

## 1. Google Ads Strategy

- **Keyword Research:** Find relevant keywords using Google Ads Keyword Planner or SEMrush.
- **Effective Campaigns:** Create clear, targeted ads (Search, Display, Shopping).
- **Conversion Tracking:** Use Google Analytics to track ad performance.
- **Retarget Visitors:** Use Google Ads or AdRoll to remind visitors about products.
- **Weekly Optimization:** Regularly pause underperforming ads and increase budgets for top ads.

### Recommended Tools:

- SE Ranking / SEMrush
- Google Adwords
- Google Analytics

## 2. Conversion Rate Optimization (CRO)

- **Simple Navigation:** Easy menus and clear product filters.
- **Speed Optimization:** Improve loading speed using Google PageSpeed Insights.
- **A/B Testing:** Regularly test pages with tools like Google Optimize or VWO.
- **Clear Checkout:** Simplify checkout steps, offer guest checkout and multiple payment methods.
- **Social Proof:** Display reviews and testimonials to build trust.

### Recommended Tools:

- Google Page Speed
- Google Optimize/ VWO
- Clarity/ Hotjar

## 3. Conversion Rate Optimization (CRO)

- **Identify Influencers:** Find niche influencers via BuzzSumo or Instagram search.
- **Genuine Relationships:** Start by gifting products to build real connections.
- **Track Results:** Assign unique promo codes or affiliate links.
- **Multi-platform Presence:** Collaborate across Instagram, YouTube, TikTok.
- **Ambassador Programs:** Create long-term relationships with top influencers.

### Recommended Tools:

- BuzzSumo
- Upfluence

## Bonus Tips for Growth

- **Community Building:** Create spaces (social media groups, forums) for customers.
- **Transparency:** Always be honest and clear in communication.
- **Adapt Quickly:** Continuously monitor industry trends and adjust strategies accordingly.

## 5. Strategic Promotional Offers

- **Limited Major Sales:** Focus on a few significant annual promotions (e.g., Black Friday).
- **Build Excitement:** Use countdown timers, teasers, and email alerts ahead of sales.
- **Attractive Deals:** Offer significant discounts or bundles during promotions.
- **Influencer Support:** Engage influencers to boost visibility of promotions.
- **Reward Loyalty:** Provide VIP customers early access or exclusive deals.
- **Analyze & Improve:** Use sales data to improve future promotions.

### Recommended Tools:

- Countdown timers (Shopify apps)
- Google Analytics

## 4. Email Marketing Mastery

- **Grow Subscribers:** Offer incentives (e.g., discounts) to join your list.
- **Audience Segmentation:** Send personalized emails based on customer behavior.
- **Automated Flows:** Set up welcome, abandoned cart, and post-purchase emails.
- **Engaging Content:** Provide value, like tips or lifestyle content, alongside promotions.
- **Optimize Emails:** Track and adjust emails based on open and click rates.

### Recommended Tools:

- Klaviyo
- Mailchimp
- ConvertKit

*Gymshark's story is a roadmap for e-commerce success, showcasing tested strategies to build a thriving online brand. Robtronic Media identified five key lessons from Gymshark's journey that any e-commerce owner can apply: leveraging Google Ads, improving CRO, using influencer marketing, mastering email, and crafting strategic offers. Our cheatsheet distills each lesson into actionable steps with tool recommendations, so you can easily follow Gymshark's playbook. Check off each item as you implement these growth-boosting tactics in your own business!*

## **1. Google Ads Strategy - Fuel Growth with Google Ads**

Gymshark didn't just rely on organic growth – paid ads played a huge role in scaling their reach and revenue. They invested in Google Ads to attract more customers and saw impressive returns (even achieving 33× ROI on campaigns in one case. Use the steps below to harness the power of Google Ads for your store:

- **Conduct Keyword Research:** Use Google Ads Keyword Planner or tools like SE Ranking/ SEMrush to discover high-intent search terms for your products. Focus on keywords your ideal customers would search for (e.g. "men's fitness apparel").
- **Optimize Ad Campaigns:** Create targeted campaigns (Search, Shopping, Display) with compelling ad copy and clear calls-to-action. Include high-quality images for Shopping ads and use keywords in ad text to improve relevance and Quality Score.
- **Implement Conversion Tracking:** Set up Google Analytics (GA4) and Google Ads conversion tracking to measure sales and ROI from your ads. Tracking data lets you see which ads drive revenue so you can scale what works.
- **Leverage Retargeting:** Re-engage visitors who didn't buy. Use Google Ads remarketing campaigns to show tailored ads to people who viewed products or abandoned carts. For example, show a "Still interested?" ad with a product image or a limited-time discount to entice them back.
- **Optimize & Scale:** Monitor your campaigns weekly. Pause low performers and increase budgets on high-ROAS campaigns. Try Google's Smart Bidding (e.g. Target ROAS) once you have conversion data, and use the Google Ads Editor for efficient bulk edits as you grow.

## 2. Boost Your Conversion Rate (CRO)

Turning visitors into buyers was a top priority for Gymshark's team. By optimizing their website (with the robust Shopify platform) and user experience, they boosted conversion rates and scaled faster. Follow these steps to get more out of the traffic you already have:

- **Streamline Site Navigation:** Ensure your website is easy to browse. Use clear menus, search functionality, and filters so shoppers can quickly find products. A clean, intuitive site keeps visitors from bouncing and encourages them to explore.
- **Analyze User Behavior:** Use tools like Google Analytics (behavior flow) and Clarity/ Hotjar (heatmaps, session recordings) to see where users drop off. Identifying pages with high exit or cart-abandon rates will highlight what to fix (e.g. confusing layout or slow page).
- **A/B Test Key Pages:** Continuously experiment to lift conversions. Use a CRO tool (e.g. Optimizely, VWO, or Google Optimize) to test changes on product pages and landing pages. For example, test different product image sizes, call-to-action (CTA) button text, or checkout layouts – then implement the winners to improve your conversion rate.
- **Improve Page Speed:** Fast sites convert better. Compress images, enable browser caching, and consider a CDN. Use Google PageSpeed Insights to identify speed issues and aim for quick load times (especially on mobile). A faster site builds trust and prevents shoppers from giving up.
- **Simplify Checkout:** Reduce friction in the buying process. Enable guest checkout (no forced account creation), offer multiple payment options (PayPal, Apple Pay, etc.), and keep the checkout to as few steps as possible. The easier the checkout, the fewer carts you'll lose.
- **Add Social Proof:** Showcase product reviews, ratings, and customer photos on your site. Gymshark gained credibility through real customers and influencer social proof, so highlight testimonials and trust badges (e.g. secure checkout icons) to reassure shoppers and nudge them to purchase.

### 3. Leverage Influencer Marketing

One of Gymshark's biggest growth drivers was influencer marketing – it was the key to scaling them into a £1B brand. By partnering with fitness influencers, Gymshark built massive social proof and a loyal community around their products. Use these steps to tap into influencer marketing effectively:

- **Find the Right Influencers:** Identify influencers whose audience matches your target customers. Tools like BuzzSumo, Upfluence, or Instagram's search can help find niche influencers (e.g. fitness vloggers, fashion micro-influencers). Look for engagement and authenticity over sheer follower count.
- **Offer Win-Win Partnerships:** Reach out with a value proposition. Provide influencers with free products, affiliate commissions, or exclusive discount codes for their followers. Gymshark started by sending gear to fitness YouTubers – you can similarly “give before asking” to build genuine relationships.
- **Set Clear Campaign Goals:** Define what success looks like (sales, traffic, content creation, followers). Give each influencer a unique promo code or trackable link to measure results. For example, code GYMSHARK10 tied to an influencer lets you attribute how many sales they drive.
- **Leverage Multiple Platforms:** Don't stick to just one social network. Gymshark began on Instagram and later expanded to YouTube and TikTok influencers. Do the same: use Instagram for visuals/stories, YouTube for longer content or reviews, and TikTok for viral challenges. This multi-platform approach maximizes your reach.
- **Build an Ambassador Program:** Turn happy influencers into long-term brand ambassadors. Gymshark's official athlete program helped maintain ongoing promotion. Similarly, create a tiered ambassador program with perks (early product access, higher commissions, invite to brand events) to keep influencers engaged and loyal to your brand.



#### 4. Master Email Marketing & Retention

Email marketing is where Gymshark turns customers into repeat buyers and brand advocates. They nurture their 1M+ subscriber list with valuable content and timely offers – yielding big results (over £5 million in email-driven sales during 3 days of Black Friday 2022). Use email to build relationships and drive revenue with these steps:

- **Grow Your List:** Make it easy and enticing for site visitors to subscribe. Use popup forms or header banners offering a signup incentive like “Get 10% off your first order for joining our newsletter.” Tools like Klaviyo, Mailchimp, or ConvertKit can create pop-ups and manage your list.
- **Segment Your Audience:** Divide your email list into meaningful segments for personalized messaging. For example, group new subscribers, first-time customers, and VIP customers separately. Email platforms let you tag and segment users by behavior or purchase history, so you can send more relevant content (which leads to higher open and click rates).
- **Automate Key Email Flows:** Set up automated email sequences to engage customers at each stage of their journey. Gymshark uses flows like welcome series, cart abandonment reminders, and post-purchase follow-ups. For instance, configure an abandoned cart flow (e.g. 3 emails over 48 hours: a reminder, then social proof/urgency, then a small discount offer) using your email tool’s automation features.
- **Provide Value (Not Just Sales Pitches):** Follow Gymshark’s lead by “selling a lifestyle, not just the product” in your emails. Mix in useful content like blog tips, how-to guides, or workout playlists alongside product highlights. This keeps subscribers engaged and builds a community feel. Aim for a friendly, helpful tone – like a personal coach or stylist giving advice – so customers actually want to read your emails.
- **Track Performance & Optimize:** Monitor your email metrics. Watch open rates, click-through rates (CTR), and conversion rates for each campaign and automated flow. Use A/B testing on subject lines (e.g. personalization vs. promo offer in title) or send times to improve results over time. Most email platforms provide analytics dashboards – review them after each send and refine your strategy (e.g., remove unengaged subscribers to boost deliverability, double down on content that gets high engagement).

## 5. Craft Irresistible (and Strategic) Offers

Rather than constant discounts, Gymshark uses rare but massive sales events to drive urgency and excitement. In fact, they typically run only two big sales a year (their birthday and Black Friday) – but these are legendary campaigns that create buzz and FOMO. Here's how to plan your promotions for maximum impact:

- **Plan Limited Major Sales:** Instead of frequent small discounts, schedule a few big sale events (e.g. an annual anniversary sale and Black Friday/Cyber Monday). This “less is more” approach maintains your brand's premium feel while still giving customers something to look forward to. Mark your calendar well in advance and build a marketing plan around these dates.
- **Build Hype in Advance:** Treat your big sale like an event. Promote it across channels weeks ahead: send teaser emails (“Something big is coming...”), social media countdown posts, and site banners announcing the upcoming sale dates. Gymshark does this brilliantly – their Black Friday teaser once spiked 10k+ new followers in a day due to the buzz generated. Use countdown timers (e.g. a countdown app or your e-commerce platform's features) on your site and emails as the sale approaches to inject urgency.
- **Offer Eye-Catching Deals:** During the sale, make the offers compelling. For example, site-wide 20-50% off, “buy one get one” deals, or free gifts for orders over a certain amount. Ensure the discount is strong enough that customers feel they can't miss out. If you have inventory to clear, a big event is a great time to bundle or discount those items.
- **Coordinate with Influencers:** Leverage your influencer partners to amplify your sale. Gymshark's 2020 Black Friday campaign featured many influencers and even a viral video (earning ~1.5 million views on YouTube). Provide your influencers with promo graphics or unique discount codes to share. Their posts and excitement will add social proof (“everyone's shopping this sale!”) and bring in swarms of eager buyers.
- **Reward Loyalty:** Consider giving your best customers early access to the sale or an extra perk. For instance, Gymshark often grants email subscribers early shopping hours before the general public. You can send VIP customers a “head start” link or an exclusive higher discount. This not only drives sales from your core fans, it also makes them feel valued – boosting their loyalty.
- **Review and Learn:** After each big promotion, analyze the results. Use Google Analytics or your e-commerce dashboard to see spikes in traffic, conversion rate during the sale, total revenue, and new customer vs. returning customer sales. Note what marketing tactics worked best (email, social, influencer) by comparing referral data. Gather lessons (e.g. which products were most popular, which email got the most clicks) and make adjustments for an even better campaign next time.





### **Bringing It All Together**

By following this cheatsheet, you're applying the similar strategies that propelled Gymshark from a startup to a \$1B brand. Each step – from smart ad spend and site optimization to community-driven marketing and hyped-up offers – is a proven tactic in Gymshark's growth playbook. Remember, success won't happen overnight, but with consistent effort and optimization, you can build your own "Gymshark-style" success story. Stay customer-focused, track your results, and keep iterating. Now, get started and enjoy checking off those growth goals! 