

Case Study: Fitness Industry Association

Background: The Fitness Industry Association retained us to assist with their social media strategy

Timing: 2010

Activity: Following an initial audit and an introduction to social media for the entire team, we developed an aggregate blog, Twitter, LinkedIn profile and group and Flickr pages.

We have continued to provide ongoing support, guidance and training for the entire FIA team.

To support the FIA in the lead up to Leisure Industry Week, seminar speakers were invited to be special guest bloggers on the FIA blog, and provided interview material using Ipadio services.

Results:

Twitter: The FIA team on Twitter have over 3,000 followers

LinkedIn: The FIA Group has 363 members

Leisure Industry Week: Traffic to the FIA blog increased dramatically leading up to Leisure Industry Week. At its peak, links to the FIA blog were exposed to 11,771 people on Twitter, and 60% of traffic to the blog came from new visitors

