

Denali Fitness: [www.DenaliFitness.com](http://www.DenaliFitness.com)

### **Value Proposition**

Denali Fitness is a Seattle-area neighborhood gym with two locations. The value proposition of DenaliFitness.com is “your neighborhood fitness club” which provides members with all the tools they need to lead a healthy lifestyle. The website includes information about the gyms including their classes, rates and services to attract visitors to visit a location and ultimately become a paying member. This is a B2C ecommerce site, although users are not able to purchase memberships on the website. However, they can print coupons, contact the staff and view the upcoming class schedule.

### **Competitors**

Competitors of DenaliFitness.com include:

1. <http://www.24hourfitness.com>. 24 Hour Fitness is a national gym with a Seattle location. This website uses a fee-for-service revenue model, as it gives users the option to purchase memberships through a shopping cart feature.
2. <http://www.ballardhealthclub.com/>. Ballard Health Club is a gym in downtown Seattle. This business uses a fee-for-service revenue model, although users cannot purchase memberships online. The website could be considered a lead generation model since visitors can request to be contacted with more information.
3. <http://sacdt.com/>. Seattle Athletic Club also follows the fee-for-service revenue model, but it captures lead generation as well through a contact form. It also has an added feature of allowing members to register for classes online.

### **Other Channels**

DenaliFitness.com integrates with many other channels, but the most important is the brick and mortar location. It is obvious that the purpose of the website is to encourage potential members to visit the physical location, where they can ideally convert to a membership. The website also offers an email and direct mail list signup which are other channels to communicate with customers. The user is even given the flexibility to choose what types of email and mail they receive, which is a great way of personalizing the experience. They can receive newsletters, special offers, general information and more. There are also prominent links to the gym’s social media presence on Twitter and Facebook. This is important as many brands use social media as a form of marketing, outreach and customer service.

## **Intended Customers**

The intended customers of the site include both males and females, ages 18-64. Typically gym memberships are not available for people under 18, but Denali Fitness does offer a family membership with no mention of an age requirement. However, proof of eligibility is required for this membership, which leads to the assumption that adults will be visiting the site as potential customers. The intended customers also have a good amount of disposable income, as yearly memberships range from \$679-\$1599.

## **Marketing & Advertising**

DenaliFitness.com focuses on persuading website visitors to experience its physical locations. The main rotating image on the home page has a prominent "Stop by for a tour today!" headline. It also has permanent links to its mailing list signup page, where users can register to receive email and direct mail advertising. One of the featured sections on the home page is a "Free Trial Membership" offer, where users can print out a coupon for a free one-week pass to the gym. Denali Fitness also leverages its social media channels (Twitter and Facebook) to reach customers in another online form. They post links to helpful articles, share health tips, promote special events and create a sense of community for their customers.

## **Attraction**

**Impulse Buyers:** To drive impulse purchases, DenaliFitness.com offers a free trial membership that gives the user access to all of its facilities and classes for one week. While this is not a purchase, it is a good way to expose the potential customer to the experience and establish a relationship.

**Patient Buyers:** DenaliFitness.com includes a lot of information that allows visitors to browse at their own pace. The upcoming class schedule includes more details about each class, including a description, recommendations and policies. DenaliFitness.com also has a staff page that includes a picture and biography for each of the 30+ trainers, instructors and dieticians. The email and direct mail signups give visitors the opportunity to be sent more information before they make a decision.

**Analytical Buyers:** The pricing page on DenaliFitness.com is very simple and clearly breaks down the different membership types and their costs. It also includes the terms and conditions which are helpful for analytical buyers who want to make sure they know exactly what they are committing to. However, the site doesn't integrate any customer testimonials or reviews, which can be a big part of the buying process.

## **Tools & Features**

The site does not provide many Web 2.0 tools and features to enhance the customer experience. There are links to the Denali Fitness Twitter and Facebook pages, but those take users off the website. There is a Facebook API integration but it only exists on the location pages. The site lacks an internal blog or community forum where users can contribute to the content. It also does not take advantage of video, chat, or user-generated reviews to support the experience.

### **Order Process & Payment**

Since gym memberships cannot be purchased online, I did not identify a way that the site processed orders and payments. It does offer a free 7-day membership, but this only requires the user to print out a coupon and bring it in to the gym's physical location. This process could benefit from requiring a short signup form so Denali Fitness can keep a simple customer database.

### **Shipping & Returns**

I could not find any shipping and return information since the website does not offer online purchasing. The rates page does break down the payment terms and conditions with a prompt to call the brick and mortar location with questions.

### **Customer Service & Support**

The website itself does not offer much customer service; instead it directs users to call or visit the physical gym for support. The contact page lists the address, phone number and email address for each location. This page could also benefit from a short "contact us" form to make the request easier on the customer and ensure the message is delivered.

### **Interface & Content**

The site's overall design is pretty basic. There is a static header at the top of every page and a global navigation bar that stays consistent through the site. The site has a very shallow hierarchy, as many sections have no sub-sections underneath them. This makes content very easy to find and arranged in a way that avoids clutter throughout the site. I think the overall color scheme and font style are very clean and simple. I do think there are opportunities for expanding on the available content and creating a richer customer experience.

### **Shopping Experience**

Utilitarian shoppers who are looking for rational information will find the site design simple and straightforward, but lacking in details that will help them make a purchasing decision. DenaliFitness.com only includes the most basic rate and facility information. It does include a comprehensive schedule of available classes, which may help customers that are on strict schedules or who like to plan ahead. The website also may not appeal to hedonistic customers since it does not include lifestyle pictures, customer testimonials, or videos. However, the staff pictures and biographies may help create a personal relationship with the customer.

### **Possible Improvements**

DenaliFitness.com could improve customer loyalty by creating more interaction on the site. It would be helpful for potential customers to read reviews of current customers or helpful blog posts/tips from the staff. The website could also leverage online forms to create a relationship with the customer. These could be used for generating leads and answering customer service requests. An even more important enhancement would be the ability to purchase/renew memberships and sign up for classes directly on the site. This would create a sense of customer loyalty and encourage repeat visits to the website.