



GET SHREDDDED, GET WEDDED:

**Gym Marketing Campaigns
for the Wedding Season**



Table of Contents

Introduction

5 Categories of Gym Marketing Campaigns

- Nutrition Planning
- Personal Training
- Group Fitness
- Additional Services
- The Honeymoon Phase

Conclusion





Introduction

Wedding spending is at an all-time high, with **2.1 million weddings per year** that now cost an average of more than \$28,000! And with the median age of marriage at 30 for men and 28 for women, Millennials and Gen Z make up the bulk of these soon-to-be-wed couples.

Luckily for those of us in fitness, these two generational groups also happen to be some of the biggest spenders and most active fitness consumers.

With brides and grooms often looking to get in top notch shape in the months leading up to the big day, a dedicated marketing plan to attract and support these star-crossed lovers can be just the differentiator your club needs.

In this guide you'll find marketing campaign concepts, promotion ideas, and potential services your club can use to capitalize on the marriage mania of this very specific, high-spending demographic.

Ready to say "I DO?"



Nutritional Planning

Reaching wellness goals healthily is one of our main goals in the fitness industry. If your club offers meal planning, nutrition coaching, or similar services, consider marketing them in ads, flyers, etc. with a wedding angle to catch the eyes of potential clients.

- **Have Your Cake, and Eat It Too!** - Your wedding day should be a time of celebration, not calorie counting. Learn the skills for building a healthy balance **with your eating habits and nutrition goals that lets you enjoy the lead up to** the big day.
- **Tux Redux or Dress Redress** – Many of us dust off our old formal wear and find everything a bit tighter than we remember. Our nutrition coaches and meal planning services can help you reach your goals and feeling your best for your big day.





Personal Training

Many people use personal trainers for the very first time when preparing for their wedding. Your club's trainers and coaches should have their talk tracks and program outlines ready to go, but an eye-catching ad headline or signage with a strong campaign message can get them in the doors!

- **Runway Bride** – It's not a typo! Get runway ready in time for your wedding with a personalized fitness program built around your wedding date!
- **Couple's Therapy** – You can see a counselor for most things, but sometimes you just need to sweat it out. Take advantage of our special pricing for personal training packages for soon-to-be-married couples!



Group Fitness

Millennials and Gen Z drive group fitness attendance for most clubs. By offering classes targeted at engaged couples, your club can be a source of community and bring people together who are all in a special phase of life.

- **Barbells to Wedding Bells** – Marriage is work, so get strong before you say your vows with our circuit training styled classes built with a combination of weightlifting and cardio exercises focused on functional movement.
- **Get Shredded, Get Wedded** — Vow to partner up in an all-in cardio and strength workout to forge the bonds that go the distance.





Additional Services

The opportunities are endless! If your club has additional services like tanning, massage, or sauna services, there are ways to spin and market these revenue streams to engaged members as well.

- **Bronze Before Gold** – Before exchanging rings, get your wedding day glow with our specialized tanning packages with customized pricing options for brides and grooms.
- **Wedding Planning Detox** – Planning a wedding isn't for the faint of heart. Take time to recharge and reconnect with our sauna and massage packages.



The Honeymoon Phase

After the big day, you've hopefully built a relationship with the new newlyweds and it should be easy to retain them as a consistent, long-term member.

Consider giving a wedding gift of your own to build goodwill and help keep them engaged:

- Free or discounted membership for one, or both, of the partners for a set period of time
- Bundled pricing or discounts for married couples
- Gym swag
 - Extra bonus points if you create custom shirts or items with slogans like "I got shredded to get wedded at _____" or "Married and muscled up at _____"
- Purchase a small item from the couple's registry or post the registry in public spaces at your club to further that sense of community and belonging



CONCLUSION

We hope to have inspired you for wedding season with this lighthearted eBook. With a little creativity and fun you will come up with your own witty copy.

Give a few of the above campaigns a try. Copy and paste them—we don't mind. What do you have to lose? Other than an opportunity to tap into wedding season.

For any information on how ABC IGNITE can help your lead generation through our CRM, reporting features, and member profiles, please [schedule a call](#) with our account executive team today.





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