

Abstract

Title: Social media as a marketing communication tool in fitness centres

Objectives: The main aim of this bachelor thesis is to propose a specific social media marketing plan for 2025 for a selected fitness centre, based on the data collected from the interview and analysis of the existing social media management.

Application. The created marketing plan will be used in the selected fitness centre for the year 2025, at the same time this work can serve as an inspiration for other entities that want to improve their operations or build their own social media plan.

Methods: In this thesis, qualitative and quantitative data research method is used. In the first stage, a qualitative method is used in the form of a semi-structured interview with the fitness center management. This is followed by a quantitative method through social network analysis of the centre.

Results: The results obtained from both researches show that the selected fitness centre has considerable scope for improving its social media communication. Therefore, a comprehensive social media marketing plan for the fitness center was designed for the year 2025, which includes general recommendations, phasing, and a specific posting plan for the selected month.

Keywords: social media, marketing communication, fitness center, Instagram, Facebook

