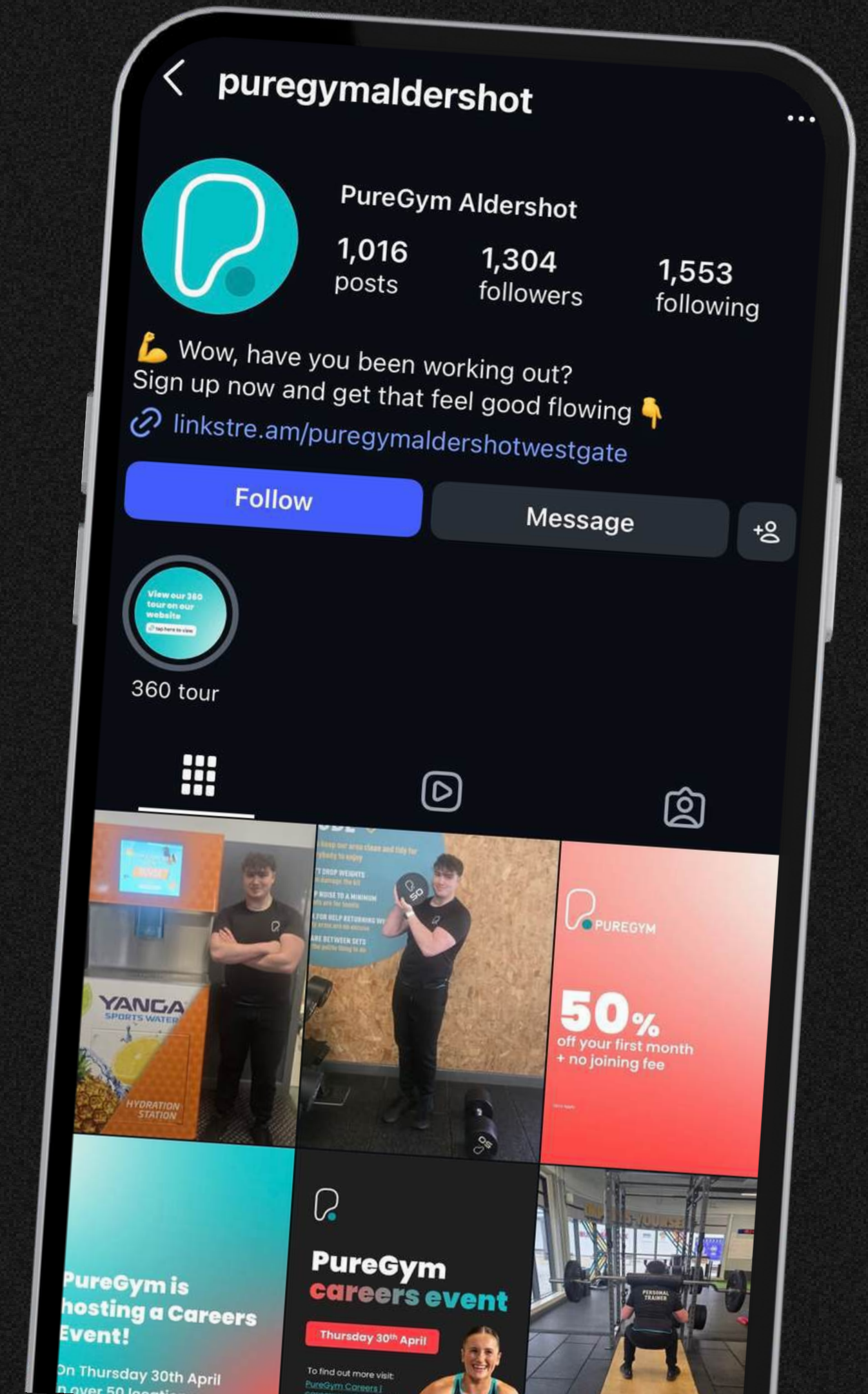


PureGym Aldershot

Spec Social Media Case Study



Project Overview

This spec project was created to demonstrate how I would approach social media management for PureGym Aldershot.

The focus of this strategy is to create content that feels:

- relatable
- community-driven
- beginner-friendly
- platform-native

The strategy prioritises authenticity, humour, and audience connection over polished promotional content.



**PEOPLE DON'T
SHARE GYM ADS.
THEY SHARE GYM
MOMENTS.**

THE CONTENT FEELS NATIONAL. THE AUDIENCE IS LOCAL.

PureGym has strong brand recognition, but the Aldershot location has an opportunity to feel more personal, relatable, and community-led.

Brand Analysis

What PureGym Does Well

- Recognisable brand
- Affordable positioning
- Beginner-friendly offer
- Strong visual identity

Opportunities for Improvement

- More local personality
- More real member moments
- More TikTok-native content
- More community storytelling



Who we're speaking to

BEGINNER

The Beginner

Wants to feel less intimidated.

REGULAR

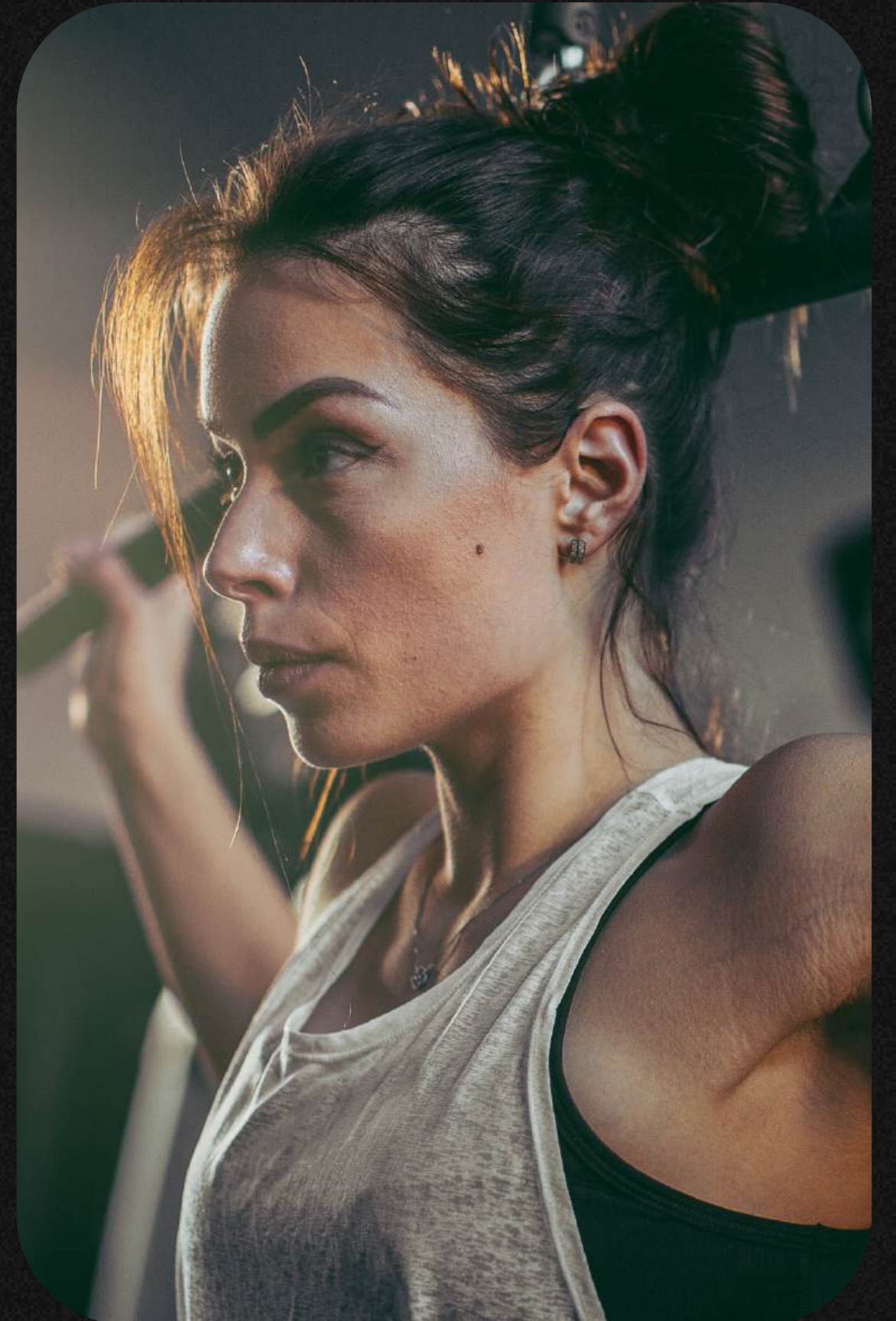
The Busy Regular

Needs quick motivation to stay consistent.

RETURNING

The Restarting Member

Wants support without judgement.



Make PureGym Aldershot feel like the local gym everyone belongs in.

Relatable Short-Form Content

POVs, gym humour, and real member moments designed to increase shares and audience connection.

Beginner-Friendly Education

Simple fitness tips and approachable content that reduces gym intimidation.

Community-Led Storytelling

Content focused on members, staff, and local gym culture to build loyalty and engagement.

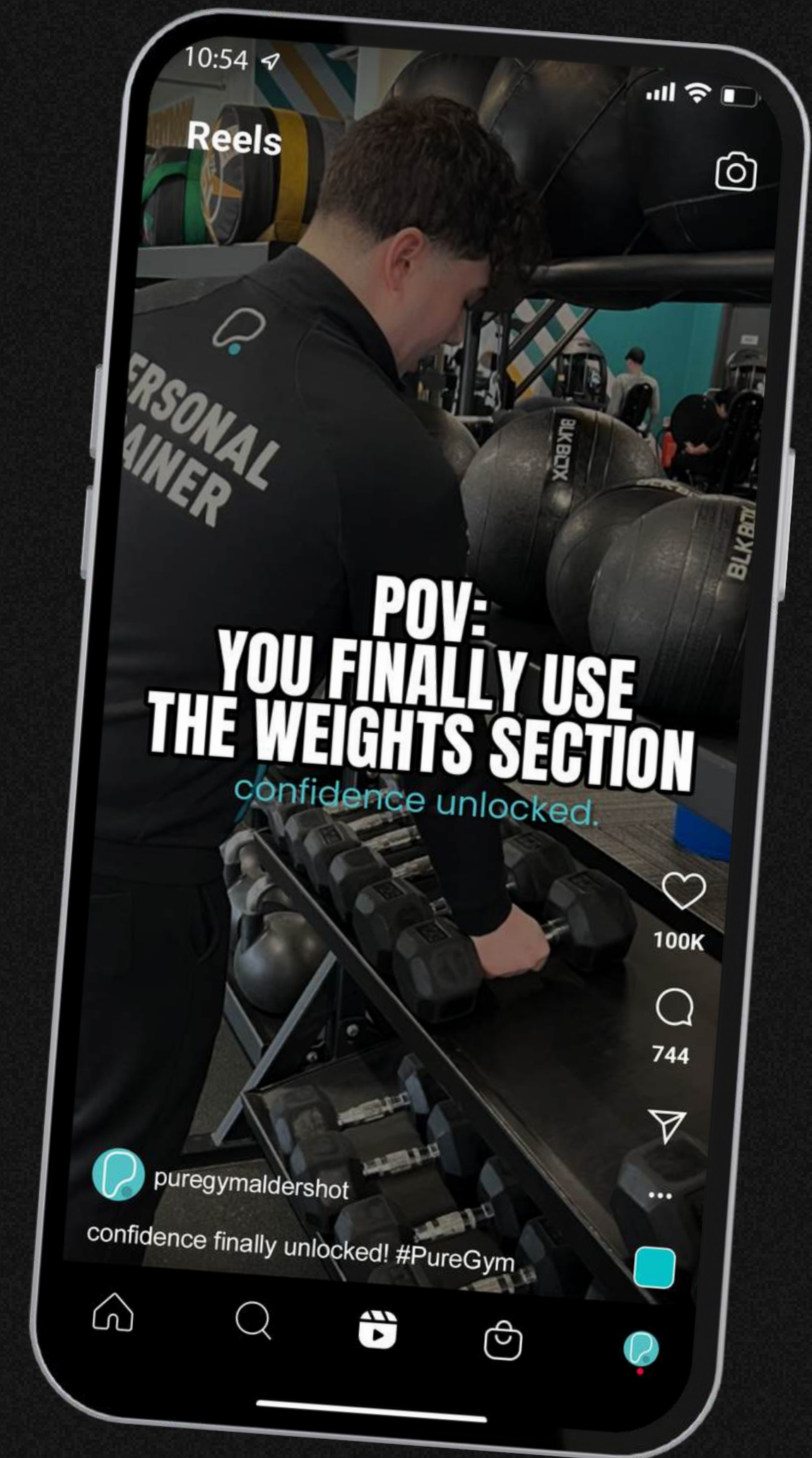
The strategy prioritises authenticity, consistency, and platform-native content over polished promotional fitness marketing.

Content Pillar 1

Relatable Gym Moments

Content designed to feel funny, familiar, and shareable for everyday gym users.

- POV-style reels
- gym humour
- relatable moments

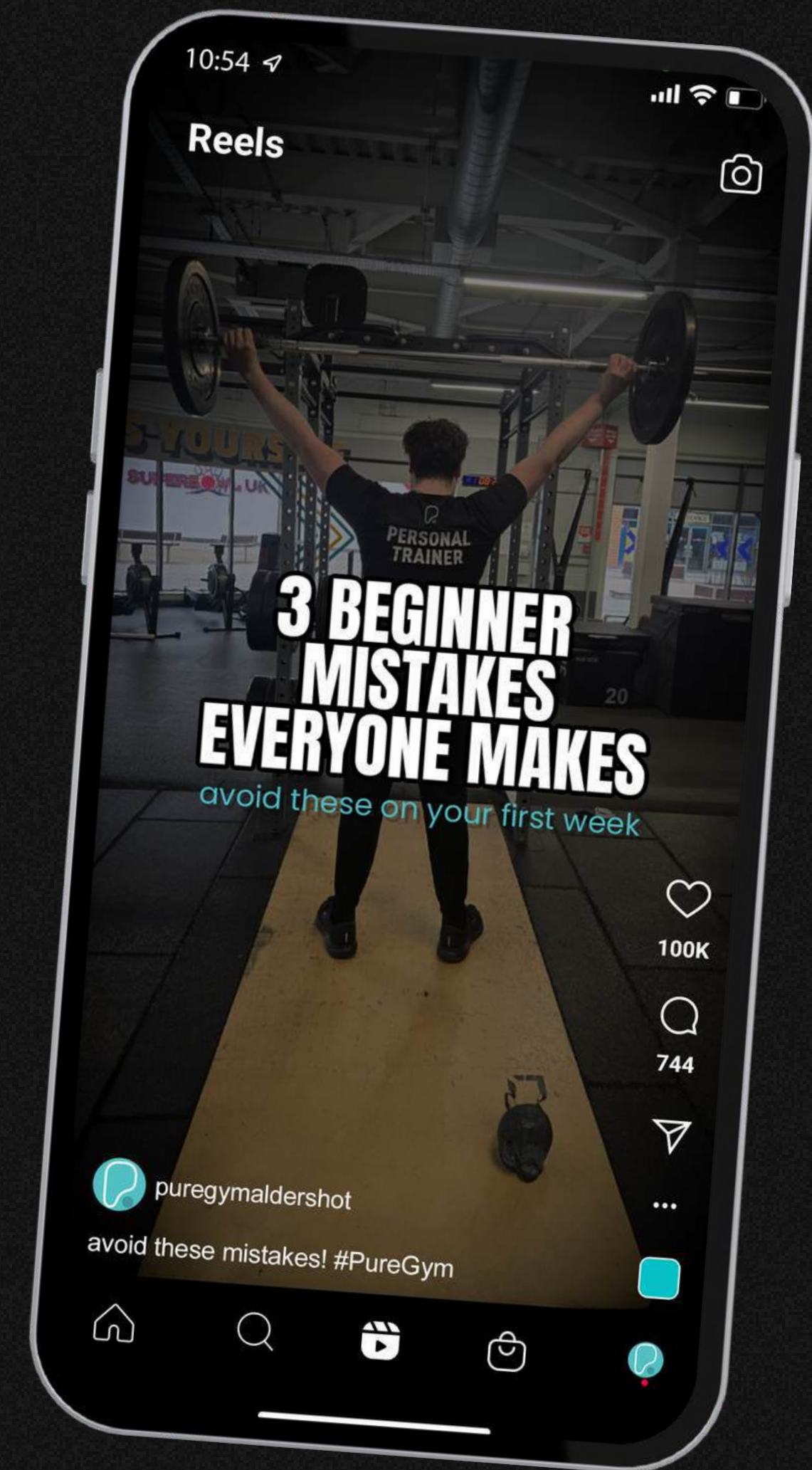


Content Pillar 2

Beginner-Friendly Fitness Content

Educational content designed to reduce intimidation and help beginners feel more confident in the gym.

- beginner workout tips
- machine tutorials
- simple fitness advice

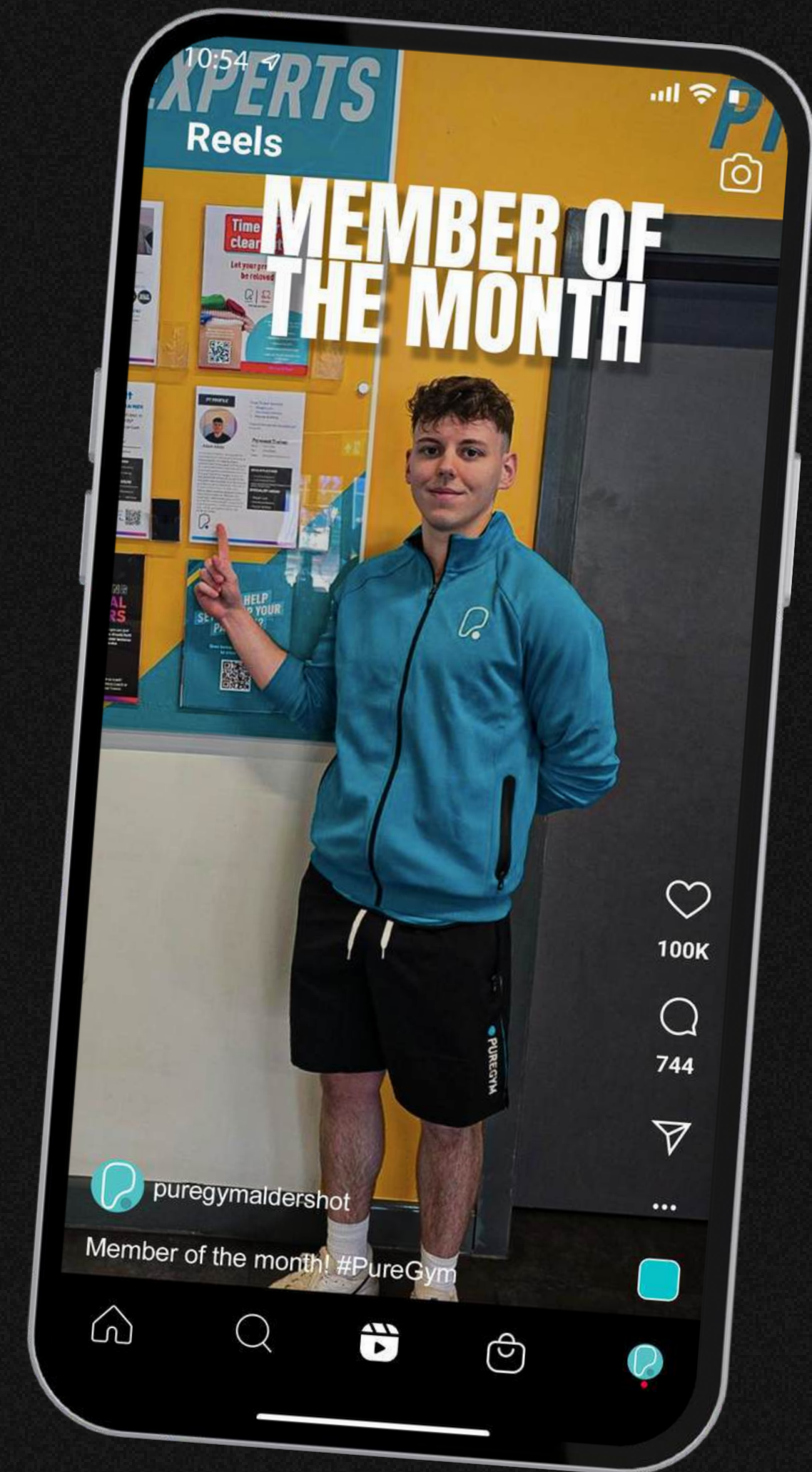


Content Pillar 3

Community & Member Spotlights

Community-first content designed to make PureGym Aldershot feel more personal, supportive, and welcoming.

- member progress stories
- staff introductions
- community challenges



Weekly Content Flow

A balanced posting structure designed to keep content engaging, consistent, and community-focused.

Monday

Relatable Reel

POV or humour-based content.

Tuesday

Story Poll / Q&A

Audience interaction and engagement.

Wednesday

Beginner Carousel

Educational fitness tips.

Friday

Community Reel

Member spotlight or gym culture content.

Sunday

Motivation Post

Weekly reset and accountability content.

Campaign Concept

30 Days Back In The Gym

Build stronger community interaction through repeat participation and relatable fitness content.

A beginner-friendly social challenge designed to encourage consistency, accountability, and community engagement.

01

Daily Prompts

Short-form motivational content designed to encourage consistency and participation.

02

Member Reposts

Community submissions and progress updates shared across stories and reels.

03

Weekly Challenges

Simple fitness challenges designed to improve repeat engagement and accountability.

Designed To Improve

A social-first strategy focused on engagement,
community, and audience connection.

Engagement

More shares, saves,
and comments.

Community

Stronger local gym
identity.

Consistency

Repeat audience
interaction.

Discoverability

Better Reels and
TikTok performance.

Success Metrics

Month 1 — Build

- Engagement rate: 3–5%
- Reach per Reel: 500–1,000 accounts
- Follower growth: +30–50
- Posting consistency: 5x per week hit

Month 2 — Grow

- Engagement rate: 5–7%
- Reach per Reel: 1,000–3,000 accounts
- Follower growth: +75–100
- Story interaction rate: 10%+

Month 3 — Compound

- Engagement rate: 7%+
- One Reel hitting 5,000+ reach
- Follower growth: +100–150
- External link taps: +50% vs baseline

**Success isn't just follower count.
It's consistent engagement from the right local audience.**

Thank You

PureGym Aldershot
Spec Social Media Case Study

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