



The HIT Studio Owner's Checklist of Guerrilla Marketing Tactics to Try

Digital Marketing Tactics

1. Viral Video Challenges

- Create a unique HIT-related challenge (e.g., a "Power Push-Up" challenge) and encourage followers to participate and share their results on social media. Use a catchy hashtag and offer small rewards for the best submissions.

2. User-Generated Content (UGC)

- Incentivize members to post their own workout videos or progress photos tagging your studio. Feature them on your website and social media accounts to build a sense of community and encourage others to join.

3. Micro-Influencer Partnerships

- Collaborate with local fitness influencers or micro-influencers to promote your HIT studio. These individuals often have highly engaged audiences and can give you a more personal and cost-effective way to reach potential clients.

4. Interactive Polls and Quizzes

- Use social media stories or your website to create interactive quizzes like "What's Your Strength Training Type?" or polls asking followers about their fitness goals. Provide actionable results or tips that lead to a call to action (e.g., "Book your first free session!").

5. Flash Sales or Limited-Time Offers

- Run exclusive online flash sales on membership or class passes through your website or social media. The urgency can spur sign-ups, especially when paired with a strong call to action.



6. Virtual Training Sneak Peek

- Offer a free virtual class or workout preview on Instagram Live, Facebook Live, or YouTube. Create a buzz around it by offering limited-time access or exclusive tips during the session.

7. Referral Program with Digital Incentives

- Launch a referral program where current clients can easily share a personalized referral link via social media, email, or text. Offer digital incentives like discounts on future memberships or exclusive online content for successful referrals.

8. Paid Social Media Ads with Hyper-Local Targeting

- Use Facebook or Instagram ads targeting people in your specific neighborhood or city with localized messaging. Promote your special offer or unique HIT training methodology to attract potential customers.

9. Customer Testimonials and Success Stories

- Share powerful before-and-after stories from real clients, showing the physical and mental transformation they've achieved through your HIT program. Video testimonials work especially well.

10. Cross-Promotions with Complementary Businesses

- Partner with local health food cafes, supplement stores, or wellness influencers to create joint promotions. Share each other's content, offer discount bundles, or run Instagram giveaways to increase reach.



Person-to-Person Tactics

1. "Pop-Up" Workout Events

- Host pop-up training sessions in high-traffic public spaces like parks, beaches, or farmers' markets. Offer a free sample class or mini-workout session to attract attention and drive sign-ups.

2. Free Outdoor Classes in the Park

- Organize free weekly outdoor workouts in popular local parks. Invite the community to experience a high-intensity training class, creating a word-of-mouth buzz.

3. Collaborative Community Events

- Partner with local businesses to host community wellness days, fitness expos, or charity events. Set up a booth, offer a mini-strength assessment, and give out flyers or coupons.

4. Member "Buddy Pass" Days

- Give existing members a limited-time "buddy pass" that allows them to bring a friend for a free workout session. This helps expand your reach while giving potential clients a first-hand experience of your training.

5. Street Team Flyers & Posters

- Assemble a small "street team" of enthusiastic members or staff to hand out flyers and posters in local gyms, cafes, coffee shops, or universities. Use a catchy slogan or humorous messaging to stand out.



6. Flash Street Performances or Demos

- Hold spontaneous street performances, demonstrating the power of HIT exercises in public spaces (such as busy streets or shopping malls). Offer flyers with an invitation for people to try out your studio. Consider combining this with Digital Tactic #6 and think about repurposing the video later on for social media.

7. Door-to-Door Flyers with Exclusive Offers

- Distribute flyers or postcards in local neighborhoods, offering a first-time free class or discount on a membership. Personalize it by mentioning a local event or holiday, like "Get Fit for the New Year with a Free HIT Class."

8. Fitness "Treasure Hunts"

- Organize a fitness scavenger hunt in your local area, where participants must complete various strength training challenges at different checkpoints. Offer a prize or discount for completion. This creates a fun, engaging way to introduce people to your studio.

9. Branded Merchandise as Walking Advertisements

- Provide free branded merchandise like water bottles, T-shirts, or gym towels to your members. When they wear or use these items in public, it acts as free advertising for your studio.



Using Printed Marketing Materials

1. Postcards with Special Offers

- Design eye-catching postcards that offer a special deal for new members (e.g., "First Class Free" or "Get 20% Off Your First Month"). Place these in strategic locations such as coffee shops, local businesses, or university bulletin boards.

2. Gym Parking Lot Banners

- Hang large, bright banners in parking lots, near busy intersections, or outside your facility. Use bold, attention-grabbing phrases like "Transform Your Strength!" or "Try High-Intensity Training for FREE!"

3. Community Bulletin Boards

- Post flyers or brochures on local bulletin boards in libraries, grocery stores, and community centers. Offer a "limited-time" discount or free consultation to drive immediate action.

4. Local Newspaper Ads

- Run a hyper-local, targeted print ad in a neighborhood or community newspaper highlighting a special promotion. Make sure the call to action is clear and ties directly to your unique HIT approach.

5. Business Card "Pass-Alongs"

- Create business cards that include a special offer (e.g., "First Workout Free"). Encourage your current members and staff to pass them out to their networks and leave them in places like cafes or on bulletin boards.



Bonus Tactics

- **Leverage Local SEO:** Make sure your studio is listed on Google My Business and local directories to improve local search visibility. This helps when people are searching for fitness services nearby.
- **Engage in Local Media:** Offer to be a guest on local podcasts or radio stations discussing the benefits of high-intensity training and offer listeners an exclusive deal.
- **Collaborate with Local Sports Teams or Events:** Sponsor or collaborate with local amateur sports teams to offer training to athletes, increasing brand visibility among a highly engaged audience.