

# **Marketing Mix Analysis**

For:

**ReFYNE Fitness**  
Aurora, Colorado

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## **Introduction**

The Marketing Mix Analysis is used to assist brands develop and execute successful marketing strategies. The Four Ps Marketing Mix takes into consideration a brand's price, product, place, and promotion strategy. An analysis of these components, and consideration of both internal and external factors with regard to each, will ensure the most successful outcome for both the brand and its customers. The goal is to identify and execute the processes to deliver the brand's products and services in the most effective way to meet customer needs at the current time. Every customer touch-point should be brand consistent, seamless, frictionless, and ensure a positive customer experience with the brand.

## **The Company:**

ReFYNE Fitness, one of the most popular fitness brands in Aurora, Colorado, offers a diverse array of health and wellness services, digital, and physical products. Their mission is to provide customers with a personalized, professional fitness regime, regardless location or circumstance.

## **Target Customers**

Fitness-loving individuals who struggle to include fitness and nutrition in their busy lifestyles are this brand's clients. ReFYNE Fitness stresses diversity in the customers they serve.

***Recommendation:*** Define target customers more clearly using customer values, experiences and outcomes they desire. For example, "Our clients place a high value on their health and wellness. They have high expectations for personalized services and support to reach and maintain the highest possible fitness level, and optimal wellness." Consider defining the target customer by their values and the outcomes they desire as well as traditional customer demographics.

## **Price**

ReFYNE Fitness identifies five streams of income, both active and passive, for a combined current annual revenue of \$2MM.

***Recommendation:*** There is no specific pricing information. Annual revenue tells us little about appropriate pricing and value positions. The recommendation is to analyze each revenue stream individually as well as its role in over-all brand success. A deeper analysis of the income coming from each revenue stream will provide a clearer picture of where the brand should focus to grow most effectively in service and income, as well as appropriate pricing.

## **Product:**

The brand offers both on-line and location specific classes, consultations, coaching, 1-on-1 and group training. They offer both digital and physical products. They offer quarterly retreats held in world-wide locations.

***Recommendation:*** Analyze all products and services to ensure brand continuity. This is inclusive of brand logos, fonts, and colors across all media and products, and consistency and congruency with regard to how the company meets customer values, expectations and needs across all products and services, and customer experience.

## **Place:**

One of the most popular fitness brands in the city of Aroura, Colorado, ReFYNE Fitness serves their customers locally as well as online. They offer online services to include virtual and on-demand classes. Their customers and clients can also connect with them online through social

media. They are on YouTube, Facebook and Instagram. Physical products are sold online and shipped to fifteen countries. They have a website that receives 5,000 visits per months.

***Recommendation:*** In the last two years there has been a tremendous shift to brands and products that can offer their products and services on-line. This brand is extremely well positioned in offering their products and services on-line and virtually, as well as in a physical location.

**Promotion Strategy:**

The brand has a significant on-line presence and following. They currently have a presence and following on YouTube, Facebook, Instagram, as well as a company website. They are well established as one of the most popular fitness brands in their local community of Aurora, Colorado.

***Recommendation:*** Track and measure data for each social media platform to ensure your efforts to reach and expand your audience are effective. For example: How many followers do you have on each social media platform? What is working on each platform? Monitor post engagement. Use platform analytics on social media as well as website analytics. Of the 5K monthly visitors, are they new visitors and where are they coming from? Establish metrics and KPI's (key performance indicators) for growth and goals.

***Concluding Recommendations:*** The logo, a faceted gem, and name, ReFYNE. convey a brand that offers high value, high quality, personalized, high touch products, services and experiences. All products, promotions, services and customer experience should be in alignment with brand consistent value, quality and standards throughout the customer experience.

Consider brainstorming for an appropriate brand positioning tag-line, and possibly an acronym for ReFYNE.