

Extreme Fitness Communications Strategy

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| Key Audiences | Tier 1 Brands, advertisers and marketers in the health/fitness industry | Tier 2 Consumers interested in health, fitness and wellness | |
| Comms. Objectives | → Position Extreme Fitness as a leading platform for brands to reach a large audience passionate about healthy living and fitness | → Establish Extreme Fitness as a go-to site for health and fitness-focused consumers | → Position Bluefin Media as a leading lifestyle and digital media company who can help brands reach their advertising goals |
| Strategies | Educate relevant influencers (media, customers and other industry pundits) on the Extreme Fitness site, its readership and how it helps brands reach their target audiences | Activate Extreme Fitness' social media channels. Use as a platform to engage with Team Extreme and external audiences to increase awareness and drive traffic to the website | Partner with Team Extreme on hyper-local guerrilla marketing initiatives and events to increase awareness of Extreme Fitness among consumers and to elevate Team Extreme members' personal brands |

Proposed Tactics

Media Outreach

- Distribute press release on Extreme Fitness launch
- Conduct media outreach to advertising, marketing and publishing media on XF/Bluefin Media corporate story
- Conduct media outreach to trade publications reaching fitness/sports decisions makers
- Work with Team Extreme members' publicists on local outreach

Social Media

- Leverage @ExtremeFitTeam Twitter handle to tweet press release and articles
- Encourage Team Extreme to follow and engage on all platforms
- Retweet and link to Team Extreme profiles and articles
- Cross-promote articles between Bluefin Media and Extreme Fitness Facebook page
- Offer previews of Extreme Fitness video content on Instagram, with links to Extreme Fitness for the full versions

Thought Leadership

- Develop byline to highlight Bluefin Media's publishing expertise
- Pursue speaking and award opportunities focused on the sports and fitness marketing community
- Produce "Extreme Workout Cards" to distribute at local gyms

Team Extreme Integration

- Arm Team Extreme with collateral to promote Extreme Fitness in person and on social media/personal sites
- Organize Team Extreme "street team" to teach pedestrians quick workouts and health tips. Give away Team Extreme attire, with QR code to website on shirt.
- Sponsor Team Extreme in the fitness competitions they already partake in. Leverage socially via video

