The Impact of social media on the Intelligent Fitness Industry: A Case Study of Keep

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Abstract. Smart sports fitness is a new type of fitness method centered on scientific fitness technology, with smart fitness hardware such as smart fitness mirrors, smart treadmills, and online software, aiming to meet personalized and efficient fitness needs. This paper discusses the development of the smart sports and fitness industry, including the application forms of smart sports hardware, smart sports software and smart gyms. COVID-19 has become a catalytic factor in promoting the development of smart sports and fitness products, and the user's concern for personal health and awakening of the awareness of sports and fitness have brought unlimited potential for smart sports and fitness products. In the post-epidemic era, changes in users and scenarios have created a need to optimize the existing fitness industry, further confirming the value of smart fitness products. This study also discusses how to market on social media, including identifying target audiences, choosing marketing platforms, optimizing brand messages, creating interesting, valuable, and diverse content, interacting with fans, and continuously learning to adapt to Internet trends.

Keywords: Social media, Intelligent fitness industry, Keep.

1. Introduction

The current development of the sports industry is uneven [1]. Based on the definition of intelligent sports and fitness methods, the application forms of the intelligent sports industry mainly include intelligent fitness hardware, intelligent sports software, and intelligent gyms. Among them, the competition in the intelligent fitness hardware and sports software industries is relatively fierce, and the current intelligent gym industry is still in continuous exploration and formation [2-4]. Against the backdrop of the changes in artificial intelligence technology and the changing lifestyle of residents in the post-pandemic era, the intelligent sports and fitness industry has greatly developed [5, 6].

The ecological composition of intelligent sports and fitness consists of three elements: scene, hardware, software, and applications. COVID-19 has become a catalytic factor in promoting the development of intelligent sports fitness products. On the one hand, users' attention to personal health and the awakening of awareness of sports and fitness brings infinite potential to intelligent sports and fitness products. On the other hand, the refinement and alternation of fitness scenes have excavated the value of intelligent fitness. In the post-pandemic era, changes in users and scenarios have put forward optimization needs for the existing fitness industry, further confirming the value of intelligent fitness products. [7, 8].

When using social media for marketing, the first need to determine the target audience for marketing. The company needs to give the product a basic positioning to find a suitable group for our product. Companies also need to understand some of our marketing targets' habits, ages, genders, and interests to make subtle adjustments based on our products. Secondly, the company needs to carefully choose our marketing platform, as different marketing platforms accept different types of products. Thirdly, optimize the brand information the company belongs to, publish a basic introduction of the brand on social media platforms, and use some simple and concise brand logos to give the brand a certain level of recognition [9, 10]. Fourthly, the company must develop strategies to create interesting, valuable, and diverse content, including images, videos, text, and interactive content. Providing problem-solving information, sharing user stories, and publishing industry insights is the only targeted strategy for brands to gain attention in their corresponding fields. Fifth, regularly interact with fan users on social media and actively respond to public opinions. Finally, it is crucial

to continuously learn and adapt to the development of the Internet, keep up with the times, and understand real-time development trends.

2. Case Description

Keep App is a global sports technology company with the vision of becoming the world's largest intelligent sports operator. With other apps as the main body, it provides a lot of fitness teaching for fitness enthusiasts. Running, cycling, exercising, socializing, dietary guidance, and e-commerce shopping services. At the same time, to meet the synchronized fitness needs of fitness enthusiasts online and offline, Keep has also launched a series of offline products, such as the well-known Keep intelligent dynamic bike, treadmill, exercise ring, and fitness mirror. Its marketing positioning is also aimed at the general public, so it has launched three dimensions of fitness strategies. The first dimension is the online fitness of the app, the second dimension is the offline fitness of intelligent products, and the third dimension is collaborating with some gyms to launch a series of fitness plans and create AI-intelligent virtual coach plans. At the same time, they have a certain user accumulation, and fixed active users are also at the forefront of the industry. At the same time, keep carrying out large-scale promotion and publicity through social media platforms such as TikTok and Xiaohongshu.

Keep's ambition lies in creating content and data advantages, ultimately building a sports service loop centered on content and supported by technological connectivity. Full scene development, multi-category layout, seizing the high-speed growth point, developing household intelligent sports hardware, fitness equipment, health food and other categories around the user's "food, clothing, exercise" lifestyle consumption scenario, and opening offline gyms. Keep has transformed from a "mobile fitness coach" to a "free playground", further expanding its user base to cover more scenarios.

The market background of Keep has been supported by a series of related policies supported by national health policies. The emergence of Keep has injected vitality into the sports and fitness market. At the same time, from the socio-economic perspective, the improvement of health consumption, the public's consumption ability and willingness are increasing yearly, and more fitness enthusiasts and consumers have more funds for activities to support the continuation of this sports series. At the same time, the national awareness of health has increased. With the increasing attention paid to obesity and sub-health issues, people have also realized that fitness is a very important part of life. At the same time, according to market demand and the development of technology, the emergence of keep is inevitable. The value of Keep also keeps up with the times. 'Keep' means to continue and express the brand's concept to the public.

3. Organization of the Text

3.1. Social media for marketing

Keep has a large number of fans and followers on social media platforms. They often post fitness-related content and engage in basic interactions with fan users. For example, their official account often posts fitness activities, such as challenging continuous exercise for 12 days, which can attract user participation. Sometimes, it can also stimulate users' desire to share. This approach has greatly attracted many new users and continues to win the hearts of old users. However, more than simply posting subjective videos or posts is needed to support a brand's long-term development. Various types of people will have a day tired of this series of promotions. This is also a series of problems that brands have encountered. At first, they attracted many fans through streaming media and some conventional communication, but over time, people have become interested in this type of promotion. If fitness videos no longer interest or lose some interest, then the attention of the keep brand will decrease. Faced with this series of crises, the Keep brand has also made a relative response. They have turned their target to the recently popular fitness bloggers, and some well-known fitness bloggers are usually a reference for ordinary citizens to exercise. Therefore, the brand will cooperate and

promote with these fitness bloggers and show the actual effect of brand content through short video live streaming or other means.

3.2. Platform activities

Keep has recently launched an activity on platforms such as TikTok. They have also found many bloggers to promote the activity jointly. The content of the activity is about five kilometers a day for users to exercise every day, and a commemorative medal can be obtained if they persist for a month. This is a very good marketing method. First, the company's original intention is to let users actively exercise, and at the same time, it also gives some special beautiful medals. This gives users a sense of achievement in their hearts, and this activity has also received widespread support from the public. Because of this activity, the browsing and downloading volume of the Keep APP has been greatly improved. At the same time, users only need to pay a certain amount of postage, and for some basic expenses borne by the Keep company, it is very cost-effective, spending a small amount of money to obtain strong support from the public.

3.3. Offline fitness

In addition to its software, Keep has also launched some offline fitness items, including partnerships with many gyms. Firstly, there are fitness products. Keep has launched its company's self-developed fitness mirrors and some exercise equipment, such as dynamic bicycles. The launch of intelligent fitness mirrors provides a more experiential solution for home fitness scenes and some commercial fitness scenes. Since the development of the epidemic era, government calls and technological changes have brought development opportunities for intelligent fitness mirrors. Therefore, with this opportunity, the public has also widely loved Intelligent fitness mirrors. They need to be used with the Keep app, allowing users to set up different phone scenarios. At the same time, they can exercise in various scenarios without leaving home and achieve certain fitness effects. At the same time, combined with a series of fitness courses launched by our Keep, they have also made many users love them. Also, there are some collaborations between Keep and offline gyms. Keep often holds conferences to showcase their achievements, including recommending some fitness plans officially planned by Keep to fitness friends who come to experience offline. At the same time, offline gyms also showcase the effectiveness of each plan to attract more customers, The offline gym will also cooperate with some online platforms, such as Tiktok, Little Red Book, etc., to publish the fitness process and change process of some fitness professionals online, to verify the rationality of the scheme provided by the keep official, to attract more customers to use the keep app.

3.4. Effectiveness

In terms of the effectiveness of the Keep brand and its series of promotional activities, Keep's promotion has been extremely successful. As of March 2021, Keep has accumulated 300 million users, 6 million daily activity users, and 40 million monthly activity users, a leading achievement in the industry. In terms of the brand awareness and exposure of Keep, users on the Keep platform have accumulated 22.4 billion minutes of exercise, with an average of 4.64 times a week and an average of 20 minutes per exercise. 90% of Keep users are under 35 years old, and the majority of Keep users are concentrated in first-tier cities, which also reflects that cities with developed social media are more affected by this type of marketing. People in first-tier cities also have more time, energy, and money to complete some physical activities. At the same time, exploring the user engagement of the Keep app, according to the 2022 China Running Industry Report, the proportion of Chinese runner’s accounts for 26% of the total user scale in the sports and fitness industry. The core runners come from middle-aged and young white-collar workers in developed cities, and the main purpose of running is to strengthen their physical fitness. As a new-generation leader in the fitness and sports industry, Keep accounts for 50% of the running user scale.

Regarding sales data, as of August, Keep had its first half-year financial report after going public, with a total revenue of 985 million yuan in the first half of the year, a year-on-year increase of 2.5%.

Data shows that keep generated 449 million yuan in marketing revenue from member subscriptions and online paid content in the first half of the year, closely related to Keep's use of social media for promotion, increasing by 10% year-on-year (Source: Keep). The proportion in total revenue has increased to 46%. Another huge revenue is the revenue from self-owned sports brand products. Keep, offline promotion stores, and online software all vigorously promote their self-developed sports brands, just like their sporty bicycles and a series of sports items, accounting for 47%. In addition to these two, Keep has launched a series of promotional activities using social media and social software. Firstly, it charges a certain amount of brand promotion fees while organizing many offline activities, such as Keep and Hello Kitty and the joint activities launched by Crayon Xiaoxin, providing users with a richer event experience. Users need to pay a certain registration fee to participate in various online and offline events. Through this series of events, the revenue of joint promotion keep has increased by 30% compared to the same period in 2022 (Source: Keep).

Keep was officially listed on the Hong Kong Stock Exchange, becoming the first stock of sports technology. Keep is the largest online fitness platform in China. From 2020 to 2022, the average monthly active users of the Keep platform were 29.7 million, 34.4 million, and 36.4 million, respectively. The average monthly subscription membership of Keep also maintained an increasing trend, reaching 1.91 million, 3.28 million, and 3.62 million in 2020, 2021, and 2022, respectively. Keep is also highly favored by the capital market on its way forward. (Source: Keep).

4. Suggestions

Users often have a positive attitude towards this app and unanimously believe it suits many office workers. They don't need to go to the gym; they only need to exercise during their break time. Although many fitness enthusiasts deeply love the Keep app, some users still put forward some suggestions, such as clicking on the full text in the Keep app's community dynamic page to view comments, which is not conducive to attracting user interest.

Social media is very important for sports because sports can promote online interaction and virtual community construction. Firstly, many people worldwide spend time and money on technical sports, also reflected on social media. At the same time, social media can promote sports in society, and at the same time, social media creates sufficient platforms for sports fans. Both the official social accounts of the club and the private social accounts of athletes are important platforms for interaction between athletes and fans, and social media has also brought the distance between fans and players closer.

There are still many infinite possibilities in the sports market, and social media still plays an important role in the promotion and development of the past decade. Meanwhile, why can keep at the forefront of the industry? First of all, Keep seized the opportunity of the times, and the Keep Operations Department recognized the influence of social media in today's society, fully utilizing social media and enabling the brand to be vigorously promoted. According to national policies, the second keep vigorously promotes fitness, and the country advocates fitness activities. Therefore, keeping has introduced more convenient and lightweight exercise methods based on this concept, making it the first choice for citizens. Finally, after achieving certain achievements, Keep did not stop. They were also observing the psychological movements of the masses and launching activities that easily attracted young people. To facilitate the offline experience of the masses, they also collaborated with offline gyms. These are all examples of Keep's avant-garde performance and the secret to their success. From the perspective of merchants, in the current development, merchants should keep up with social development, keep up with social hotspots, carry out some promotions, and establish some activities. Engaging in these activities can target the young group and have some activities that adapt to the middle-aged and elderly group to seize the entire market. While continuing with some activities, the company should expand into new areas. The company can launch some online recipes and open specialized food experience centers offline. At the same time, the company should invest money and energy in opening these specialized offline food experience centers. The company should have little

hope and profit from it. Therefore, investing in these offline food experience stores is to innovate and stabilize these existing customers. Only by stabilizing these existing customers or economic sources can Keep long-term development.

5. Conclusion

Through its social media marketing strategy, Keep has become one of China's leading online fitness platforms, attracting hundreds of millions of users. The secrets of its success include seizing the opportunities of the times, fully utilizing social media, continuous innovation, and cooperation with offline stadiums. In addition, Keep has responded positively to the national health policy and driven the smart sports and fitness market against the backdrop of increasing health consumption. By developing convenient and lightweight fitness methods, Keep meets the fitness needs of people in their daily lives and has become the first choice of the general public. This study also provides recommendations, including innovating, stabilizing existing user sources, expanding into new areas, and attracting users of different age groups.

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