



CrossFit Liberate

JennaGrace Morrison

ADPR5920

Spring 2020

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Client Outline

Introduction

CrossFit Liberate is a CrossFit gym located in downtown Athens. The mission of CrossFit Liberate is to provide the Athens community with an exciting, challenging and motivating atmosphere of fitness.

Why CrossFit

CrossFit is a well-known brand that provides the opportunity to improve any community by being healthy, positive and fun.

It allows people to be valued for their uniqueness and it also provides services to a variety of demographics.

History

Jack Green and Jan Kosak met in 2016 and wanted to establish a local CrossFit gym together. Before they began this process, they both decided that their CrossFit gym would not be a hobby, but it would be a business. In October 2017, CrossFit Liberate opened its doors with 25-30 members. In 2020, CrossFit Liberate now has over 280 members.

Past Promotion

In the past, CrossFit Liberate has used free community workouts and personal networks for promotional purposes. CrossFit Liberate also has an outstanding website and referral program. Through the referral program, members and referrals get \$100 off per month that they refer someone. Once these referrals come into the gym, it is the staff's job to keep them there.

Staff

**Olympic Weightlifting
Specialist**



Cheryl Haworth

**Recovery/Mobility
Coach**



Dustin Valenta

Owners/Coaches



Jack Green



Jan Kosak

Assistant Head Coach



Jess McNabney

**Community
Coordinator**



Keren Whaley

**Nutrition
Coach**



Sara Sheridan

Coaches



Kelly Moates



Jeremiah Williams



Leslie Gordon



Regan Sikes



Ashley Patel



Brandon Moreno



Brian Clapp



Britt Lynch

Target Audiences

Target Audience #1: College Students

The City of Athens has a large population of college students, which makes students a very essential audience for CrossFit Liberate. The convenience of a downtown location makes CrossFit Liberate easily accessible for students who are on campus frequently.

They are characterized by:

- Age 18-21
- consume information through Facebook, Twitter, and Instagram
- Online buying habits

Target Audience #2: Young adults

Another essential audience to CrossFit Liberate is young adults. Work, raising families and searching for a spouse is their main priority. CrossFit Liberate is a great way for them help fulfill their health amidst busy lifestyles.

They are characterized by:

- Age 22-49
- Consume content through peers and online promotions
- Some use Instagram but mostly Facebook and Twitter users
- Prime time in career

Target Audience #3: Senior Citizens

The final essential audience for CrossFit Liberate is senior citizens. This audience wants to continue to stay fit while also wanting to stay connected through a community.

They are characterized by:

- Age 50-70
- Retirees
- Consume content through newspapers, fliers, peers
- They want to keep up with their older kids

SWOT Analysis

Strengths

Community focused

- Host free community workouts
- Owner contacts members regularly
- Hold member fellowships

Business oriented

- Always seeking ways to improve
- Routinely evaluating staff
- Hire staff who align with values of the business

Weaknesses

Rely on current social networks and referrals for promotion

- Networks will eventually run out
- Need to consider other social media platforms (Twitter)
- Need more ways of promotion (fliers and giveaways)

Opportunities

Downtown Location

- Easily assessable for college students
- Downtown is the “heart” of Athens
- Many businesses are nearby

Social Media Presence

- Active on Facebook
- Active on Instagram
- Active website

Threats

Other Gyms

- Less expensive
- Are open 24 hours
- Large variety of gyms in Athens

Not having a good retention

- College students leaving town
- Families move
- Injuries

Key Messages

1. Express the importance of the CrossFit Liberate community
 - Establish ways the Athens community can be benefitted in 2020 by CrossFit Liberate.
 - Realign the focus on people rather than the building/gym in 2020.
2. Expand social media platforms
 - Create a CrossFit Liberate Twitter account to connect with a larger audience in 2020.
 - Perfect at-home workouts and demonstration videos through media outlets in 2020.
3. Develop a promotion strategy
 - Consider product/membership giveaways in 2020.
 - Consider promoting in off sight locations (campuses and local events).



Deliverables

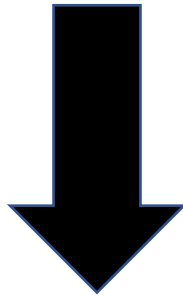
Fact Sheet

What is it?

A fact sheet is short and concise way to present the foundational information of your company to your target audience.

Why is it Useful?

A fact sheet is an easy way for your target audience to spark interest in your company and give them an outlet for if they want to know more.



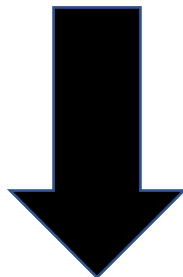
Biography

What is it?

A biography is facts and stories about an individual's life.

Why is it Useful?

A biography of an important individual within your company provides your target audiences with more information. This is a way for your target audience to connect on a personal level.



Media List

What is it?

A media list is a list of relevant traditional and social media outlets that pertain to your company.

Why is it useful?

A media list makes it easier to inform your target audience through relevant media outlets.

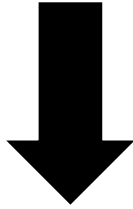
Press Release

What is it?

A press release is a newsworthy story or an announcement that your company is sharing with the media (journalists and bloggers).

Why is it useful?

A press release is cost effective and beneficial for instant exposure of your business to your target audience.



Pitch

What is it?

A pitch is presenting a newsworthy story about your business to a journalist, blogger, editor or an influencer.

Why is it useful?

Being able to pitch your newsworthy story effectively can allow you to broaden the scope of influence that your story will reach through the person you are pitching too.



Blog

What is it?

A blog is an informal way to continuously connect with your target audience. This is typically done through a business website.

Why is it useful?

A blog is cost effective in being personal, building a company's reputation and connecting with your target audience.



Social Media Plan

What is it?

A social media plan is a series of nine example posts among three different social media platforms.

Why is it Useful?

A social media plan is beneficial to a business because social media is the primary way of communicating with any target audience.

Fact Sheet

CrossFit Liberate

425 E. Dougherty St. Athens, GA 30601

CrossFit Liberate is an affiliate of CrossFit Inc. CrossFit is a sport that is used around the world to improve health and fitness. CrossFit Liberate uses the brand CrossFit to provide the Athens community with an exciting, challenging and motivating atmosphere of fitness.

The services that CrossFit Liberate provides:

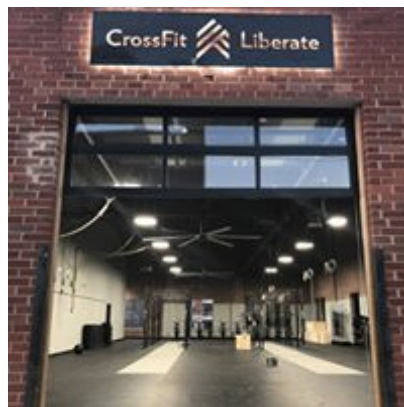
- CrossFit
- Yoga
- Gymnastics
- Olympic Weightlifting
- Aerobic Capacity
- CrossFit Kids
- Personal Training

CrossFit Liberate was founded in 2017 by owners Jan Kosak and Jack Green. The location of CrossFit Liberate is in “the heart” of downtown Athens. CrossFit Liberate welcomes all people no matter what your fitness background may be.

Connect with us through social media

Facebook: <https://www.facebook.com/crossfitliberate/>

Instagram: [@crossfitliberate](https://www.instagram.com/crossfitliberate)



For More information on becoming a member or booking a facility tour visit www.crossfitliberate.com.



Jan Kosak
Founder and Coach

Biography: ADPR 5920

Jan Kosak is one of the founders and head coaches of CrossFit Liberate. He has been a part of the gym since its opening in 2017. He has been an avid CrossFit athlete since 2012. This past February, he competed in one of the biggest CrossFit Competitions in the world, Wodapalooza.

Besides coaching, Kosak also manages all of CrossFit Liberate's social media. His main goal is to create the brand image through thoughtfully curating the content that is posted.

In summer 2019, Kosak sold his share of 1000 Faces coffee company to his dad and Jay Payne to be able to focus more on CrossFit Liberate. In 2010, Kosak started out as a general manager at 1000 Faces coffee. Shortly after general manager, he became an owner of the business. Kosak also managed the Athens' Farmers Market from 2010 to 2016.

Kosak received a bachelor's degree in economics and Czech language from the University of Texas.

In his spare time, Kosak loves improving his CrossFit technique and spending time with his wife Melissa and son Alfie.

Photo from Facebook: Kosak coaching a fellow athlete

Last Updated: May 6, 2020

JennaGrace Morrison

Media List

Outlet	Contact	Position	Email	Social Media	Category
UGA CHAARG	Sam Bonnett	CHAARG ambassador	Sambonnet@gmail.com	Instagram: @saminchaarg_	Fitness
Unbroken Fitness	Luke Parker	Owner	lukeparkerpartnerships@gmail.com	Instagram: @luke_parker777	Fitness
The Athens Banner- Herald Magazine	Marlo Alleva	Writer	faluvzpa@msn.com		Fitness
The Red and Black	Savannah Sicurella	Culture Editor	culture@randb.com		Fitness
Flagpole Health and Fitness Issue	David Schick	Writer		Twitter: @davideschick	Fitness

1. Sam Bonnett is a local social media influencer in Athens, Georgia. She is an ambassador for UGA Chaarg. This organization is a group of college students that meet once a week at different gyms around Athens. Bonnett uses social media to provide information and review the gyms they attend. Her reach and influence is important because Chaarg is a UGA organization. This organization allows her to have easy access to a majority of UGA college students, which would be very beneficial to CrossFit Liberate.

2. Luke Parker is a fitness social media influencer. He was on the past season of the bachelorette and this show is popular among all ages. He used the show to increase his popularity in the CrossFit world. He has become a very popular crossfitter and competes with some of the most well-known elite athletes in the CrossFit community. He has over 232,000 followers on Instagram, and he recently competed at one of the biggest CrossFit competitions, Wodapalooza. By attending and reviewing CrossFit Liberate, he could reach a huge audience.

3. The Athens Banner-Herald is a local magazine in Athens. Marlo Alleva is a fitness instructor at Gold's Gym, and she also writes fitness articles in the Banner-Herald. Her goal is to explain the importance of getting in shape and staying in shape to her target audience. This is very similar to the goals of CrossFit Liberate because they want the Athens community to better themselves by maintaining a healthy lifestyle.

4. The Red & Black is a local newspaper run by UGA students that provides information for the community of Athens. In their culture beat, Savannah Sicurella edits stories about local events and gatherings in Athens. These events are a great way for the Athens community to connect with local businesses and happenings. CrossFit Liberate's target audience is the Athens community and The Red & Black is a good outlet to use to inform the public of different events that CrossFit Liberate hosts.

5. The Flagpole Health and Fitness Issue is an online newspaper that helps people understand the importance of being healthy. David Schick is one of their writers, and he writes about some of the best places for the public to be active in Athens. CrossFit Liberate offers community like no other fitness organization and this is an important aspect of being healthy.

Feb. 24, 2020

FOR IMMEDIATE RELEASE

Media Contact: JennaGraceMorrison

Phone Number: 912-293-9372

Email Address: jgm75658@uga.edu

Social Media: @JennaGraceMorri1

CrossFit Liberate takes on Wodapalooza

ATHENS, Ga., Feb. 24, 2020 – Owner of CrossFit Liberate, Jan Kosak, and other CrossFit Liberate athletes competed in the worldwide CrossFit competition Wodapalooza. The event took place last Thursday, Feb. 20, 2020 through Sunday, Feb. 23, 2020.

Wodapalooza is a four-day CrossFit competition that takes place in Miami. In order to qualify, teams must complete an online series of workouts. The teams will then post their video submissions of their completed workouts. The teams with the highest scores from the online qualifier will then go to Miami and compete against some of the world's greatest CrossFit athletes.

The athletes from CrossFit Liberate include; owner Jan Kosak, head coach Jessica Custer, coach Taylor Gerlach, and members Kaitlyn Leng, Matt Hazel, Maddi Willis and Bobby Hines. These athletes have been training for months to perfect different movements and skills to prepare for this competition.

Several of the athletes who are competing are full time University of Georgia college students, parents and coaches. The hard work and dedication it took these athletes to make it to such a high level of competing is remarkable.

After finishing the last workout of Wodapalooza Jan Kosak says, "I'm proud of my teammates and my gym squad. We had all literally bled, sweat, cried, ached, suffered, and sacrificed for this one weekend."

For more information on Wodapalooza, please visit <https://wodapalooza.com/>.

About CrossFit Liberate:

The gym was established in 2017 by Jan Kosak and Jack Green. From 2017, the membership has risen from 30 members to over 280 plus members. The goal of CrossFit Liberate is to improve the overall health of the Athens community through fitness. For more information, please visit <https://crossfitliberate.com/>

###

Pitch

When pitching a story to a news outlet, I used editor Savannah Sicurella from The Red & Black as an example. The Red & Black keeps the Athens public updated on the cultural events happening locally. Sicurella, writes about local businesses and the events that they participate in. She is the main editor in the culture beat and would be the best person to contact to inform the public on Athens businesses. Examples of her work are [Athens' Bubble Cafe to fill former downtown Taco Stand](#), [Maepole to open second location in Atlanta](#) and [6 different beginner's exercise classes in Athens](#).

To: culture@randb.com

Cc: tcullen@uga.edu

Subject: Story Opportunity: Jan Kosak qualifies for world-wide CrossFit competition, Wodapalooza.

From: jgm75658@uga.edu

Hi Savannah,

I have a story that the community of Athens will find interesting. Several CrossFit Liberate athletes competed at one of the biggest CrossFit competitions, Wodapalooza.

This story is an opportunity to highlight the achievement of local community members in Athens. Many Red & Black articles showcase local business happenings, and it would be beneficial for you to share this story.

In order to qualify for Wodapalooza, teams must complete an online series of workouts. The teams will then post their video submissions of their completed workouts. The teams with the best scores will then go and compete against some of the world's greatest CrossFit athletes.

It would be my pleasure to facilitate a meeting with Jan Kosak, or I can provide you with any additional information on Wodapalooza and CrossFit Liberate.

Thanks,

JennaGrace Morrison
University of Georgia
Grady College | Student
Public Relations Major
Communications Minor
email: jgm75658@uga.edu



Photo from Facebook: CrossFit Liberate members

At CrossFit Liberate you matter

What is community?

During this time, we have had to ask ourselves this question. As all our priorities, business and daily lives have slowed down, we have had to think about what really matters. For many of us, our definition of community has changed. We viewed community within the walls of CrossFit Liberate, but now we see individual people and families as our community.

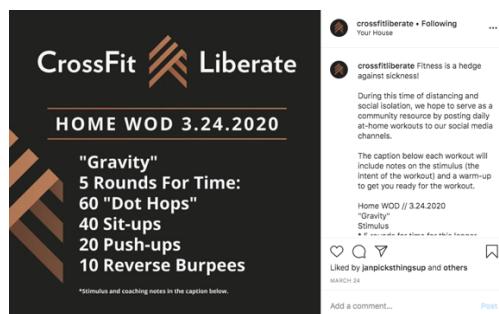
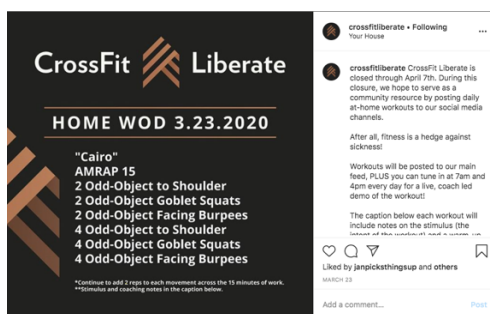
If community is a group of people with the same vision, desire and goals we are more resolved to be a part of your community in the area of fitness, nutrition and life. We are so blessed that you have allowed us the opportunity to partner and be a part of your community.

Ways we choose to continue building community

1. Posting at-home workouts

At CrossFit Liberate we have modified our everyday workouts so that our members will be able to do them in the confinement of their homes. All at-home workouts include bodyweight and odd-object movements. This allows our members to continue to do the same workouts together as well as record their scores and progress.

Examples of at home workouts posted on our Instagram:



2. Hosting live zoom and Instagram workouts daily

Our CrossFit Liberate coaches hold live workouts for our members to understand technique for all exercises. Our members can also do the workout simultaneously with our coaches. This allows our coaches to monitor and make sure our members are doing the movements properly. This is done every day when the gym is opened to help our athletes perform efficiently to achieve the most out of any given workout.

3. Hosting Live community zoom socials

Our members can see each other face-to-face through zoom live chats that we have set up. This is helpful for our members to see how each other is doing during this hard time and be able to see friendly faces that they are used to seeing every day in the gym.

4. Allowing members to rent out equipment

Most of our members do not have equipment at home. We have given them the opportunity to rent out the equipment that is used in our facility. This is a way for our members to receive the same benefits that they would if the gym was open.

5. Having members post pictures and videos participating in at-home workouts

Our members share their at home workouts via social media. They can tag CrossFit Liberate in their posts. We then add these posts to our platforms to show the community how involved our members continue to be.

Member Spotlight

One of our members JennaGrace Morrison, third year student at the University of Georgia, shares how CrossFit Liberate provided her with community during this time of uncertainty:

I have been a member at CrossFit Liberate for over two years. I was immediately drawn to their welcoming, supporting and professional atmosphere. I was in Brazil during Spring Break when I heard that the University of Georgia had cancelled in-person classes for the spring 2020 semester. Upon returning, I had to quarantine in my hometown of Vidalia, Georgia for 14 days. The thought of not being able to go back to Athens and workout at CrossFit Liberate was one of my biggest disappointments.

In only a matter of days, Jack Green called me to make sure that I was okay and asked what he could do to support me during this time.

My family was able to set up a gym in our carport, so that we would be able to continue our fitness journey. We used the programming that CrossFit Liberate provided for us through at-home workouts.

This is a way that my family can come together and push each other to be our best self during this time.

I am very thankful for all the ways that I am still able to be connected to my gym family even though I am so far away.

Ways our members describe our gym's community via [Facebook](#):

- “Community that works hard to be the best they can be each day” -Brandon Row
- “Very friendly and accepting” -Tyler Matthews
- “I feel right at home.” -Sara Sheridan
- “It truly is a loving, supportive, welcoming, and uplifting gym.” -Susan Kosak

CrossFit Liberate's Mission

We want to support, produce creative ways to engage our members, and do all that we can to add value to our community during this time. It is important that we step back and take this opportunity to continue to improve our gym moving forward.

As our future at CrossFit Liberate is unknown, we continue to look forward to the day where we can fist bump each other after finishing a workout within the walls of CrossFit Liberate.

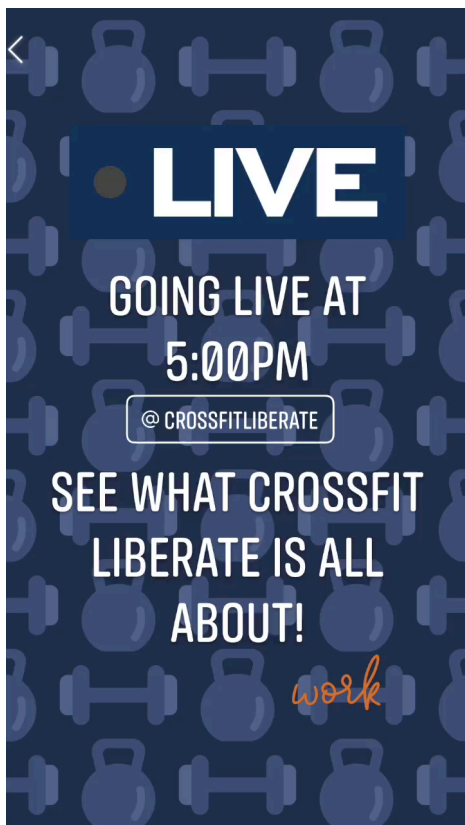


We work hard to provide members with an outstanding community through fun and fitness. For more information you can visit our website at <https://crossfitliberate.com/>.

Platform: Facebook

Facebook is the largest social media outlet in the world. Facebook is a platform that helps connect people of all ages, demographics and genders. I believe Facebook is beneficial for CrossFit Liberate because our gym thrives on serving all people through functional fitness. CrossFit Liberate can use this platform to grab the attention of both members and nonmembers. Facebook stories, Facebook lives and traditional Facebook posts are simple ways to effectively engaging with your target audience.

Post 1: Facebook Story (May 11, 2020)



- This post must be eye catching and get the point across in one simple click.
- It is important to post a Facebook story in the early morning on the day that you will be going live.
- The story is an easy way to promote live events, promotions and simply gaining recognition.

Post 2: Facebook Live (May 11, 2020)

Description of post: There would be a designated camera person who has proper placement for the camera when filming.

This person would also oversee responding to live comments.

- Ideally using Facebook Live to video a CrossFit Liberate class live should happen 1-3 times per week.
- Going live during a more popular class is preferred.
- Have a coach explain the workout at the beginning.
- After the explanation, the set up of the camera should be able to view the entire gym during the workout.
- This is also an opportunity for the public to connect with CrossFit Liberate through commenting.

Post 3: Traditional Facebook Post (May 16, 2020)



- Using traditional Facebook posts should be used when showcasing the different offerings that CrossFit Liberate offers its members.

Such as:

- Excellent coaching staff
- Yoga classes
- Gymnastics classes
- Olympic lifting classes
- CrossFit for kids
- A traditional Facebook post should be posted once a week but not on days when the gym is holding a Facebook live.

Add to your post



Photos from Facebook

Platform: Instagram

Instagram is one of the top 10 most used social media outlets. Instagram is also super important for engaging and interacting with your target audience instantly. Instagram is a way to showcase a person or organization through picture and video content. Through Instagram stories, traditional posts and IGTV you can give visuals of what being a member of CrossFit Liberate looks like.

Post 1: Instagram Story



- Sharing members posts and having member spotlights via Instagram story shows non-members how connected CrossFit Liberate is with their members.
- Even when members are unable to attend the gym, they still can participate in workouts at home.
- These stories should be posted as often as possible.

Post 2: Traditional Instagram Post



crossfitliberate LOOK at these RESULTS from @jennagracemorrison!!

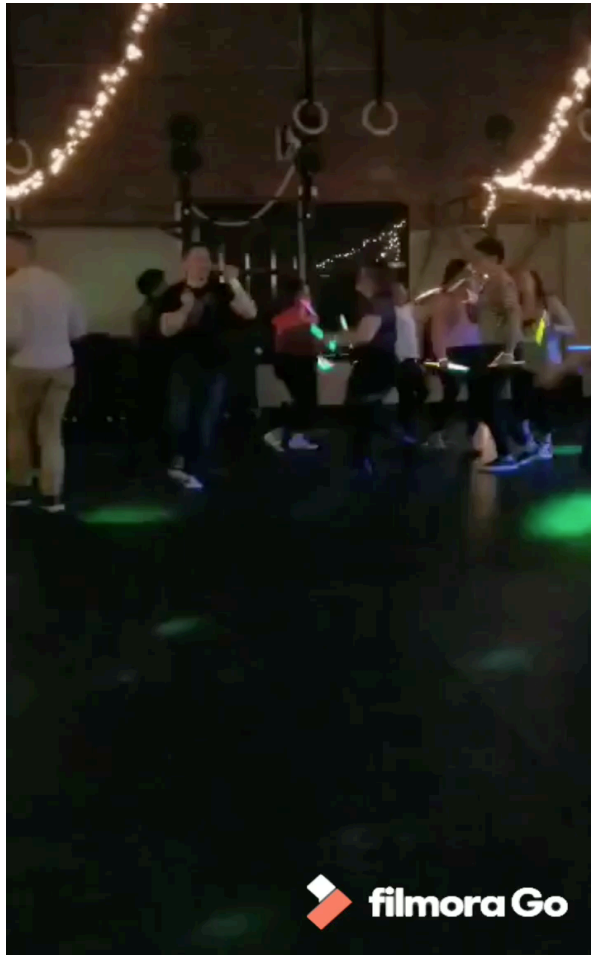
1st pic: August 18, 2019 Split Jerk PR at 105#.

2nd pic: Feb. 16, 2020 Split Jerk PR at 130#.

#crossfitliberate#makinggains#PR#nutrition#dedication#fitness#goals#1yeardifference

- Success stories are a great way to gain the interests of nonmembers.
- These should be posted every other week.
- These also allows you to connect on a deeper level with your current members.
- Make sure to include hashtags and tagging the members.

Post 3: IGTV



- IGTV is a way to posts videos on Instagram that exceed 60 seconds.
- Through these videos, CrossFit Liberate should use video content from events to display that you are more than just a gym.
- These should be posted shortly after an event is held and the video is properly edited.

Platform: Twitter

Twitter is also top 10 in the ranking of the most popular social media platforms. Twitter is a great resource for connecting with your members through phrases and hashtags. Through Twitter polls, live tweets and retweeting you can quickly engage with your members and direct them to your more important platforms.

Post 1: Twitter Poll



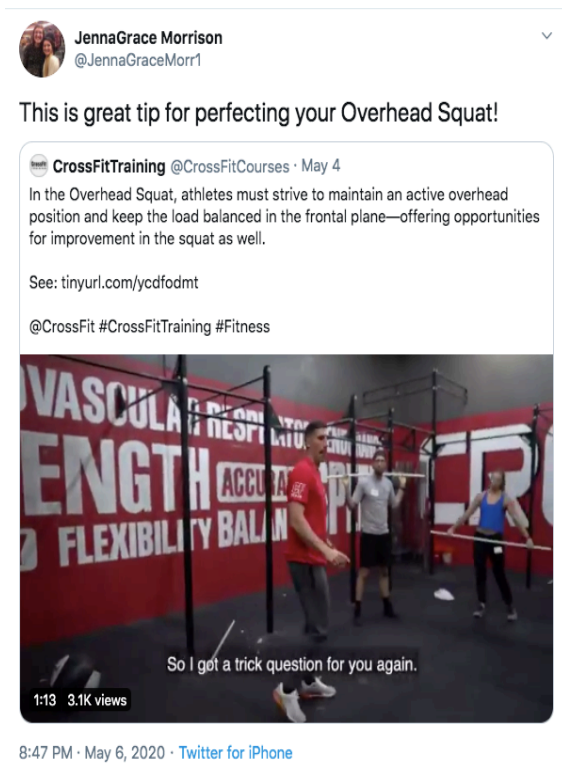
- Polls are a fun, interactive way for members to connect with each other over similar or differentiating opinions.
- These simply entertain your members when they scroll through Twitter.
- These should be posted once a month.

Post 2: Live Tweet



- Live Tweeting should be done when any large CrossFit event is taking place, especially when members are participating.
- Live tweeting is a crucial way for members and nonmembers to be directed to other media outlets.
- Live tweeting increases brand awareness and engagement with members.

Post 3: Retweet



- Retweets are beneficial for networking and providing your members with helpful content.
- Retweets should be done as often as possible and when the information is relevant to your members.

Acknowledgements

I would like to thank both Jan Kosak and Jack Green for the opportunity to develop a PR Press Kit for CrossFit Liberate. I have thoroughly enjoyed the time you have spent with me during emails, phone calls and several interviews (including the times I interrupted your workouts).

To the coaches and members of CrossFit Liberate, I am forever grateful to be a part of such an amazing community!

To my family and friends for providing support and insight when perfecting my many projects this semester while quarantined.

Thanks,

JennaGrace Morrison

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