

THE **NO SWEAT** GUIDE TO
Tasty Q1 REVENUE

DIET AND
EXERCISE
BRANDS



It's almost Q1.

That means one thing for
DIET and **EXERCISE** brands...

IT'S GAME TIME.





**To make 2017 your
most profitable year
yet, we flexed our
Artificial Intelligence
muscles....**

...TO COME UP WITH
SOME TASTY MORSELS.

HOT – AND – READY
INSIGHTS, JUST FOR YOU.

STICK WITH US, AND THE ONLY
THING GETTING FATTER THIS
QUARTER WILL BE YOUR WALLET.



A black and white photograph of several sprinters at the starting line of a race. They are in a low, powerful crouch, ready to explode forward. The background shows a blurred crowd of spectators and a trackside fence. A large red rectangular overlay is positioned in the center of the image, containing white text.

We ran through treadmills of data to discover exactly what top brands did Q1 last year to dominate the traffic game.



Here are the **top three channels** leveraged by leading gyms and diet brands that maxed out traffic during Q1 last year.

1

FACEBOOK



Facebook often emerges as a top referral channel for consumer brands. But in Diet and Exercise, there were winners, and then there were...

WINNERS

For example...

Top brands like CrossFit and Lifetime Fitness **performed 500-1000% better than competitors** like 24 Hour Fitness and LA Fitness.

*Measured by total number of referrals from Facebook



**FACEBOOK WAS THE
NUMBER ONE TRAFFIC
DRIVER OF ALL
SOCIAL CHANNELS
FOR GYMS AND DIET
BRANDS....**

**AND ONE OF THE TOP
REFERRING
CHANNELS OVERALL.**



Weight Watchers saw a >300% lift in traffic from FB alone in January 2016.

Compared to FB traffic during the rest of the year

PLANET FITNESS EARNED MORE THAN 140,000 VISITS FROM FACEBOOK IN JANUARY, FEBRUARY, AND MARCH 2016.



For three yummy tips on how gyms and diet brands can drive traffic from Facebook, read our blog post!

Click Here



2

AFFILIATES

The top Diet and Exercise brands know how to leverage affiliate channels to drive thousands of new sign-ups each January.

Four gyms drove *(at least)* double digit traffic increases from key affiliates during Q1.

PLANET FITNESS

ANYTIME FITNESS

24 HOUR FITNESS

CROSSFIT

JENNY CRAIG, AND JILLIAN MICHAELS
WERE BIG GAINERS. THEY USED
AFFILIATES TO DRIVE

HUNDREDS OF THOUSANDS
OF WEBSITE VISITORS.



Don't know where to start? Download the 5 most surprising affiliates for Diet and Exercise brands.

DOWNLOAD NOW

PS... NO FORMS OR GIMMICKS. JUST PURE, ORGANIC, GRASS FED, NON GMO, FREE RANGE, DELICIOUS CONTENT.

3

3RD PARTY BLOGS AND INFLUENCERS

**Third party Blogs and Influencers are
more than just a fad diet.**

THEY'RE TOTAL FAT BLASTERS

SAVVY DIET AND EXERCISE RETAILERS ARE GETTING MILLIONS OF DOLLARS IN ANNUAL REVENUE BY LETTING THIRD PARTY BLOG WEBSITES DO THEIR HEAVY LIFTING.



**PLANET FITNESS RECEIVED MORE
THAN 40,000 VISITS FROM
LIVINGONTHECHEAP.COM IN JANUARY.**

AND NUTRISYSTEM DREW
14,000 VISITS FROM
POPDUST.COM IN THE
SAME MONTH.



Facebook. Affiliates. Blogs.

**These three channels
are just the beginning.**

THE ENTIRE INDUSTRY
IS JUICED WITH
UNTAPPED OPPORTUNITY.

The only question is...

**WILL YOU BE A
COUCH POTATO...**





OR THE KING
OF THE RING?

**DEMANDJUMP CAN SHOW
YOU HOW TO WIN....**

**...WITHOUT BREAKING
A SWEAT**

**CONTACT US
TODAY FOR A
CUSTOM DEMO.**

THANK YOU

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