

ATRAS SPORTS

MARKETING STRATEGY

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MARKET OVERVIEW

MARKET OVERVIEW

- The Kingdom of Saudi Arabia is paying great attention to the field of sports and youth in order to reach a significant goal of Vision 2030.
- By increasing levels of physical activity among segments of the population, in addition to increasing the percentage, creating a high-level competitive sport, expanding the efficiency and quality of sports facilities & strengthening partnerships with the three sectors (governmental, private and non-profit) to support sports projects and programs

MARKET OVERVIEW

- The need to raise the rate of practicing sports in society to reach one million practicing Saudi athletes by 40 percent, in the coming years, instead of 13 percent currently. firmly established among all citizens in their community.
- Private sector investment in sports field is \$ 320M and the Kingdom is committed to contribute by \$ 670M to achieve the goal of Vision 2030.

MAIN COMPETITORS



COMPETITORS ANALYSIS

Academy Name	The Learning Zone	Champions Academy	Invictus Fighter	Wave Swimming
Main Activities	Gymnastics - Taekwondo - Fitness	Karate - Taekwondo	Taekwondo - Karate	Swimming school
Website Analysis	Domain authority: 10/100 Keywords: 2 Linking domains: 40	Domain authority: 9/100 Keywords: 0 Linking domains: 35	Domain authority: 10/100 Keywords: 0 Linking domains: 58	Domain authority: 5/100 Keywords: 1 Linking domains: 18
Social Media Fans	Facebook: — Twitter: 3117 Insta: 24.4K TikTok: 569 YouTube: 17	Facebook: — Twitter: 1527 Insta: 4055 TikTok: 6771 YouTube: 7	Facebook: — Twitter: 2926 Insta: 12.9K TikTok: 156 YouTube: 55	Facebook: 726 Twitter: 28 Insta: 9157 TikTok: — YouTube: 5
Branches	One branch	One branch	Four branches	One branch

COMPETITORS ANALYSIS

Academy Name	Red Zone Academy	Fit-N-Kids	AcroFit Academy
Main Activities	Karate - Taekwondo - Kick-boxing - Gymnastic - Swimming	Gymnastics - Karate - Taekwondo	Karate - Taekwondo
Website Analysis	Domain authority: 9/100 Keywords: 0 Linking domains: 35	Domain authority: 1/100 Keywords: 0 Linking domains: 0	Domain authority: 2/100 Keywords: 0 Linking domains: 2
Social Media Fans	Facebook: 641 Twitter: 984 Insta: 6195 TikTok: 3781 YouTube: 113	Facebook: 607 Twitter: 4 Insta: 433 TikTok: 66 YouTube: —	Facebook: — Twitter: — Insta: 2979 TikTok: 3654 YouTube: —
Branches	One branch	One branch	One branch

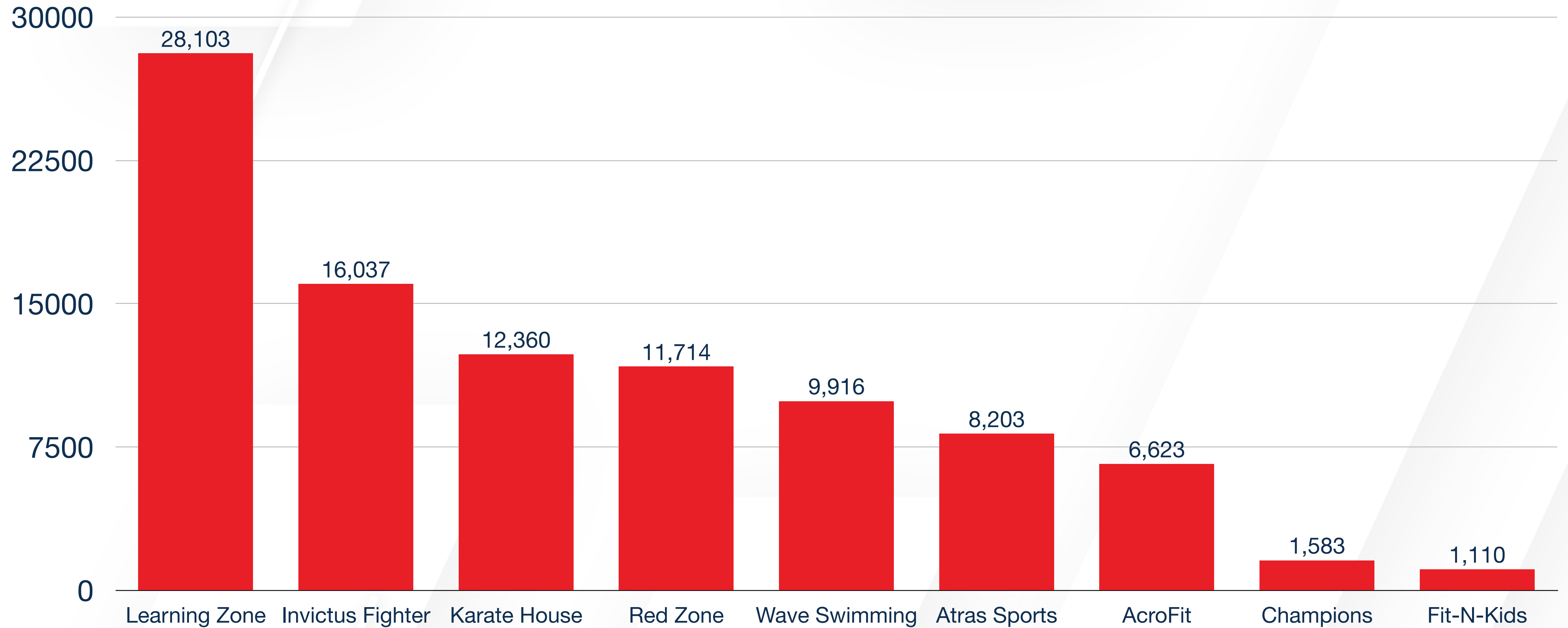
SITUATION ANALYSIS

ATRAS ACADEMY

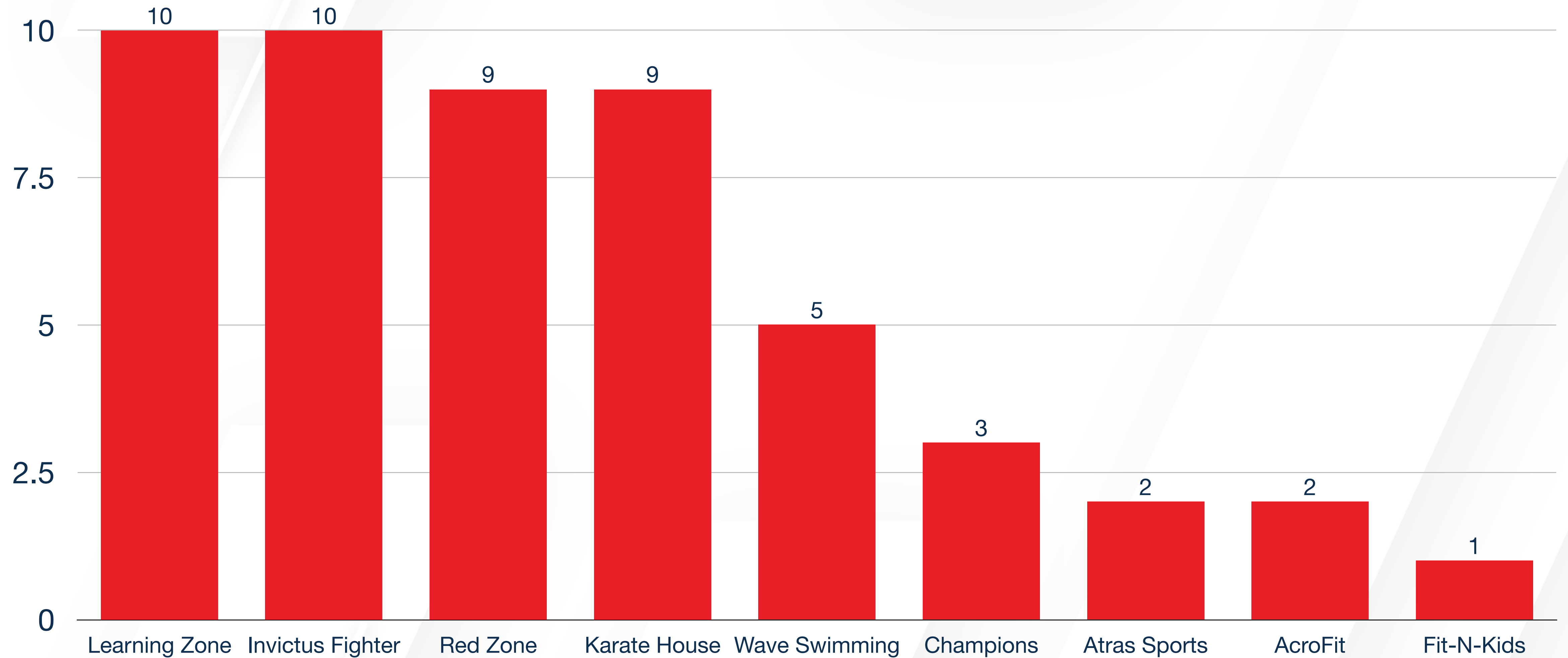


Club Name	Atras Academy
Main Activities	Karate, Taekwondo, Swimming, Football & Entertainment.
Website Analysis	Domain authority: 2/100 Keywords: 0 Linking domains: 3
Social Media Fans	Facebook: — Twitter: 72 Insta: 766 TikTok: 7365 YouTube: —
Branches	Two branches

OVERALL FOLLOWERS CHART



WEBSITES DOMAIN AUTHORITY

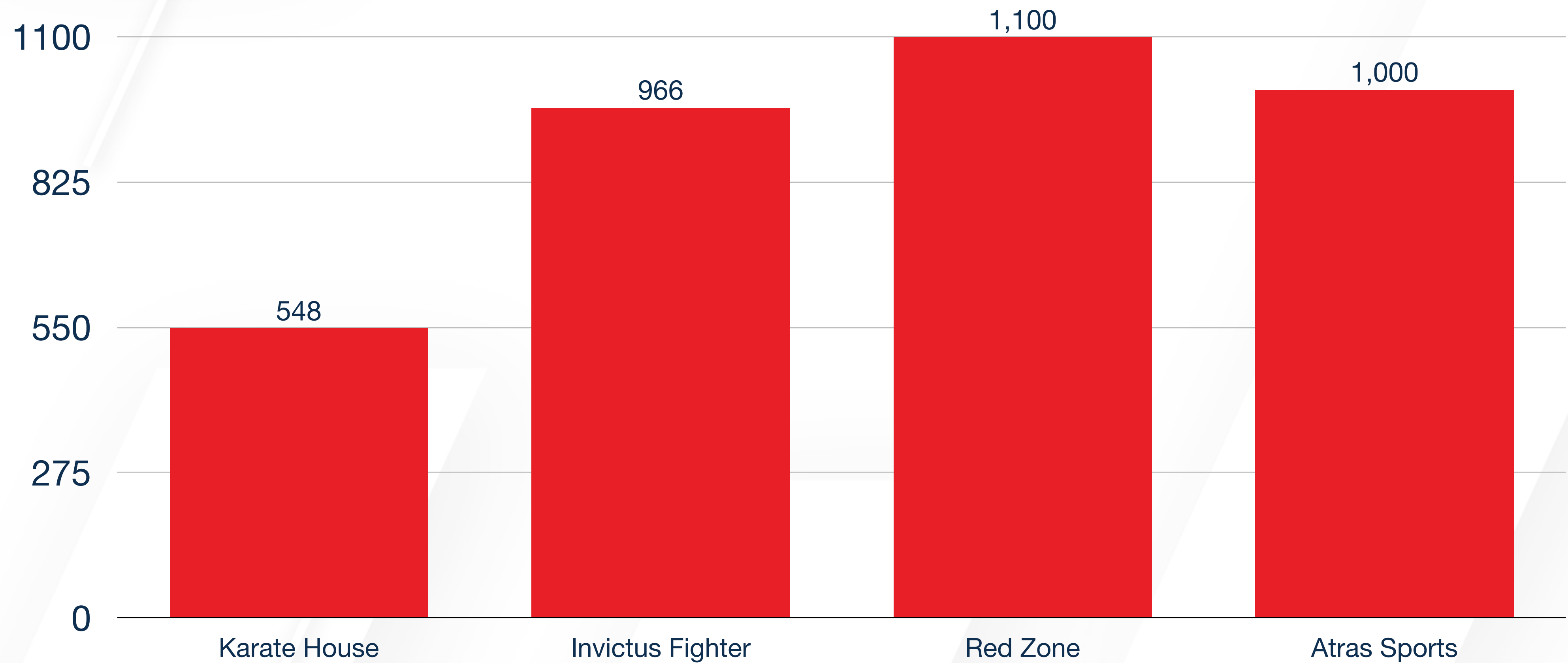


PRICES COMPARISON

Academy Name	The Learning Zone	Karate House	Invictus Fighter	Wave Swimming	Red Zone Academy	Fit-N-Kids	AcroFit	Atras Sports Academy
Karate	—	548 SAR/month 1409 SAR/3 months 2557 SAR/6 months 4174 SAR/1 year	966 SAR/month 2277 SAR/3 months 3864 SAR/6 months (+ free uniform)	—	1100 SAR/month 2800 SAR/3 months 5500 SAR/6 months	—	—	1000 SAR/month 2700 SAR/3 months 4800 SAR/6 months 8400 SAR/1 year
Taekwondo	1610 SAR/month	—	966 SAR/month 2277 SAR/3 months 3864 SAR/6 months (+ free uniform)	—	800 : 1100 SAR/month 2800 SAR/3 months 5500 SAR/6 months	—	—	1000 SAR/month 2700 SAR/3 months 4800 SAR/6 months 8400 SAR/1 year
Swimming	—	—	—	1200 SAR/month	800 : 1100 SAR/month	—	—	1000 SAR/month 2700 SAR/3 months 4800 SAR/6 months 8400 SAR/1 year
Football	—	—	—	—	—	—	—	1000 SAR/month 2700 SAR/3 months 4800 SAR/6 months 8400 SAR/1 year
Gymnastics	1177 : 4305 SAR/ month	—	—	—	800 : 1100 SAR/month 2800 SAR/3 months 5500 SAR/6 months	—	—	—
Fitness	1610 SAR/month	—	—	—	800 : 1100 SAR/month 2800 SAR/3 months 5500 SAR/6 months	—	—	—

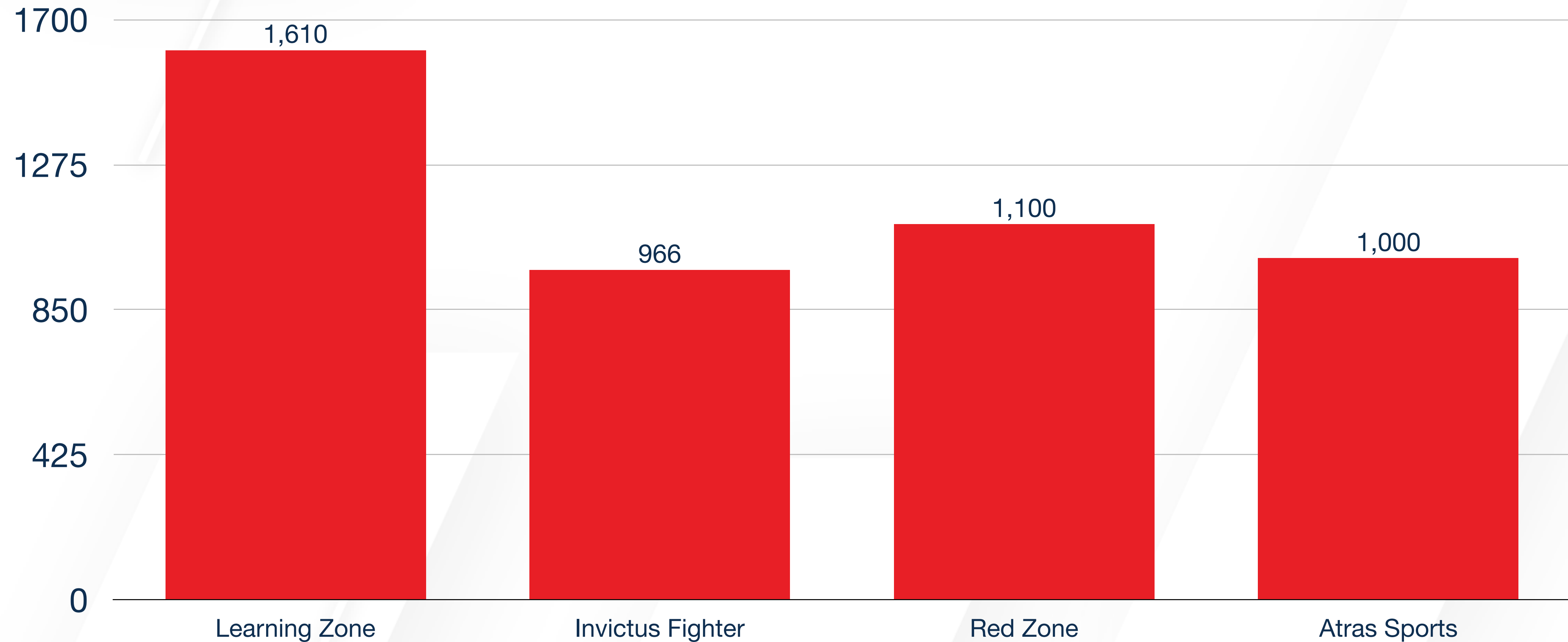
PRICES COMPARISON

KARATE



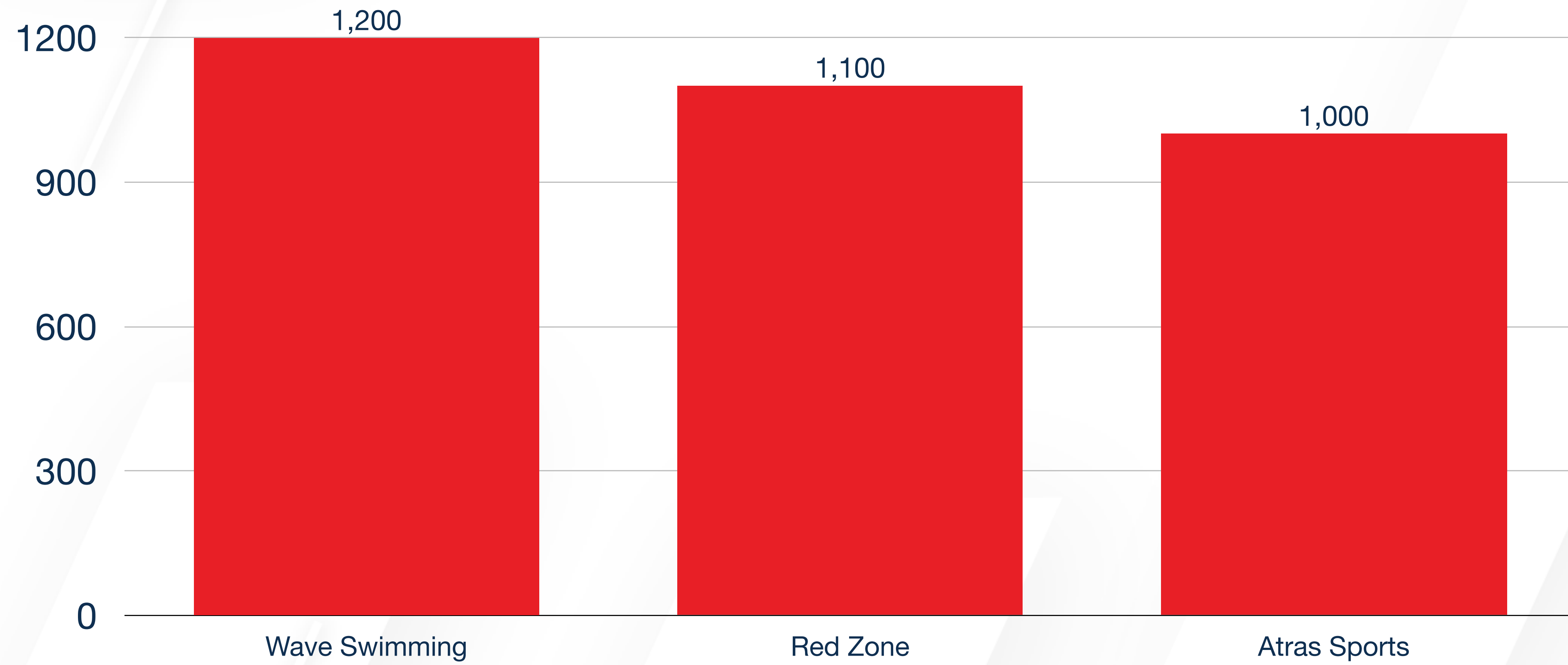
PRICES COMPARISON

TAEKWONDO



PRICES COMPARISON

SWIMMING



SOCCER MAIN COMPETITORS

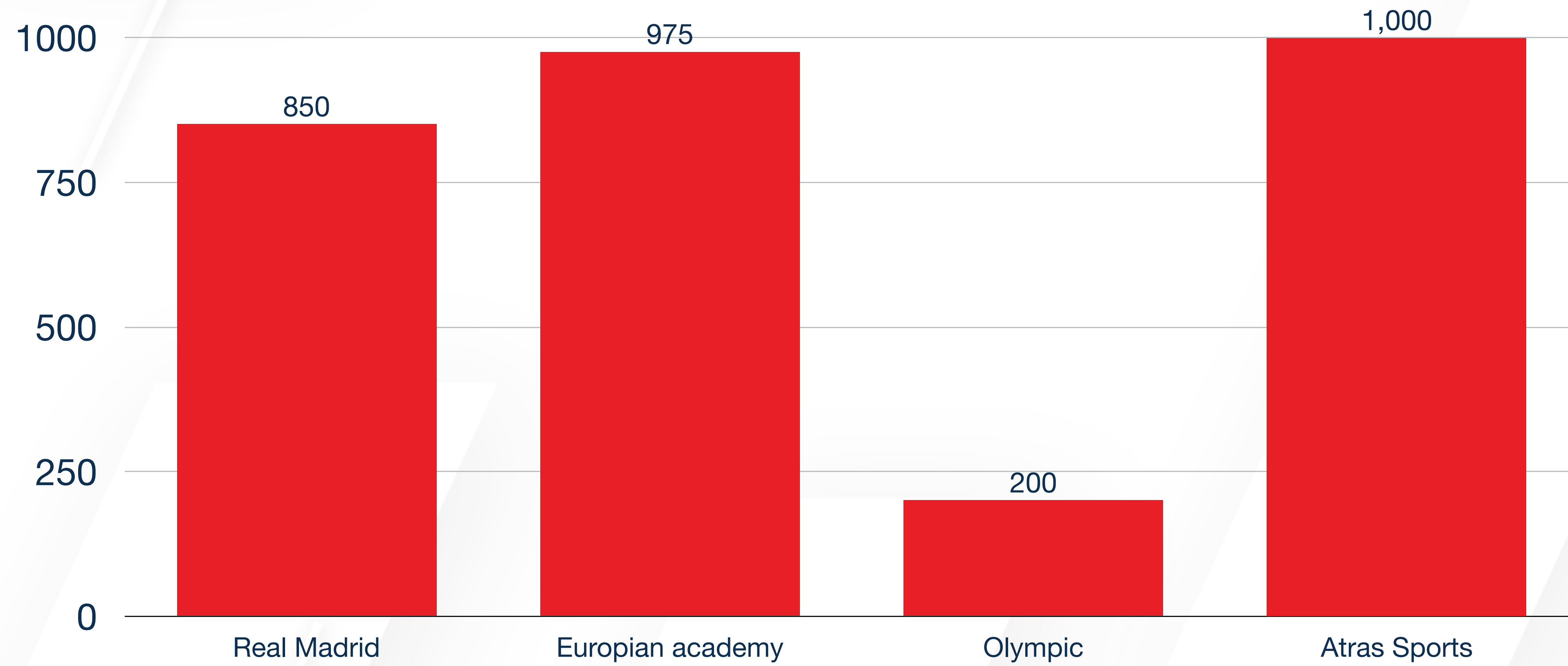


FUNDACIÓN
Real Madrid
SAUDI ARABIA



PRICES COMPARISON

SOCCKER



SWOT ANALYSIS

SWOT ANALYSIS

Strength	Opportunities
• Different activities (karate - taekwondo - swimming - Soccer) • Certified and experienced trainers. • Affordable membership plans. • Good offers. • The academy has wide areas suitable for various sports. • Entertainment availability (cafe area - internet - live videos). • Social activities inside academy and with schools. • Atras store for sports equipments. • Two branches for the academy.	• Growth thinking on the importance of sports empowered by strong government support to invest in children future. • Participate in local competitions in different sports by registering at KSA ministry of sports. • Possibility to bring Psychological Support Specialist. • Qualifying young people to join the national academies (Exp: Mahd Academy).
Weakness	Threats
• Brand identity is not represented well. • Posting frequency is not organized. • Lack of promotion calendar. • Website has a weak structure and no English version. • Website is not secured and no (https) version. • Don't have accounts on Snapchat, Facebook & YouTube. • 6th place in numbers of followers among competitors & 7th in website structure.	• Higher Competition in the market. • Limited percentage of the population has awareness of the importance of sports.

TARGET AUDIENCE

TARGET AUDIENCE

Gender	50% Women - 50% Men
Age	Primary (25 - 34) Secondary (35 - 44)
Marital Status	Married & Have Kids
Class	A-, B+
Geography	Located at Riyadh City - KSA



TARGET AUDIENCE

Interests	• Parents who wants to make sure that their kids in a nurturing & safe environment • Believe in the worth of sports. • Parents that wants to secure a better future for their children.
Education	• College degree
Lifestyle	• Healthy life. • Addicted to sports.

MARKETING TACTICS

OBJECTIVES

OBJECTIVES

- Increase brand awareness, as an exciting and dynamic academy for kids to learn and excel in their chosen sports.
- Present Atras Sports Academy as a top-tier academy that delivers high-quality training and fosters a positive and supportive environment.
- Showcase our USPs to parents who are looking for high-quality sports training for their children.
- Build up our community on social media mainly (**Instagram - TikTok - Snapchat**) & secondary (**Twitter - Facebook - YouTube**).
- Reassure existing members of what's to come.

BRAND POSITIONING

BRAND POSITIONING

Our brand positioning is based on our tactics & key messaging that will focus on the benefits of joining Atras Sports Academy, highlighting the quality of our trainers, the range of sports we offer, and the supportive and fun community we create for our children.

BRAND POSITIONING

A HIGHER LEVEL
OF SPORTS COMMUNITY

BRAND POSITIONING

مستوى أرقى
من المجتمعات الرياضية

SELLING LINES

SELLING LINES

أكاديمية أترس، مستوى جديد من الأكاديميات الرياضية

أكاديمية أترس، انضم لأرقى مجتمع رياضي

أكاديمية أترس، انضم لمجتمع الأبطال

أكاديمية أترس، هنا نصنع الذكريات، نبني المستقبل، ننشئ مجتمع للأبطال

أكاديمية أترس، مفهوم جديد للرياضة

SELLING LINES

Atras Community, Where Friends, Fun, and Fitness Come Together

Atras Sports Academy, Where Passion Meets Community

Atras More Than Just Sports Academy. It's Community

Atras Sports Academy, Community of Champions

KEY MESSAGES

FOR POTENTIAL MEMBERS:

- Join a higher level of sports community.
- Positive and supportive community for learning sports!
- Be part of the Atras community and achieve greatness!
- Experienced trainers to help you unlock your athletic potential!
- We create a fun and positive environment for learning sports!
- Our classes are open to all young children.
- Join our community of champions and take the first step towards greatness!
- Join us for Karate, Taekwondo, Swimming & Football community!
- Atras is not just a sports academy, but a community that fosters positive relationships among our young champions.

KEY MESSAGES

EXISTING MEMBERS:

- Adding new services & activities to our community.
- Our programs are developed to help our kids create a lifelong love of sports and fitness.
- We inspire them psychologically to become leaders and role models in their communities.
- Joining the KSA Ministry of Sports to help our children to grow as champions & achieve the state Vision 2030.

COMMUNICATION PLAN

COMMUNICATION CHANNELS

- Social media platforms:
 - Instagram - TikTok - Snapchat.
(highly visual platforms that are popular with young people. We will use them to showcase our sports programs and facilities, post photos and videos of our students in action, and share motivational content that encourages our followers to join our community).
 - Twitter - Facebook - YouTube.
(Use Twitter & Facebook to engage with our followers, and share interesting news and resources related to sports and fitness in general, use YouTube to showcase our expertise in various sports and provide valuable educational content to our audience).
- On ground activities.
- Small and big events.
- Influencers.

MARKETING IDEAS

MARKETING IDEAS

1. Post high-quality photos and videos showcasing our world-class facilities, equipment and community.
2. Posts about our experienced trainers in action, demonstrating their skills and dedication to our kids.
3. Share testimonials from parents and kids about their positive experiences with Atras.
4. Use hashtags like #SportsAcademy #Karate #Taekwondo #Swimming #Football #YoungAthletes #AtrasSportsAcademy #SportsAcademySA #RiyadhKSA #Geofilter #YoungAthletes #challengeaccepted #unleashyourinnerathlete #youngathletes #AtrasSportsAcademy.
5. Encourage our followers to tag their friends who are interested in learning sports.

MARKETING IDEAS

6. Use popular Snapchat filters and stickers to make the snaps more engaging.
7. Encourage viewers to follow us on social media for more sports-related content and updates.
8. To promote Atras Sports Academy, we need to run a social media campaigns that will return on our presence of followers numbers and engagement.
9. Handle all website issues to make it as our call-to-action on social media campaigns on the landing page of packages & offers (if any).
10. Will use this brand as a role model for Atras on both short & long-term:
<http://mahdacademy.sa>

THANK YOU!