SPRING 2025







SOCIAL MEDIA *MARKETING PLAN*

TONAL

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INTRODUCTION

FOUNDED IN 2015

INDUSTRY: FITNESS TECHNOLOGY

AI-POWERED SMART HOME GYM WITH DIGITAL WEIGHTS AND PERSONALIZED STRENGTH TRAINING

Why we chose Tonal?

- Growing societal interest in home fitness solutions
- High gym membership costs make Tonal's model appealing
- Tech-forward and AI-driven product provides innovation in a saturated market
- Interest in studying how emerging fitness brands leverage influencers and storytelling

PRIMARY COMPETITORS

PELOTON
TEMPO
MIRROR (BY LULULEMON)

INSTAGRAM

300K Followers

High-quality visuals, athlete features, fitness content, UGC

FACEBOOK

112 K Followers

Targeting older demographics; less emphasis on creative engagement

TIKTOK

6 K Followers

Underutilized platform, limited reach among younger users.

SWOT ANALYSIS

SOCIAL MEDIA AUDIT

STRENGHTS

- Strong brand credibility through elite athlete endorsements
- High-quality, visually appealing content
- Consistent Instagram performance

OPPORTUNITIES

- Tap into TikTok's virality with short-form UGC + fitness hack.
- Promote inclusivity & accessibility (age, body type, ability)
- Leverage live and interactive content for higher engagement

WEAKNESSES

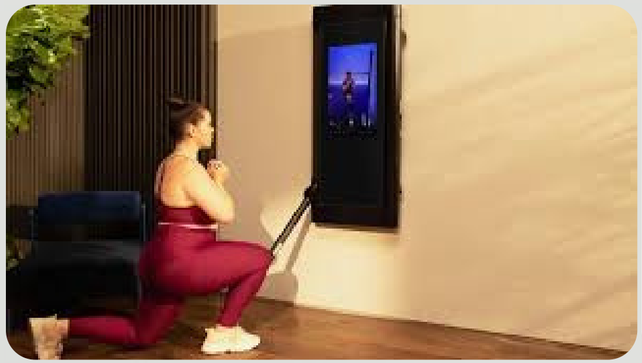
- Low TikTok and YouTube following relative to competitors
- Limited brand visibility outside the fitness niche
- High product price may deter engagement or conversions

THREATS

- High competition from Peloton, Mirror, and Tempo
- Fitness market saturation
- Economic challenges affecting big-ticket item sales

CAMPAIGN 1

30 DAYS OF TONAL CHALLENGE





A FUN AND ENGAGING CHALLENGE

30 Days of Tonal is a challenge for everyone in the Tonal community to workout and have some fun competing against others for a chance to win a prize.

CAMPAIGN 1

30 DAYS OF TONAL

OBJECTIVE

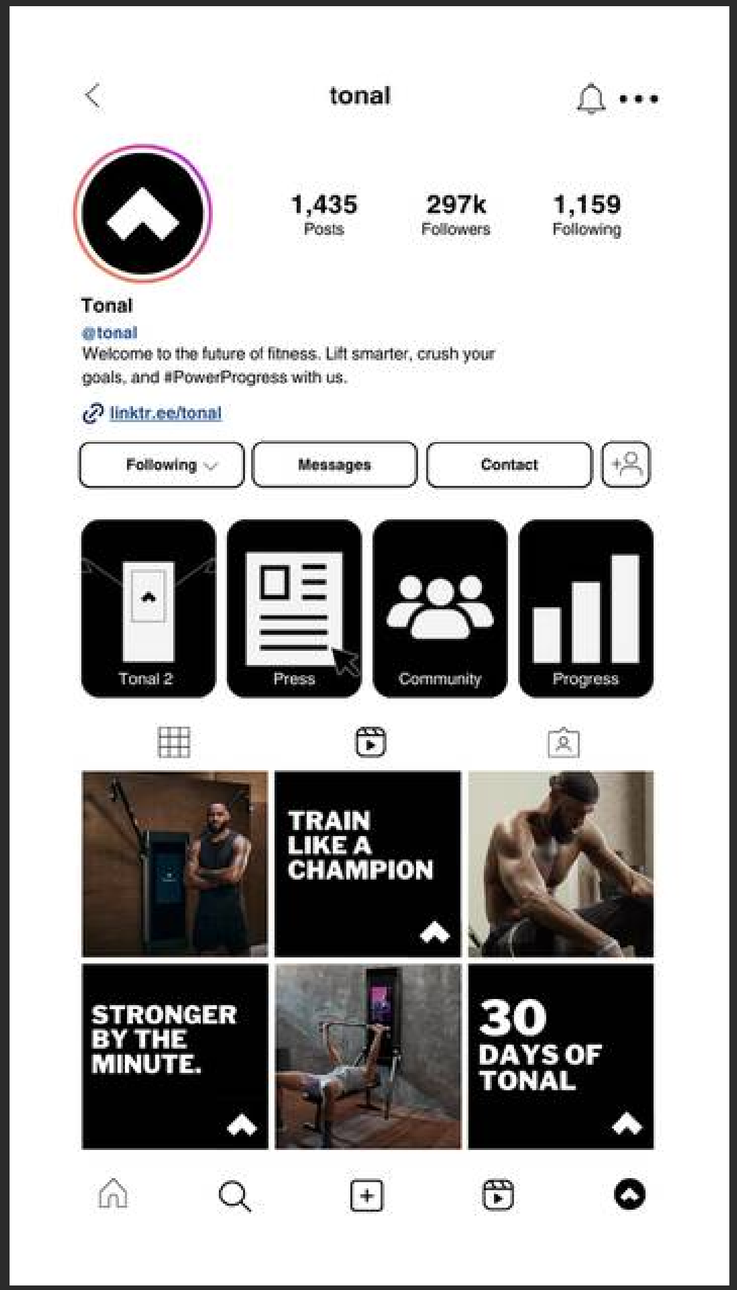
Increase engagement and awareness by encouraging Tonal owners to use it, and show those who don't how great it is.

TARGET MARKET

Fitness lovers that are driven by competition.

TIMELINE

- There is an option to join the two-week or the four-week challenge.
- The challenge will be introduced a week leading up to it.
- There will be weekly check-ins, showing the leaderboard progress.



CAMPAIGN 1

30 DAYS OF TONAL

TARGET PERSONA – FITNESS TAYLOR & TOM:

- 35-45 year-olds of all genders, $150,000-$200,000 income
- Enjoy fitness, have limited time to go to traditional gyms
- Willing to invest in great high-tech equipment
- Online presence, engage with fitness influencers

TARGET METRICS:

- $500k in sales
- Engagement rate of 5% in Instagram, 4% in Facebook, and 2% in YouTube
- Follower growth of 5% in Instagram, 4% in Facebook, and 5% in YouTube

HOW ITS ENGAGING:

Competition is a great motivator for everyone. Making working out something that is not just beneficial to you one's health, but also a way to win something will encourage people to spend extra time using their Tonal. It will also feature influencers such as LeBron James to increase engagement.



CAMPAIGN 1

30 DAYS OF TONAL

SOCIAL PLATFORMS & FOCUS:

- Instagram: Leaderboard check-ins, influencer appearances, UGC as challenge progress
- Facebook Reels: Influencer appearances, UGC as challenge progress
- YouTube: Tonal tutorials, influencer appearences

KEY TACTICS:

- Updated leaderboard
- Encouraging UGC
- #30DaysOfTonal, #TrainSmart, #TonalChallenge

CONTENT TYPES:

- Progress check-ins
- Leaderboard announcements
- Winner announcements
- Influencer motivation



CAMPAIGN 2

THE POWER OF ONE

ONE MINUTE. ONE MACHINE. ONE DECISION TO CHANGE EVERYTHING.

OBJECTIVE

Convert showroom and digital engagement into Tonal membership purchases.

TARGET MARKET

San Diego · Los Angeles · Bay Area · Dallas · Phoenix

TIMELINE

May 1-May 31st (Ends with Champions League)



CAMPAIGN 2

THE POWER OF ONE

ONE MINUTE. ONE MACHINE. ONE DECISION TO CHANGE EVERYTHING.

TARGET PERSONA – GO-GETTER GABBY:

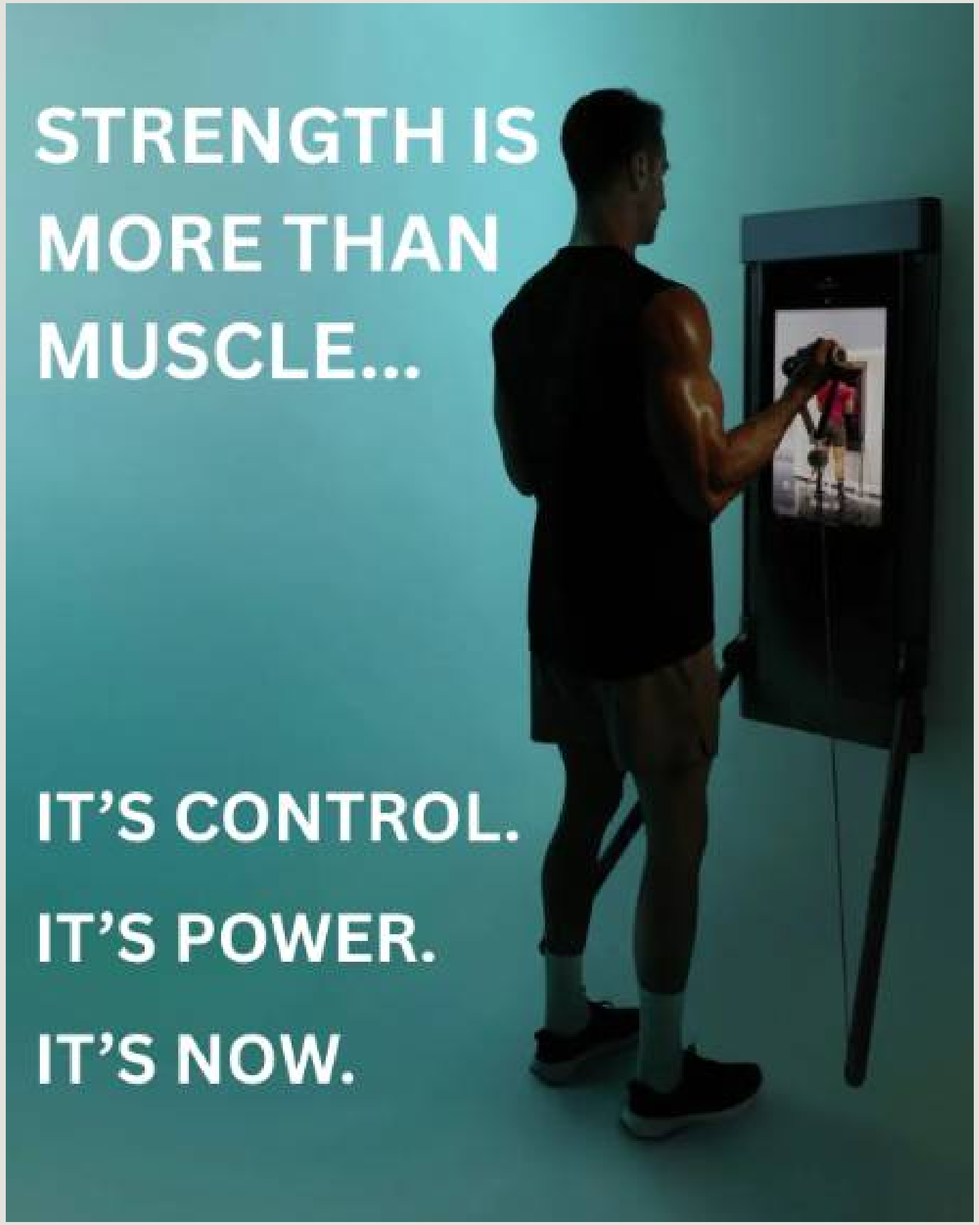
- Age 25–35, $150K–$200K income
- Ambitious, social, fitness-minded
- Seeks community, loves challenges
- Inspired by influencers & self-improvement content

HOW ITS ENGAGING:

Blends hands-on showroom experience with digital storytelling and influencer activation for real-world impact and social amplification.

SALES TARGET:

- 💰 $500,000 in Tonal memberships attributed to campaign



CAMPAIGN 2

THE POWER OF ONE

ONE MINUTE. ONE MACHINE. ONE DECISION TO CHANGE EVERYTHING.

SOCIAL PLATFORMS & FOCUS:

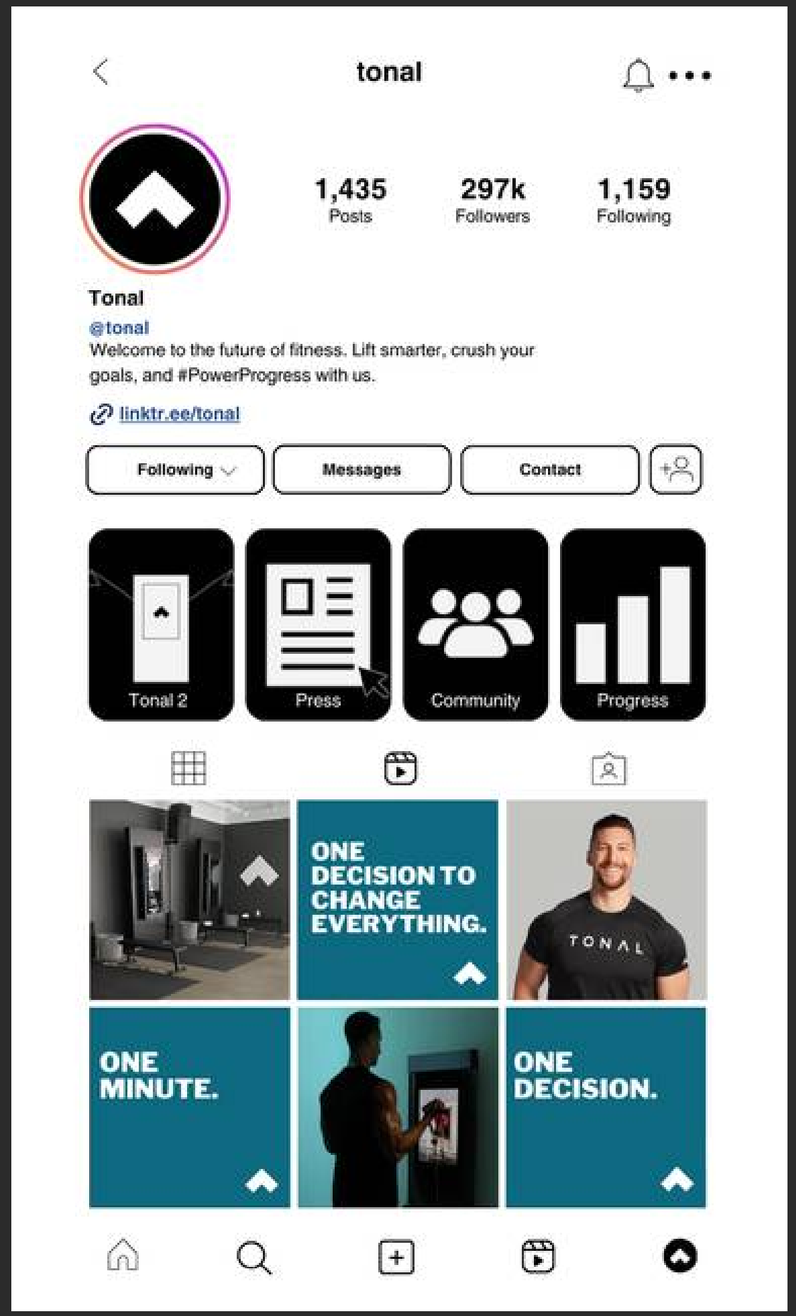
- Instagram: Reels, influencer teasers, live streams
- Facebook Reels: Community building, result sharing
- YouTube: Tutorials & influencer vlogs

KEY TACTICS:

- Live Workouts & Challenges (IG/TikTok)
- #OneMinuteOneChange UGC Campaign
- Influencer Partnerships to reach Go-Getter Gabby
- Rolling Showroom Events in key cities with digital amplification

CONTENT TYPES:

- Event teasers & influencer intros
- Real-time Reels & livestreams
- Customer experience clips
- Behind-the-scenes influencer content



CAMPAIGN 3

NEW YEAR NEW ME
SCULPT YOUR SUMMER BOD TODAY



OBJECTIVE

Drive early-year sales by promoting Tonal as the essential tool for achieving summer body goals. Capitalize on the “New Year, New Me” mindset to create urgency and commitment.

TARGET MARKET

Urban & Suburban U.S. (esp. CA & TX) | Men & Women | Ages 18-35 | Middle to Upper Class

TIMELINE

Early February - Late May (aligning with summer prep and post-holiday resolutions)

CAMPAIGN 3

NEW YEAR NEW ME; SCULPT YOUR SUMMER BOD TODAY

TARGET PERSONA: Laid-Back Lucy

- 28 · Marketing Associate · Lives in Walnut Creek, CA
- Loves concerts, rooftops, and TikTok fitness.
- Wants a summer-ready body but struggles to stay consistent.
- Follows fitness influencers and seeks easy, tech-savvy solutions.n

HOW IT'S ENGAGING:

- Influencer partnerships show real-time results
- Weekly Instagram/Facebook stories featuring transformation check-ins
- Interactive live streams & giveaway challenges
- Threads on X about staying on track for summer fitness

ENGAGEMENT TARGET:

- 5-10% of Instagram + Facebook audience actively engaging
- 100+ UGC (User-Generated Content) Posts
- 5-10% Engagement Rate on Campaign Posts



CAMPAIGN 3

NEW YEAR NEW ME
SCULPT YOUR SUMMER BOD TODAY

SOCIAL PLATFORMS & FOCUS:

- Instagram: Transformations, kickoffs, check-ins
- Facebook: Tips, stories, Q&As
- YouTube: Workouts, vlogs
- X (Twitter): Threads, goals, challenges

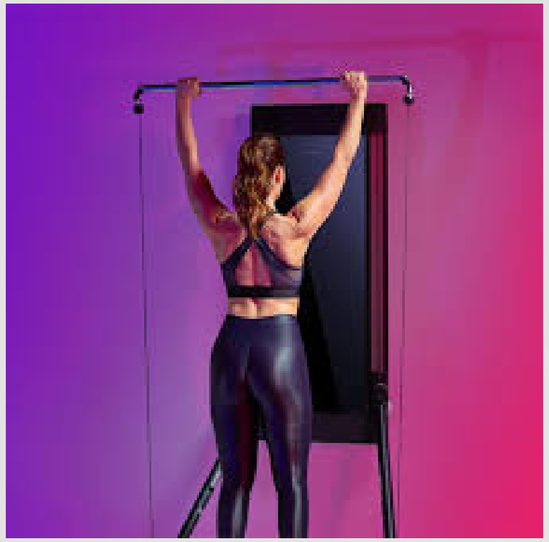
CONTENT TYPES:

- Reels with motivational overlays
- Mid-week user check-ins
- Before/after progress clips
- Livestream workouts

KEY TACTICS:

- Influencer story takeovers
- Hashtag giveaways (#NewYearNewMe, #TonalSummerBod)
- Polls + resolution check-ins
- Transformation timelines (Jan → Summer)







CAMPAIGN 4

COLLEGE CAMPUS COLLABORATION



STRONGER MINDS, STRONGER BODIES - POWERED BY TONAL

OBJECTIVE
Put Tonal machines in college campus gyms and create an easy and efficient way for college students to exercise, making Tonal the go-to exercise machine

TARGET MARKET
Private US college campuses and colleges that have a strong culture of working out

TIMELINE
August/September - end of Fall semester (i.e. mid December)

COLLEGE CAMPUS COLLABORATION

STRONGER MINDS, STRONGER BODIES - POWERED BY TONAL

TARGET PERSONA - COOL GUY JARED:

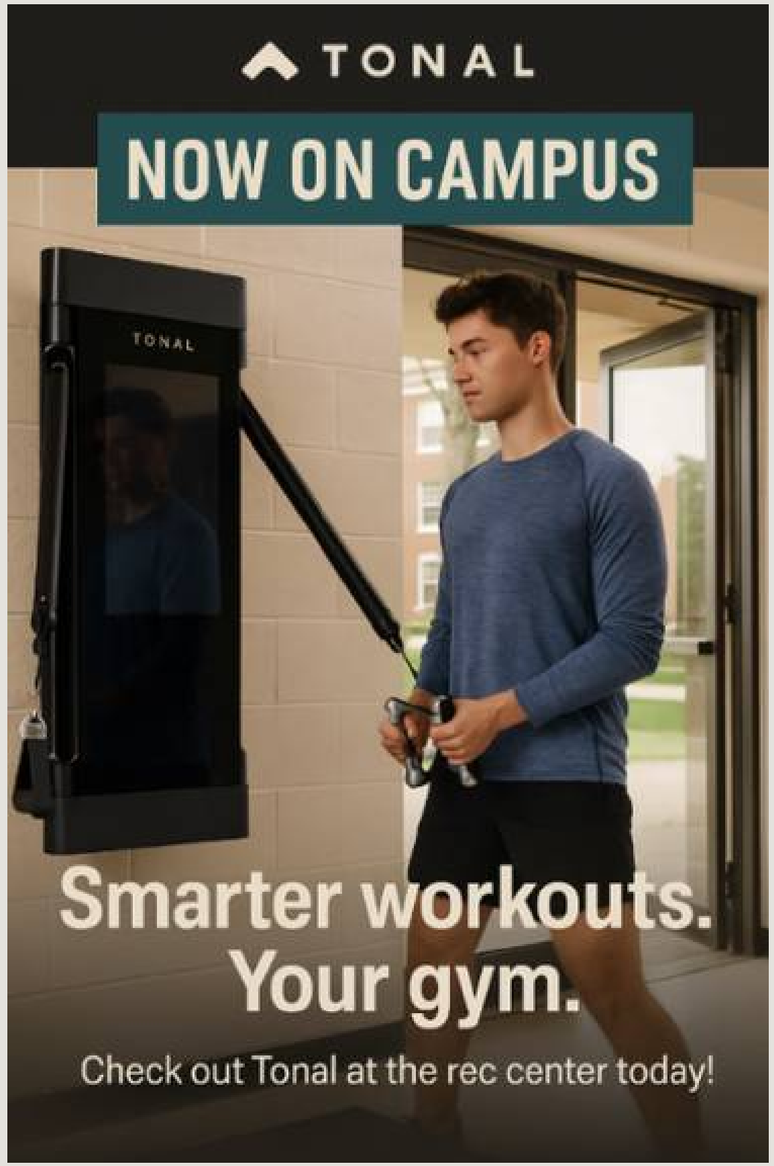
- 18-24, business student
- Social, motivated, and wellness-conscious
- Balances class, studying, and social life, needs efficient workouts
- Watches Instagram reels and YouTube for influencer inspiration

HOW IT'S ENGAGING:

- This campaign makes Tonal part of the daily space of students; they will not have to commute or have a gym membership
- UGCs will play a big part in engaging students
- Brand ambassadors

ENGAGEMENT TARGET:

- 5-10% of student population signing up or trying it
- 100 UGC posts
- 5-10% engagement rate



COLLEGE CAMPUS COLLABORATION

STRONGER MINDS, STRONGER BODIES - POWERED BY TONAL

Social Platforms & Focus

- Instagram
  - Reels of workouts
  - Student Testimonials
  - Announcements and highlights
- TikTok
  - Behind-the-scenes action
  - Student-led workouts
- YouTube
  - Longer videos for walkthroughs
  - Collaborations with YouTubers
  - Utilize Shorts



Key Tactics

- #TonalOnCampus
- Encourage UGCs
- Campus leaderboards
- Testimonials

Content Types

- Short-form video content
- Carousel posts (Instagram)
- Interactive stories (polls)
- Incentives

KEY *TAKEAWAYS*

INFLUENCERS AND TESTIMONIALS WORK

Content featuring relatable users and trusted influencers builds credibility and drives stronger engagement. When people see others like them succeeding with Tonal, they're more likely to trust and act.

LIFESTYLE-FOCUSED MESSAGING WINS

Audiences engage more with content that tells real fitness stories rather than posts that just highlight features or equipment specs. Emotional connection and relatability drive higher impact than product-heavy messaging.

STRATEGIC TIMING BOOSTS ENGAGEMENT

Campaigns tied to specific seasons/events capture attention when motivation is naturally high. Matching content to what's already on people's minds makes it more likely to stand out and drive action.

FUTURE *DIRECTIONS*

POST MORE ON TIKTOK AND YOUTUBE

Short-form video content is where Tonal is underperforming but it's also where their target audience spends the most time. Creating quick, high-energy clips that show real people using Tonal can dramatically boost reach and brand relevance

BE MORE INCLUSIVE

Audiences engage more with content that tells real fitness stories rather than posts that just highlight features or equipment specs. Emotional connection and relatability drive higher impact than product-heavy messaging.

IN-PERSON ACTIVATIONS INTO CONTENT

Tonal's showroom events and university collaborations offer valuable opportunities for content creation. By capturing and sharing high-quality visuals, testimonials, and interactive moments the brand can amplify its digital presence, increase engagement, and reinforce brand credibility across social platforms.

TOP *ADVICE*

FOCUS ON COMMUNITY-BUILDING INSTEAD OF JUST PRODUCT PROMOTION

THANK *YOU*