HERFIT

EST. 2025

INFLUENCER
STRATEGY



2026

THE PROJECT OVERVIEW

Project Goal:
To develop a community-focused influencer marketing strategy that helps HerFit grow awareness, expand its local reach, and create stronger interest in the gym.

Project Summary:
HerFit is a new women-only gym in Rexburg that wants to become more known in the local community. The goal of this project is to create a local influencer strategy that increases awareness, builds credibility, and encourages more women in the area to notice, talk about, and visit the gym. Because local influencer campaigns work best when they start with clear goals, audience fit, and measurable outcomes, this project will focus on building a structured influencer plan rather than a full rebrand.

Problem Statement:
HerFit has a strong concept, but as a newer business it still needs more visibility and community recognition. The challenge is to help the brand reach more local women in a way that feels authentic and trustworthy.

Strategy Choice:
This project will use a local influencer approach because fitness influencer marketing is especially effective for showing real experiences, building trust, and introducing a gym to a new audience. The strategy will include identifying more local creators, organizing them into groups or tiers, creating outreach materials, and planning sample content that HerFit can use to build ongoing partnerships.

Deliverables:
- Audience profile.
- Influencer list and segmentation.
- Outreach templates.
- Campaign concept.
- Contract.
- Sample content ideas/mockups.
- Tracking sheet.
- Final case study.

TABLE OF CONTENTS

The Project Overview	02
Research	04
Why Influencer Marketing	08
Platform Strategy	12
Content	13
Local Influencers	16
Outreach Examples	20
Influencer Promotions	21
Contract	23
KPI Tracking	23
Budget	25
Sources	26

ABOUT HERFIT

Brand Overview
HER FIT is a women-only gym in Rexburg, Idaho focused on creating a safe, welcoming, and empowering fitness environment for women of all experience levels. The brand positions itself as more than a traditional gym by emphasizing wellness, community, and accessibility.

Pricing Position
Memberships range from $30–$40/month, while Wellness+ memberships ($70–$75) include additional wellness benefits and service discounts.

Membership Structure
Choose from 1, 4, or 12-month plans, all with 24/7 gym access, sauna access, and tanning. Wellness+ adds discounts on training, massage therapy, and retail products.

Amenities & Services
HER FIT combines traditional fitness equipment with wellness-focused amenities including sauna access, tanning, personal training, and wellness partnerships.

Mission Statement
To create a safe, empowering space where women of all backgrounds can confidently pursue their fitness and wellness goals on their terms. At Her Fit, we're more than a gym. We're a community built to lift women-physically, mentally, and emotionally.

Core Brand Values
- Empowerment
- Confidence
- Safety & Comfort
- Community Support
- Accessibility for All Fitness Levels

COMPETITOR/ SWOT ANALYSIS

COMPETITOR	STRENGTHS	WEAKNESS FOR HER FIT
BYU-IDAHO HART CENTER *Campus fitness option for BYU-Idaho students.*	✓ Cardio, free weights, machines, circuit section, classes ✓ Free trainers with I-card ✓ Convenient & low-cost for students	✕ Large co-ed facility can feel crowded, impersonal, or intimidating for beginners.
FIT1 *24/7 gym in Rexburg.*	✓ 24/7 access ✓ Cardio, free weights, tanning, saunas, HIIT zones, group classes ✓ Full gym experience & flexibility	✕ Co-ed, general-purpose gym with less privacy and comfort for women.
BODIFI *24-hour access in Rexburg.*	✓ Premium amenities: sauna, tanning, red light therapy, massage chairs, turf, studio classes, cardio/weights ✓ Upscale, modern fitness brand	✕ More performance & amenity focused, not specifically women-only or beginner-friendly.
ANYTIME FITNESS *24/7 gym in Rexburg.*	✓ 24/7 access ✓ Personalized coaching, free consultations, global access ✓ Convenience & coaching support	✕ Co-ed chain gym without a local, women-centered identity.

SWOT ANALYSIS: HER FIT

STRENGTHS
- Women-only gym
- Beginner-friendly & unintimidating
- Clear niche in local market
- Appeals to women seeking comfort, privacy & support
- Sauna & wellness amenities

WEAKNESSES
- New brand with lower awareness
- Smaller scale than larger gyms
- May have less equipment & name recognition
- Needs strong marketing to explain its difference

OPPORTUNITIES
- Use local influencers to expand awareness
- Target BYU-Idaho students & local women
- Build a community-based brand
- Create content around comfort, confidence & women supporting women
- Be the solution for women uncomfortable in co-ed gyms

THREATS
- Large gyms have established memberships & facilities
- Students may default to the Hart Center
- Competitors compete on convenience & amenities
- Low awareness could lead to low consideration

SWOT ANALYSIS: COMPETITOR LANDSCAPE

STRENGTHS
- Multiple gym options in Rexburg
- 24/7 access, coaching, equipment, and premium amenities
- BYU-Idaho students have built-in fitness center option

WEAKNESSES
- Most gyms are co-ed & general-purpose
- Do not address women's need for comfort or privacy
- Large gyms can feel crowded or intimidating

OPPORTUNITIES
- HER FIT can fill the gap for women wanting a safer, more personal gym experience
- Influencer marketing can help HER FIT stand out from traditional gym ads

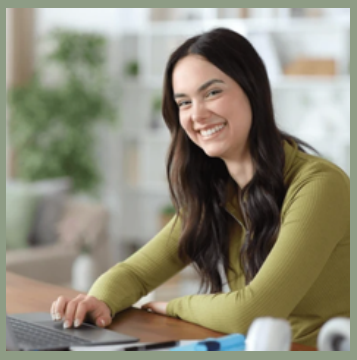
THREATS
- Existing gyms have strong facilities & reputations
- Competitors market convenience, price & equipment
- HER FIT could blend in without clear communication of unique value

TARGET AUDIENCE



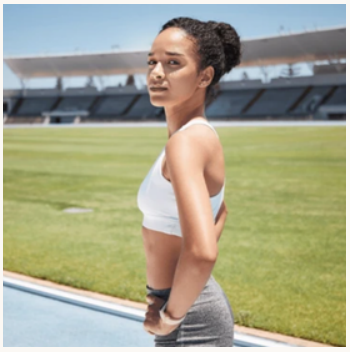
DEMOGRAPHICS

- Gender: Women
- Age: Primarily 18–30
- Location: Rexburg and surrounding areas
- Education: Many are BYU-Idaho students
- Income: Students, part-time workers, and young professionals
- Lifestyle: Busy schedules requiring flexible fitness options
- Fitness Level: Beginner to intermediate gym-goers



PSYCHOGRAPHICS

- Value a safe, comfortable workout environment
- Seek community, support, and belonging
- Motivated by confidence, health, and self-improvement
- Care about energy, wellness, and feeling stronger
- Trust recommendations from relatable influencers and peers
- Prefer authentic, visually appealing content
- Want a brand that feels personal, empowering, and welcoming



PAIN POINTS

- They may feel nervous walking into a gym alone.
- They may not know how to start a workout routine.
- They may worry about being judged.
- They may want a women-only environment for comfort or privacy.
- They may not feel connected to bigger gym brands that feel impersonal.
- They may need motivation and encouragement to stay consistent.

SOCIAL MEDIA AUDIT

HERFIT already has a strong visual identity and welcoming brand image online. The brand's social media presence reflects a beginner-friendly, women-focused atmosphere that aligns well with the Rexburg community and target audience.

Current Strengths

- Strong women-only brand positioning
- Welcoming and beginner-friendly messaging
- Clean wellness-focused aesthetic
- Good use of Reels and short-form video
- Content feels authentic and community-oriented
- Brand identity is visually consistent

Opportunities for Growth

- Increase posting consistency
- Add more local creator collaborations
- Share more member testimonials and transformations
- Highlight community events and gym culture
- Create more student-focused content
- Increase local awareness through influencer partnerships

Content That Fits HER FIT Best

- Reels and short-form videos
- "Day at HER FIT" content
- Gym tours and walkthroughs
- Beginner workout content
- Testimonials and confidence stories
- Student-focused content and trends
- Wellness and lifestyle content
- Content Currently Missing
- More creator collaborations
- User-generated/member content
- Transformation or progress stories
- More emotionally-driven storytelling

WHY INFLUENCER MARKETING?

Rexburg is a community-driven city where trust and word-of-mouth strongly influence local decisions, making influencer marketing a natural fit for HER FIT.

Why This Fits HER FIT Specifically
Women-only • Beginner-friendly • Supportive • Community-focused

Seeing real women enjoy HER FIT helps build trust and reduce gym intimidation.

Word-of-Mouth Matters
In a close-knit community like Rexburg, people trust recommendations from friends, peers, and local creators more than traditional advertising.

Rexburg Stats
56%
Female Population
21
Median Age
57%
Ages 18–24
20K+
BYU-Idaho Students
HIGH
Instagram & TikTok Usage
STRONG
Community Trust & Word-of-Mouth

INFLUENCER STRATEGY

Campaign Goal

Build local awareness, trust, and community engagement for HER FIT through authentic partnerships with local micro-influencers who reflect the brand's supportive and community-focused identity.

Recommended Content

- Short-form Reels
- Gym Tours
- "Day at HER FIT" Content
- Confidence Testimonials
- Story Takeovers
- Giveaways & Events
- Wellness & Routine Content
- Beginner Workout Videos

Rollout Plan

1. Identify local influencers
2. Send personalized outreach
3. Confirm partnerships
4. Provide content guidelines
5. Schedule posts and stories
6. Track engagement and response
7. Review top-performing creators

Success Metrics

- Reach
- Engagement
- Follower Growth
- DMs & Inquiries
- Trial Visits or Signups
- Membership Interest
- Community Response

WHY MICRO INFLUENCERS?

HER FIT NEED	MICRO-INFLUENCER ADVANTAGE
Build local awareness	Strong local audience connection
Create trust	Relatable and authentic content
Reduce gym intimidation	Real experiences from real women
Grow community	Higher audience interaction
Reach beginners	Lifestyle-focused storytelling
Showcase the gym atmosphere	Natural gym tours and testimonials

Micro-influencers create strong trust, authentic engagement, and meaningful community connections. For HER FIT, local creators help showcase a welcoming and beginner-friendly gym experience.

IDEAL HERFIT CREATOR

Local to Rexburg or BYU-I community
Female audience
Wellness or lifestyle content
Positive and community-focused tone
Strong engagement over follower count
Comfortable creating authentic gym content.

Tier	Follower Range	Purpose
Nano Influencers	1k–5k	Strong local trust and community engagement
Micro Influencers	5k–25k	Best mix of reach, trust, and engagement
Mid-Tier Creators	25k+	Larger awareness campaigns and visibility boosts

A GOOD HERFIT INFLUENCER

Why This Matters
Choosing influencers that genuinely fit the brand will help HER FIT build stronger trust, create better engagement, and attract more local women to the gym.

Ideal Influencer Characteristics
- Local to Rexburg or connected to BYU-Idaho
- Audience mostly made up of women
- Active on Instagram or TikTok
- Posts consistently and has good engagement
- Comfortable creating videos and stories
- Shares lifestyle, wellness, fitness, or student content
- Feels authentic and approachable
- Matches HER FIT's welcoming and beginner-friendly atmosphere

What HER FIT Should Avoid
- Inactive accounts
- Low engagement
- Overly negative or controversial content
- Creators whose content feels fake or overly promotional
- Influencers that do not match the brand's tone or audience

PLATFORM STRATEGY

PLATFORM STRATEGY
HER FIT should focus primarily on Instagram and TikTok because both platforms are highly visual, community-driven, and widely used by the gym's target audience.

Instagram
Strong platform for wellness and lifestyle brands
Popular with moms and older women
Best for aesthetic branding and community-building
Allows creators to share Stories, Reels, testimonials, and gym updates

Instagram Recommended Content:
Reels
Story takeovers
Gym tours
Testimonials
Event promotions
Wellness and routine content

TikTok
Strong organic reach potential
Video-first platform ideal for authentic content
Best for college student demographic
Helps beginner-friendly and relatable content perform well
Popular with Gen Z

TikTok Recommended Content:
"Day at HER FIT" videos
Workout clips
Beginner fitness content
Trending audio/videos
Creator experiences and testimonials

CONTENT GUIDELINES

Brand Tone

- Encouraging
- Welcoming
- Community-focused
- Beginner-friendly
- Authentic & relatable

Preferred Content

- Reels
- Gym Tours
- Testimonials
- Story Takeovers
- Wellness Content
- Beginner Workouts
- Event Coverage
- “Day at HER FIT” Videos

Visual Direction

- Natural lighting
- Neutral/HER FIT brand colors
- Realistic editing
- Candid moments
- Welcoming gym environment
- Clean wellness aesthetic

Avoid

- Aggressive gym culture
- Unrealistic body messaging
- Overly edited content
- Inauthentic promotions

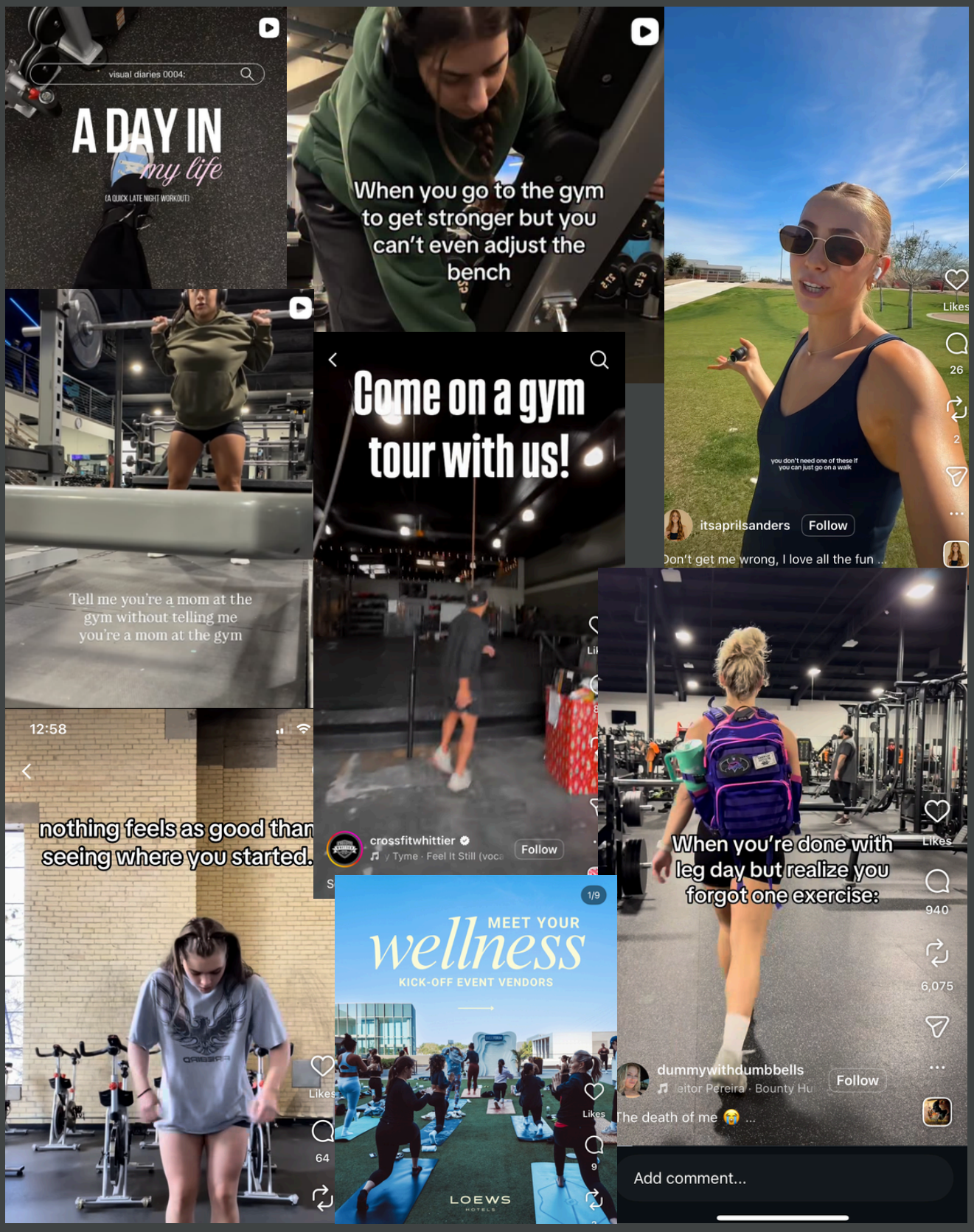


CONTENT EXAMPLES

The following examples represent the type of content recommended for HER FIT influencer partnerships. The content should feel authentic, welcoming, and community-focused while highlighting the gym's beginner-friendly atmosphere, wellness-centered identity, and supportive environment. The goal is to create content that helps local women feel comfortable, confident, and connected to the HER FIT experience.






visual diaries 0004:
A DAY IN
my life
(A QUICK LATE NIGHT WORKOUT)
When you go to the gym to get stronger but you can't even adjust the bench
Likes
26
2
you don't need one of these if you can just go on a walk
itsaprilsanders
Follow
Don't get me wrong, I love all the fun ...
Tell me you're a mom at the gym without telling me you're a mom at the gym
Come on a gym tour with us!
crossfitwhittier
Follow
12:58
nothing feels as good than seeing where you started.
Likes
64
When you're done with leg day but realize you forgot one exercise:
Likes
940
6,075
dummywithdumbbells
Follow
The death of me 😭 ...
Add comment...
1/9
MEET YOUR
wellness
KICK-OFF EVENT VENDORS
LOEWS
HOTELS
Likes
9

LOCAL INFLUENCERS INSTAGRAM

aspen.lauren



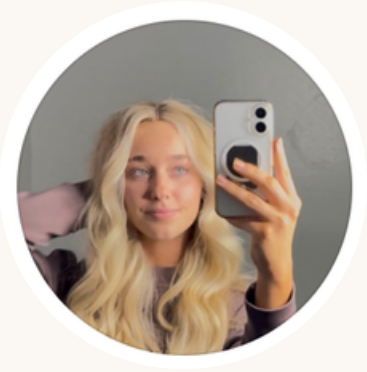
Followers: 21.4k
Why them? Strong female audience, active lifestyle content, and established local influence. Her content promotes confidence, wellness, and personal growth, which aligns closely with HER FIT's brand values.

frugalfitmom6



Followers: 51.6k
Why them? Appeals to women interested in health, wellness, and balanced lifestyles. As a local family-focused creator, she could help HER FIT reach women beyond the college demographic.

vivianwinward



Followers: 11.4k
Why them? College-aged audience and strong relatability among young women. Her content aligns well with HER FIT's primary target market of BYU-Idaho students and young adults.

LOCAL INFLUENCERS INSTAGRAM

kennahuntsman



Followers: 3.6k
Why them?
Connects with women through family, motherhood, and lifestyle content. Provides access to a secondary audience of young moms and local women seeking supportive wellness communities.

roserowleyy



Followers: 848
Why them?
Active gym-goer who already shares fitness and wellness content. Her existing interest in health and exercise creates natural brand alignment and credibility.

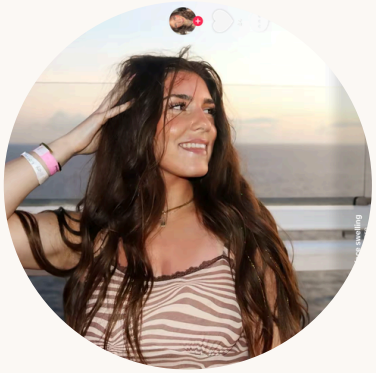
heyitskariann



Followers: 5.3k
Why them?
Student-focused content and local audience make her a strong fit for reaching younger women. Her content feels authentic and relatable, supporting HER FIT's welcoming and beginner-friendly image.

LOCAL INFLUENCERS TIKTOK

@jaciepoulsen1



Followers: 1Local Rexburg creator with a highly relevant college-aged audience. Her fitness and lifestyle content aligns closely with HER FIT's primary target market and provides an authentic perspective that feels relatable to potential members.

@avery_klaire



Followers: 1.5k Why them? Creates content that resonates with college students and young women. Her existing fitness and lifestyle content naturally supports HER FIT's beginner-friendly and community-focused positioning.

@brynnfit



Followers: 5.2k Why them? Fitness-focused creator whose audience already engages with health and wellness content. Her credibility within the fitness space could help introduce HER FIT to women actively interested in improving their health and fitness.

LOCAL INFLUENCERS TIKTOK

@jaciepoulsen1



Followers: 583
Why them? Represents HER FIT's core demographic of college-aged women. Her workout-focused content and local audience make her a strong candidate for authentic gym-related content and student outreach.

@luci.heaton



Followers: 14.2k
Why them? Combines fitness, wellness, and self-improvement content that closely aligns with HER FIT's brand values. Her larger audience provides an opportunity to expand awareness while maintaining strong audience relevance.

@carlianna_



Followers: 52.5k
Why them? Offers access to a broader audience beyond college students, helping HER FIT reach young professionals, married women, and mothers. This supports growth into secondary audience segments while maintaining strong wellness and lifestyle alignment.

OUTREACH EXAMPLES

Direct Message:
Hi [Name]! We love your content and think you'd be a great fit for HER FIT, a women-only gym here in Rexburg. We're currently looking to partner with local creators for content collaborations and would love to connect with you if you're interested!

Follow-Up:
Hi again! Just wanted to follow up on our last message. We'd still love to explore a possible collaboration with you and answer any questions you may have!

Email:
Hi [Name],
My name is [Name], and I'm reaching out on behalf of HER FIT, a women-only gym in Rexburg focused on creating a welcoming and supportive fitness environment for women. We're currently looking to partner with local creators whose content aligns with our brand and community values. We'd love to discuss a potential collaboration opportunity with you involving gym content, social media promotion, and community engagement.
Please let us know if you'd be interested in learning more. We'd love to connect!
Thank you,
HER FIT

Outreach Best Practices
- Personalize every message
- Reference the creator's content
- Keep messages short and friendly
- Focus on relationship-building over promotion

Outreach Goals
- Build authentic local partnerships
- Increase community awareness
- Create relatable content
- Encourage trial visits and engagement

INFLUENCER PROMOTIONS

Purpose
Promotions help convert awareness into action by giving potential members a reason to visit HER FIT, try the gym, and engage with the brand.

Discount Codes
Each influencer receives a unique discount code to share with their audience.
Examples: HERFITEMILY, HERFITSARAH, HERFITKYLIE
Offer: Waived Enrollment Fee ($25 Value), First Week Free
10% Off First Month Membership

Membership Giveaways
Partner with creators to give away:
One Free Month Membership
Wellness+ Membership
Personal Training Session
Goal: Increase engagement and attract new visitors.

Trial Pass Promotions
Influencers share exclusive trial passes that allow followers to experience HER FIT before committing to a membership.
Examples
Free Day Pass
Free Week Trial
Bring-a-Friend Pass

PR BOX

Purpose
A HER FIT PR Box introduces influencers to the brand, creates excitement, and encourages authentic content creation through a memorable first experience.

Suggested PR Box Contents

- HER FIT Merchandise
- HER FIT T-Shirt
- Water Bottle
- Sticker Pack
- Wellness Items
- Protein Bar
- Energy Drink
- Wellness Journal
- Exclusive Member Benefits
- Free Week Membership
- Wellness+ Trial Pass
- Personal Training Consultation
- Brand Materials
- Welcome Letter
- Brand Story Card
- Collaboration Guide

Content Opportunities
Influencers can create:

- PR Box Unboxing Videos
- First Impressions Content
- Gym Tour Content
- Workout Experience Videos
- Testimonial Posts
- Instagram Stories & Reels
- Influencer Experience
- Receive PR Box
- Visit HER FIT
- Create Content
- Share Discount Code
- Encourage Trial Visits

Goals
✓ Create Excitement
✓ Increase Brand Awareness
✓ Generate Authentic Content
✓ Strengthen Influencer Relationships
✓ Encourage Membership Interest

HER FIT Contract & KPI Metrics



EVALUATION

Purpose
Regular evaluation helps HER FIT identify which creators, content types, and platforms generate the strongest awareness, engagement, and membership interest.

Evaluation Criteria
- **Awareness**

Reach, profile visits, and local visibility
- **Engagement**

Likes, comments, shares, saves, story interactions, and participation
- **Community Growth**

Followers, user-generated content, and community involvement
- **Membership Interest**

DMs, inquiries, website clicks, and trial visit requests
- **Membership Growth**

New memberships, referrals, and trial-to-member conversions

Next Steps
✓ Continue high-performing creator partnerships
✓ Invest in top-performing content formats
✓ Adjust strategy based on campaign results
✓ Test new creators and content ideas

Key Questions
- Which influencer generated the strongest results?
- Which content type performed best?
- Which platform produced the most engagement?
- Did membership inquiries increase?
- What should be improved next campaign?

BUDGET

Influencer Partnerships

Item	Total
5 Nano Influencers (1k–5k followers)	$125
3 Micro Influencers (5k–25k followers)	$300
1 Mid-Tier Influencer (25k+ followers)	$250

Subtotal: $675

PR Boxes

Item	Total
HER FIT Merchandise	$225
Wellness Products	$126
Packaging & Printing	$90

Subtotal: $441

Promotions & Giveaways

Item	Total
Free Membership Giveaway	$75
Wellness+ Giveaway	$75
Personal Training Giveaway	$50

Subtotal: $200

SOURCES

References

Rexburg Demographics & Population Data
- United States Census Bureau
- Data USA – Rexburg, Idaho Profile

BYU-Idaho Student Population
- BYU-Idaho Enrollment Statistics

Influencer Marketing Research
- Influencer Marketing Hub – Influencer Marketing Benchmark Report
- HubSpot State of Marketing Report
- Sprout Social Index and Influencer Marketing Research

Instagram & TikTok Demographics
- Pew Research Center – Social Media Use in America
- DataReportal Digital 2025 Report

Competitor Research
- BYU-Idaho Hart Fitness Center
- FIT1 Fitness Rexburg
- Bodifi Rexburg
- Anytime Fitness Rexburg

Industry Statistics
- International Health, Racquet & Sportsclub Association (IHRSA) Research
- Statista – Influencer Marketing Statistics