never run out of content ideas again. The system does the thinking — you just execute.

CHAPTER 05

Turn Every Member Into a Lead Source

Referred members join faster, stay longer, and cost nothing in ad spend. Most gyms leave this entirely to chance. A real referral system has three components.

THE REFERRAL MULTIPLIER SYSTEM™

Three components that turn passive word-of-mouth into a predictable lead channel.

Component 1: Automatic Triggers

Build the ask into moments that already happen — don't rely on remembering.

- ▶ **Onboarding (Day 1):** "Who's one person you'd want to do this with?"
- ▶ **Milestone (Day 30, 60, 90):** Celebrate → ask → reward
- ▶ **Monthly reminder:** Quick message in community group
- ▶ **Challenge completion:** "You crushed it — share the love"

Component 2: Dual-Sided Rewards

A referral bonus that only rewards the referrer feels like a sales pitch. Reward both sides.

- ▶ **Referrer:** Free month, merch, or PT session
- ▶ **New member:** Free trial week + onboarding gift
- ▶ The invite should feel *generous*, not transactional

Component 3: Visibility

Track referrals (code, form, or CRM). Publicly celebrate referrers — it reinforces the behavior for everyone watching.

Referral vs. Paid Acquisition: The Numbers

METRIC	PAID AD LEAD	REFERRED LEAD
Cost per lead	\$15-\$40 ✗	\$0-\$5 ✓
Trial-to-member rate	20-30%	50-70% ✓
Average lifespan	4-6 months	9-14 months ✓
Lifetime value	\$300-\$500	\$700-\$1,200 ✓
Refers others?	Rarely	2-3x more likely ✓

COMMON MISTAKE

Most gyms "have" a referral program but never *activate* it. The program sits on a poster no one reads. The system works when it's embedded into your onboarding, coaching, and communication — not when it's passive.

A SHIFT IN THINKING

**Stop spending money to rent
attention.**

**Start building systems that
earn it.**

The next three chapters show you exactly how — with paid ads that actually convert, email sequences that run while you sleep, and a dashboard that tells you what's working in 30 seconds.

CHAPTER 06

The \$5-\$10/Day Ad System

You don't need \$2,000/month. A focused \$150-300/month campaign, run correctly, will outperform a scattered \$1,000/month campaign every single time. Here's the exact structure.

The STRYD Ad Architecture™

Start with one platform (Meta), one objective (leads), one offer, and a tight radius.

THE 4-PART AD FORMULA

#	ELEMENT	WHAT IT DOES	EXAMPLE
1	Hook	Names the specific pain in the first line — stops the scroll	"Tired of gyms that feel intimidating the second you walk in?"
2	Proof	One specific transformation or community moment — real, not stock	15-sec clip of a member celebrating a PR with the class cheering
3	Offer	Low-friction next step — stated plainly, no fine print energy	"Your first week is completely free. No contracts. No pressure."
4	CTA	Single button → short form (name, phone, one question)	"Claim Your Free Week →"

Campaign Settings That Matter

- ▶ **Objective:** Lead generation (not awareness, not engagement)
- ▶ **Runtime:** Minimum 14 days before judging (algorithm needs data)
- ▶ **Radius:** 5-10 km / 3-6 miles around your gym
- ▶ **Creative:** Video > carousel > static image
- ▶ **Budget:** \$5-\$10/day to start (enough for Meta to optimize)
- ▶ **Audience:** Interests in fitness + your age/gender avatar

COMMON MISTAKE

Killing a campaign after 3 days because "it's not working." Meta's algorithm needs 50+ conversions to optimize. At \$5/day, that takes 2-3 weeks. Patience here saves you thousands in wasted restarts.

\$5-15

TARGET COST PER LEAD

30-40%

LEAD → TRIAL RATE

10-20%

TRIAL → MEMBER RATE

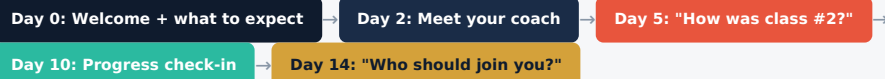
CHAPTER 07

The Invisible Sales Team™

Marketing doesn't stop once someone joins. Your existing and lapsed member list is the cheapest audience you'll ever have. Three automated sequences do 90% of the heavy lifting.

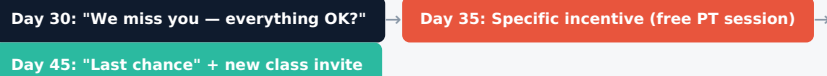
SEQUENCE 1 — THE WELCOME ENGINE (DAYS 1-14)

Purpose: Lock in the habit before buyer's remorse kicks in.



SEQUENCE 2 — THE WIN-BACK LOOP (30-60 DAYS INACTIVE)

Purpose: Re-engage lapsed members before they formally cancel.



SEQUENCE 3 — THE CANCELLATION SAVE

Purpose: Catch "soft" cancellations that are actually about price, schedule, or a fixable complaint.

- ▶ **Step 1:** Short, curious message: "We're sorry to see you go — mind sharing what changed?"
- ▶ **Step 2:** Offer a real alternative: pause membership, switch to a different plan, or address the specific complaint
- ▶ **Step 3:** If they still leave, send a "door is always open" message 30 days later with a reactivation offer

KEY INSIGHT

These sequences work best when they sound like a person, not a company. Write them the way you'd actually text a member you care about. The biggest unlock: **set them up once, and they run forever.**

CHAPTER 08

The Only 6 Numbers That Matter

You don't need 40 metrics. You need six numbers that tell you, in 30 seconds, whether your marketing is working — and exactly where to focus next.

THE STRYD GROWTH DASHBOARD™

Track monthly. Review weekly. Act on the weakest number.

METRIC	FORMULA	HEALTHY RANGE	WHAT IT TELLS YOU
Cost Per Lead	Ad spend ÷ leads	\$5-\$15	Is your advertising efficient?
Trial Conversion %	Members ÷ trial visitors	25-40%	Is your sales/onboarding working?
Member Lifespan	Average months retained	8-14 months	Are people staying long enough to be profitable?
Churn Rate	Cancellations ÷ total members	< 5%/month	Are you losing members faster than you gain them?
Referral Rate	Referred sign-ups ÷ total	20-35%	Is your community generating organic growth?
Revenue Per Member	Total revenue ÷ members	\$80-\$150/mo	Are you capturing enough value per person?

Gym Growth Scorecard — Rate Yourself

Score each area honestly (1-10). Your lowest score is your highest-leverage opportunity.

Lead Flow		/10
Follow-Up Speed		/10
Conversion Rate		/10
Retention		/10
Reactivation		/10
Referral System		/10

WHAT THIS MEANS FOR YOUR GYM

Improving retention by just 2 percentage points is often more profitable than doubling your ad spend. Always fix the weakest link in the chain before pouring more money into the top of the funnel.

CHAPTER 09

Your 30-Day Implementation Roadmap

Everything in this playbook, sequenced into 4 weeks. Don't try to do it all at once — follow the order, and each week builds on the last.

W1

Days 1-7

Foundation

WHAT YOU DO

Complete Member Avatar exercise
Claim & optimize Google Business Profile
Audit Instagram bio + highlights
Set up lead capture (link in bio)

KPIs

Avatar document complete
GBP 100% filled
Review request sent to 20 members

EXPECTED OUTPUT

5-8 new Google reviews
Clear picture of ideal member
Profile discoverable in local search

W2

Days 8-14

Content Engine

WHAT YOU DO

Adopt the 7-Pillar Calendar
Batch-film first 7 pieces of content
Schedule posts for Week 3

KPIs

7 posts created + scheduled
Batch-filming habit established

EXPECTED OUTPUT

Consistent posting rhythm
Content backlog built

W3

Days 15-21

Referrals & Reviews

WHAT YOU DO

Launch referral program (dual-sided rewards)
Build review request into coach workflow
Send follow-up to remaining members

KPIs

Referral program live
10+ total reviews on Google

EXPECTED OUTPUT

First referred leads coming in
4.5+ star rating visible

W4

Days 22-30

Activate & Scale

WHAT YOU DO

Launch first Meta ad (\$5-10/day)
Set up Welcome + Win-Back sequences
Review Growth Dashboard numbers

KPIs

Ad live + generating leads
2 automated sequences active
All 6 dashboard metrics tracked

EXPECTED OUTPUT

Full marketing system operational
Clear data on what's working
Foundation for month 2 optimization

CHAPTER 10

Executive Summary

Everything in this playbook, distilled into one page.

THE PROBLEM

Most gyms market without a system. They oscillate between discounts and silence, lose leads between stages, and have no visibility into what's working. Growth feels random because it *is* random.

THE OPPORTUNITY

The gym owners who grow predictably don't work harder. They build a pipeline — awareness through referral — and close the gaps between stages. The same effort produces 3-5× the results.

THE SYSTEM

AVATAR LOCAL SEO CONTENT REFERRALS PAID ADS AUTOMATION DASHBOARD OPTIMIZE

THE OUTCOME (30-DAY TARGETS)**10+**

GOOGLE REVIEWS

25+

QUALIFIED LEADS

5-10

NEW MEMBERS

100%SYSTEM
OPERATIONAL**THE NEXT STEP**

This playbook gives you the complete architecture. If you want help implementing it — or want us to build, launch, and optimize the system for you — the next step is a free 20-minute strategy call.

YOUR NEXT STEP

Ready to Build Your Growth Engine?

You've seen the system. You understand the pipeline. You have the 30-day roadmap. The only question is: do you want to build it yourself, or do you want a team that's done this for 100+ gyms to build it for you?

HOW IT WORKS — 3 STEPS

- 1 Book a free 20-minute strategy call** — no pitch, no pressure. We'll audit your current marketing and identify your #1 growth lever.
- 2 Get your custom growth plan** — a specific, actionable plan built for your gym, your area, and your capacity.
- 3 Launch your system** — whether you implement it yourself (using this playbook) or we do it with you.

[Book Your Free Strategy Call →](#)

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