

BRANDBASTION

INDUSTRY INSIGHTS

Opportunities and Challenges for Health & Fitness Brands on Social Media



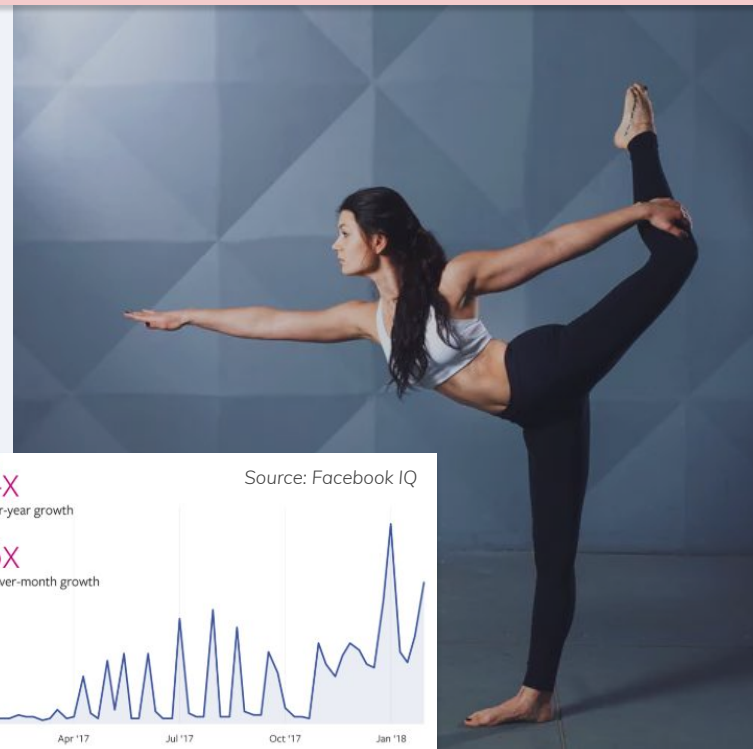
Facebook Users and Fitness in the New Year

New Year's is a sensitive time of the year. It's a time when people evaluate themselves, look back and make resolutions for the year ahead. Self improvement, better habits, and fresh challenges are on everyone's mind, making it one of the best times to run new ad campaigns showing how your brand offering helps customers to achieve their goals.

This starts with efficiently managing engagement on ads so that your campaigns ultimately lead to increased ROAS and business objectives you care about, from sales to satisfied customers.

According to [Facebook IQ's 'Topics to Watch'](#) for the month, Health and Wellness most occupies Facebook users' thoughts in January.

Conversations about bodyweight exercise and related terms such as aerobic exercise, burpee, calisthenics, fitness, functional training, gym, kettlebells, pull-up, squat and strength training was up 9.4 times in January 2018 compared with January 2017 and up 0.6 times compared with December 2017, driven by females aged 25 through 34 and males aged 25 through 49.



Why Engagement Matters

Whether you are running social media campaigns to drive monthly subscriptions or get members to your gym, social media is one of the most effective marketing channels to acquire or retain existing customers.

Regardless of which stage of the funnel you are focusing on, be it awareness, acquisition or retention, it is crucial to take the whole customer lifecycle into consideration. Listening to existing and prospective customers on social and taking action based on what they are saying can help you achieve your business goals and distinguish your brand from competitors.

The analysis

BrandBastion analyzed over 1,600 comments across 10 Facebook and Instagram ads from 6 brands to understand what type of engagement Wellness & Fitness ads receive in their quest for new customers and how are these comments being managed.

What we've learned

While there are challenges, there are also opportunities. We found that user engagement via social media campaigns is being underutilized as a way to drive awareness or new sign ups. Comments can be utilized to provide better online customer service, assess the impact of marketing campaigns, identify new sales opportunities, and drive higher brand perception and conversion rates.

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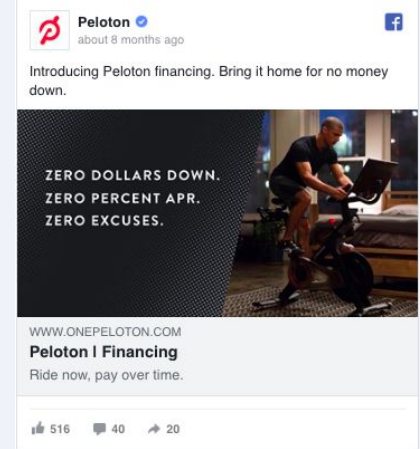
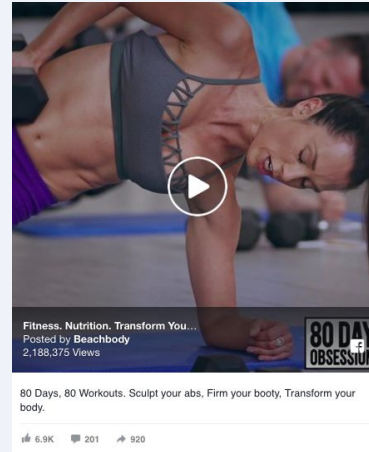
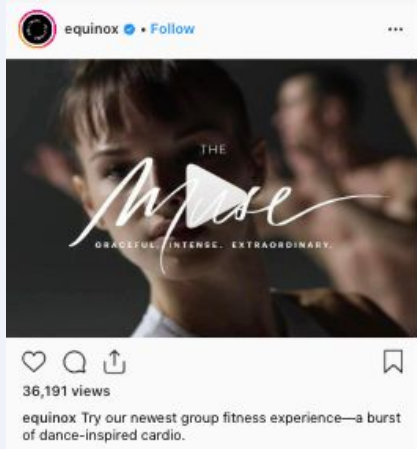
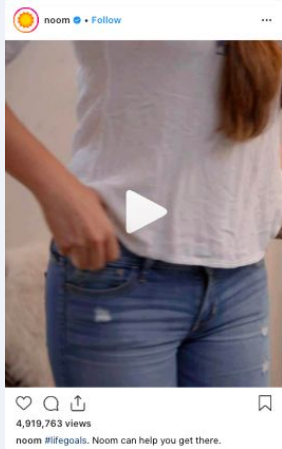
CLASSPASS

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Brands included in the analysis

Examples of Ads Analyzed



We looked at 10 Facebook and Instagram ads which had over 1,600 user comments received on them. The ads analyzed belonged to brands such as Noom, Equinox, Peloton, ClassPass, Beachbody and Headspace. All ads analyzed had a direct response approach, directing users to take actions the brands cared about, be it to 'Shop now' or 'Learn more' via a button on the ad.

Opportunity to Improve ROI: Providing Excellent Customer Care

Across the 1,600 comments analyzed, **5.1% were customer inquiries and complaints**. Only 5.8% of these comments received a response from the brand. Marketers and customer service professionals know that responding to customers in a timely manner is the key when it comes to providing great customer service. Yet for brands advertising at scale on social media, detecting customer inquiries among hundreds of irrelevant comments and spam still poses a big challenge.

RECOMMENDATIONS:

Track and respond to user inquiries or complaints promptly, as this can increase the likelihood of converting and builds trust with potential new customers.

Customer Inquiries



Only
5.8%
inquiries are currently
being answered

Real comment examples received on ad



Facebook User I am interested, but I can't see how much it costs. Where do I find this information?



Facebook User How do you access the workout on your tv?



Facebook User What do you have for people overweight and very out of shape.



Facebook User Can beginners do this?



Instagram User Impossible to cancel. I intended and thought I had signed up for one term of \$129. So far been charged \$560 with no reminders or notifications. No support response. Avoid at all cost!!□□□

Challenge to Protect Your Brand:

Declutter Comment Feeds From Harmful Comments

4.3% out of all comments were comments including brand attacks, spam, scam, and users promoting competing alternatives. Depending on the platform or the nature of the business, some ads are more likely to receive harmful content than others. Detecting this type of content and making space for real conversations can be challenging to manage in-house without increasing headcount.

RECOMMENDATIONS:

Protect your paid content from harmful comments by hiding brand attacks, competitor promotions, spam and scam as these types of comments may affect a prospect's decision and can damage brand reputation and customer experience.

4.3%

out of all comments are spam, scam, brand attacks, and competitor promotions.

Real comment examples received on ad



Instagram User Your product is a scam



Instagram User Don't do it! It's a scam, they take your money and run and don't do any of the things they say they will



Instagram User it's for sure a scam



Instagram User Lots of brilliant and completely free lo-intensity workouts on youtube...I'm really pleased with how toned and strong I've gotten using the free material available on there.



Instagram User I have amazing products that help gain energy and lose 5 to 15 pounds in a week. Amazing coach support and eating real food. P.M. for details.

Opportunity to Improve Messaging: Reactions to Ad Creatives

When analyzing comments and reactions on wellness and fitness ads, we observed that user sentiment tends to be primarily positive (on average, 35.7% positive sentiment was received across all ads analyzed). However, for ads which are the outliers with a high amount of negative reactions, we found through analyzing the comments that users were not resonating with the ads. This indicates that the creative used in ads has a huge impact in how the audience responds. Discussions across your social media campaigns offer invaluable insights into brand perception, brand communication and can result in new marketing strategies.

RECOMMENDATIONS:

In addition to reach and conversion metrics, track engagement as well and identify ad creatives that are not resonating with your audience. Pay close attention not only to the volume of engagement but to the quality of those engagements as well.

Negative sentiment received on the ad with most negative reactions is **1.7x higher** than all other ads on average (27% vs 10% negative sentiment)

Real comment examples received on ad



Instagram User "A smarter way..." How?????? Highlight WHY exactly!



Instagram User I really can't tell what your product is. An app? A pill? A diet plan?



Instagram User None of the models in this ad have any of the things you're talking about. Get real, please. We "normal" people would love it.



Instagram User How to make sure none of your target audience identifies with you ☐



Instagram User This is the worst marketing I've ever seen. You've already lost me and the ad doesn't entice anyone to inquire further #fail

Key Takeaways for Marketers

Drive better ad performance and business outcomes by:

- ✓ **Responding** to comments in which users are asking questions or demonstrating purchase intent to offer great customer service or push potential customers closer to a sale.



Customer Response

[Solution provided by BrandBastion](#)

- ✓ **Hiding** comments including brand attacks or false claims, as some viewers will associate these comments with your brand, impacting their perception of your brand and their likelihood of converting. Remove spam and competitor mentions from ads to avoid distractions.



Moderation + Alerts

[Solution provided by BrandBastion](#)

- ✓ **Monitoring** sentiment and audience reactions across different types of campaigns to learn what creative resonates best with each audience and adjust your strategy accordingly.



Insights

[Solution provided by BrandBastion](#)



Get in touch to see how we can help!

About BrandBastion

BrandBastion specializes in managing user engagement at scale for brands, advertisers, and agencies. We have extensive experience with processing user generated content, taking actions and providing detailed insight across many different industries.



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Learn more about our solutions for the
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