



MedFit

CLASSROOM

Arthritis Fitness Specialist Course
Module 12:
Marketing the Arthritis Fitness Specialist

Christine M. Conti, M.Ed., B.A.

Marketing Your New Skills

**“Be the change you wish
to see in the world.”**

- Gandhi





Social media marketing: the use of social media platforms and websites to promote a product or service.

Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns.

Advertise to your specific demographic in order to increase your reach.

THE MUST-HAVE SOCIAL MEDIA PLATFORMS

The Internet

- ▶ Facebook
- ▶ Instagram
- ▶ Twitter
- ▶ LinkedIn
- ▶ Pinterest
- ▶ SnapChat
- ▶ TikTok

Above and Beyond

- ▶ Podcasts
 - ▶ Blogging
 - ▶ Webinars
 - ▶ Courses/Certifications
 - ▶ E-Newsletters
 - ▶ ZOOM/Google Meets/
Hangouts
- 



People who change
things look weird
to the rest of us.

WHY AM I USING THIS PLATFORM?

WHO WILL REACH ON THIS PLATFORM?

WHAT POST TYPES WORK BEST ON THIS PLATFORM?

HOW ARE MY POSTS UNIQUE TO THIS PLATFORM?



**HOW OFTEN YOU PLAN TO PUBLISH ON EACH SOCIAL
MEDIA PLATFORM BASED ON BEST PRACTICES FOR
THAT PLATFORM?**

**WHAT TYPE OF CONTENT YOU PLAN TO POST ON EACH
PLATFORM?**

**WHO IS YOUR TARGET AUDIENCE ON EACH
PLATFORM?**

**Why does
diction matter?**

**What is an
algorithm?**

**How does one
create
powerful
platforms?**

SOCIAL:

**AN ADJECTIVE RELATING TO SOCIETY OR ITS
ORGANIZATION...NEEDING COMPANIONSHIP AND
THEREFORE BEST SUITED TO LIVING IN COMMUNITIES**

What does this mean?

Establishing Routines

Be Consistent

Expectations: Daily, Weekly, Monthly,
Yearly, etc....

Captivate the Audience

**ALGORITHMS
MATTER!**

Several white diagonal lines of varying lengths and thicknesses are positioned in the bottom right corner of the slide, creating a sense of motion or design elements.

**Identify key metrics that are important to your brand.
Some of the metrics that you want to look for include:**

- **Reach and engagement for Facebook**
- **Impressions, retweets and mentions on Twitter**
- **Clicks, impressions and interactions on LinkedIn**
- **Engagement and impressions on Pinterest**
- **Likes, comments and mentions on Instagram**
- **Views and engagements on Instagram Stories**

You should track these metrics on a weekly, monthly and quarterly basis so you know when and if you need to make changes to your social media strategy.

TRICKS & TIPS

Instagram: Post more Instagram Stories & Utilize IGTV

Twitter: Join the Conversation, Use Hashtags, & Experiment with Advertising

LinkedIn: Prioritize Video Content

Pinterest: “Pin” Build a new audience & Following

SnapChat: Target Demographic & Marketing (Age Appropriate Pics)

TikTok: Target Demographic & Ads (Age Appropriate Videos)

Key Takeaways!

Partner with influencers and micro-influencers (People Love Helping People)

Interact with your audience (Pose Questions-Motivate-Solve Problems)

Stay Positive through Algorithm Shifts (Learn from Trends)

Join in on communities (ie: marketplaces, forums, pages, etc)

Invest in video content! (Speak and dress professionally)

Stay in Your Wheelhouse!

BE CONSISTENT!



The BEST kept secrets...

- ◆ You DO NOT need a ton of money to successfully grow your business and increase brand awareness!
- ◆ Most businesses have VERY LITTLE money to invest in marketing!
- ◆ Many new fitness companies DO NOT see a return on investment when it comes to paying for marketing!
- ◆ Social Media Platforms ARE NOT always the best way to market your business!



The Must Do List #1

The Community

- ◊ Chamber of Commerce
- ◊ B to B marketing
- ◊ Cross-Promotions
- ◊ Barter/Trade (tech, websites, printing, etc.)
- ◊ Contests/Prizes (tag me)
- ◊ Farmer's Markets
- ◊ Local Events
- ◊ Hire Interns/Partner with local schools/colleges
- ◊ Plan a fundraising event that "STANDS OUT"
- ◊ Contact local papers/reporters to feature you
- ◊ Be a walking billboard (wear your logo)

The Bigger Picture

- ◊ Apply for Fitness Contests
- ◊ Attend Fitness Conferences
- ◊ Reach out on Social Media
- ◊ Support & Share Other's Events
- ◊ Attend Webinars & Be Attentive
- ◊ Be Seen & Ask How You Can Help
- ◊ Post on Social Media daily –Consistency
- ◊ Follow & Interact with established fitness pros
- ◊ Pay attention to Algorithms & Interactions
- ◊ Hold Webinars, Write Blogs, ZOOM
- ◊ Start a Podcast or be featured on established shows
- ◊ Emails, Texts and Calls!

The What to AVOID List

The Community

- ◇ Pay for Print Ads
- ◇ Pay for Radio Ads
- ◇ Pay for Long-Term Social Media Ads
- ◇ Paying BIG BUCKS to a local marketing company

The Bigger Picture

- Paying a marketing company BIG BUCKS.
- Paying for long-term social media ads
- Relying ONLY on social media posts
- Choosing NOT to join fitness or medical fitness networks
- Choosing NOT to attend or interact with fitness conferences, business workshops or be present at free workshops or classes.



Exploring Blogging, Vlogging & YouTube

The best time to start is yesterday!
The second-best time to start is NOW!

1. Are you a writer?
2. Are you a personality?
3. Do you need to be seen and/or heard?
4. How tech savvy are you?
5. Can you navigate self-help videos?
6. Do you have friends or mentors to turn to?

These questions will help guide you to invest your time into the marketing strategy that works best for you!

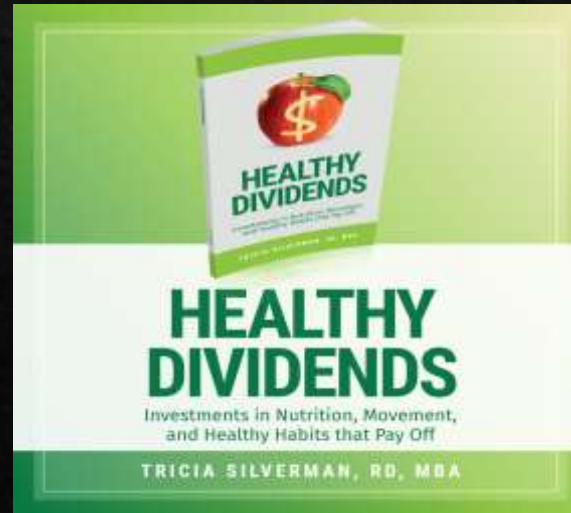


- 
1. Offers on demand, passionate & targeted content
 2. It's FREE!
 3. Accessible from Smartphones , Tablets, etc.
 4. At your fingertips, thanks to Wi-Fi
 5. Provides opportunity for an intimate connection
 6. Gives you instant authority and credibility
 7. Affords you a broad reach
 8. Delivers amazing statistics
 9. It's super FUN!
- 

The Podcast Explosion

MARKETING WITHOUT MONEY BEST PRACTICES

1. Volunteer Locally!
2. Meet people, post pics & tag!
3. Be a Promoter!
4. Serve Others!
5. Be Positive!
6. Do COOL Stuff!



What would happen if the internet stopped working?

- Are you making personal connections?
- Are you recognized & respected by fellow fitness pros?
- Who is in your circle?
- Who are your promoters?





BE... Personal

Make... Phone Calls & Texts

Send... Emails & Write Letters



Things to consider.

As an arthritis fitness specialist you should ask yourself:

- 1. Do I understand that I can provide incredible value (both mentally and physically) to the arthritis community?**
- 2. Do I feel confident in my new role as an arthritis fitness specialist and can I clearly express my new skillset.**
- 3. What is the definition of social media marketing? What platforms are out there, and which ones best fit my needs?**
- 4. What are the “Musts” and “Must Nots” when it comes to marketing your new specialization?**
- 5. How can I use podcasts to leverage my brand and educate my community and beyond about my new skills?**
- 6. What would you do if the internet crashed? Are you making meaningful connections outside the realm of social media platforms?**

At this time, please go back through this section and make sure you can fully answer all the prior questions.

PREPARING FOR THE FINAL EXAM

In Preparation for the Final Exam....

1. Read the entire manual and take copious notes on all sections.
2. Watch ALL video reviews and presentations that accompany each module.
3. Spend 10-15 min answering/reflecting on the “Things to Consider” questions at the end of each presentation.
4. Watch and/or listen to ALL arthritis interviews and podcasts.
5. Actively watch and follow-along with exercise and cueing videos in module #11.
6. Complete and pass quizzes for each module.
7. Review ALL notes, modules, and videos before attempting the 100 Question Multiple Choice Test.



MedFit

CLASSROOM

Arthritis Fitness Specialist Course
CALL TO ACTION

Christine M. Conti, M.Ed., B.A.



MedFit

CLASSROOM

Continue to Learn:

**Gain CEC's, Additional Courses, Attend Virtual/Live
Conferences, Renew Every 2 Years, Join the Arthritis
Foundation..... Be The Change!**

Christine M. Conti, M.Ed., B.A.

A Special Thank You!

Lisa, Tony, Dr. Kruse, my family & friends who supported me in this adventure to change lives.

And...Grandma Jeanne, even through Arthritis left you paralyzed, your strength & positivity throughout your journey, will forever live on!

Yes You Can!



Christine M. Conti, M.Ed., B.A.

Contact & Follow Christine Conti

Insta/Twitter: @ContiFitness @TwoFit Crazyies @TFC Productions

Facebook/LinkedIn: Christine Conti or ContiFitness

Podcast: Two Fit Crazyies & A Microphone

TFC Production Company

YouTube: ContiFIT

www.ContiFIT.com

Christine@ContiFitness.net

info@ContiFIT.com

www.TwoFitCrazyies.com

**IRONMAN, Podcaster,
& Founder of Let's FACE It Together™
Facial Fitness & Rehabilitation**

