



Presented by Kristy Birkett and Daniela Zamora

AGENDA

- ★ What is GymShark?
- ★ How did they get Famous?
- ★ Influencer Marketing
- ★ Earned Media Examples
- ★ S.T.E.P.P.S
- ★ How is GymShark today?

What is GymShark?

Established: May 7, 2012 in the UK

Founder: Ben Francis

Activity: E-commerce sale of fitness apparel and associated accessories

Vision: Before there is an action, there is an idea...

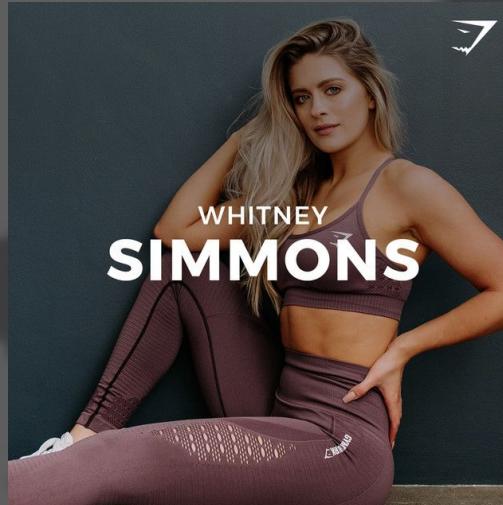
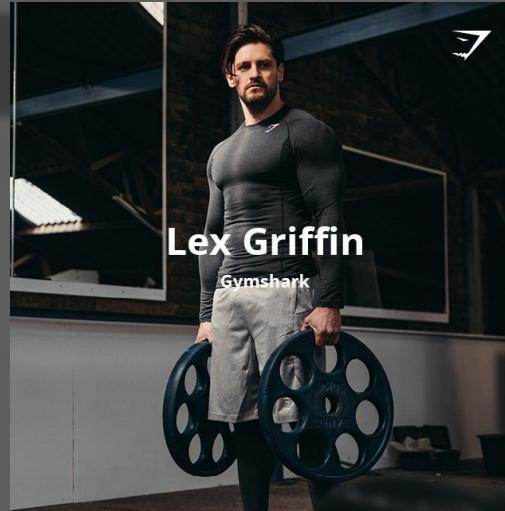


Gymshark is a fitness apparel & accessories brand,
manufacturer and online retailer based in the United Kingdom,
supported by millions of highly engaged social media followers
and customers in 131 countries.

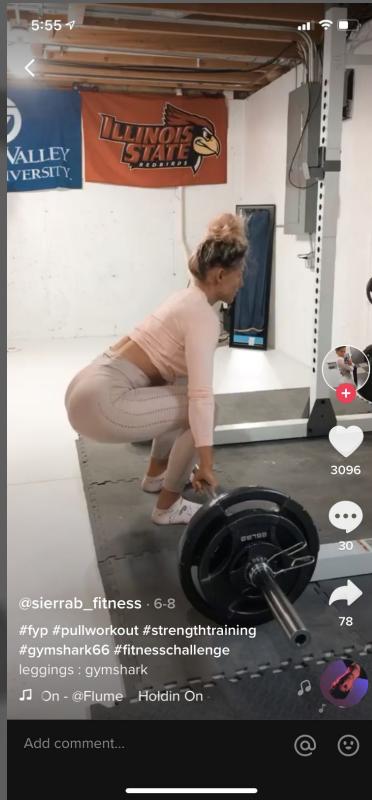
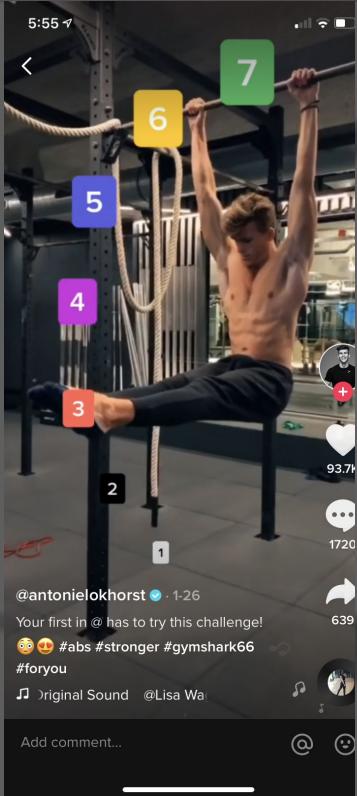
How did they get Famous?

- **Body Power 2012**
 - **\$42,000 in a single day**
- **2013- almost \$500,000 from online sales.**
- **By 2017, they were up to \$52 million.**
- **By 2018 generated \$128 million in annual sales.**

Influencer Marketing



Earned Media Examples



#Gymshark66



S.T.E.P.P.S.

Social Currency

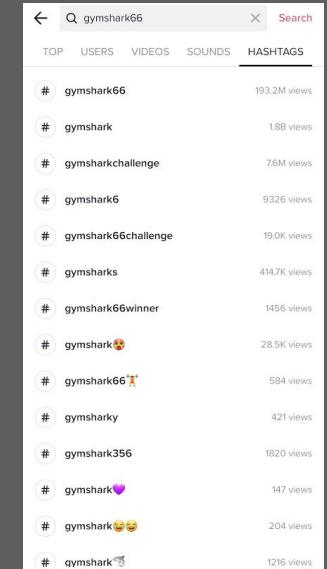
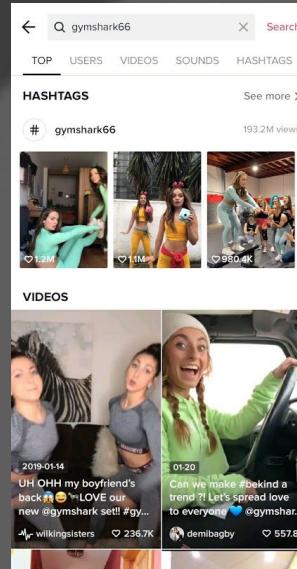
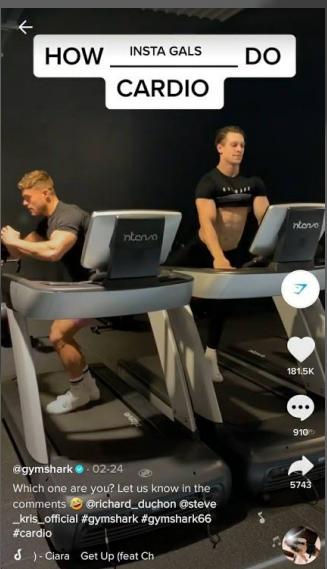
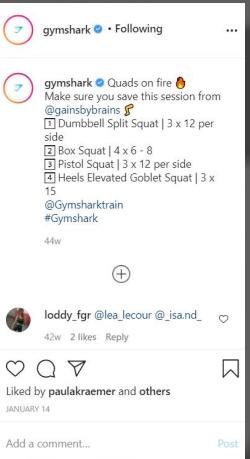
Triggers

Emotion

Public

Practical Value

Stories



How is GymShark Today?

Today, GymShark sponsors 18 different social media influencers, which the brand calls “Gymshark Athletes”

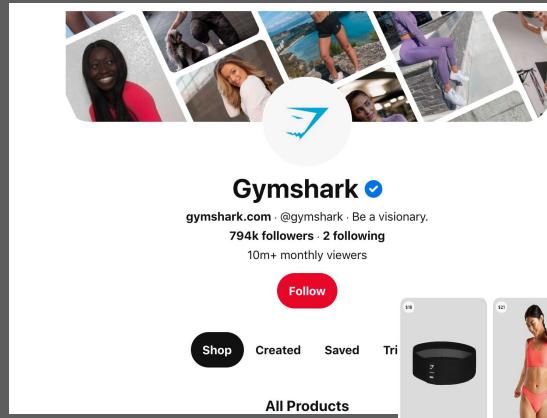
GymShark’s influencers have combined following of over 7.6 million

Gymshark has continued to partner with some of its favourite fitness influencers to promote its apparel on Instagram and YouTube.

Gymshark has expanded its influencer marketing strategy into the growing, short-form video platform, TikTok.

Social Media Following

Nothing to with sharks. Something to do with the gym.



Gymshark 

gymshark.com · @gymshark · Be a visionary.
794k followers · 2 following
10m+ monthly viewers

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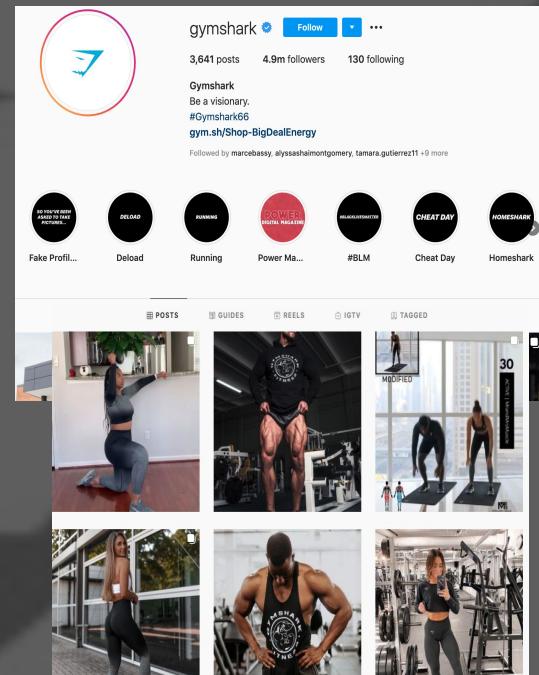


Gymshark  62K tweets
gym won't leave you on delivered for 24 hours

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Joined September 2012
45 Following 279K Followers
Not followed by anyone you're following

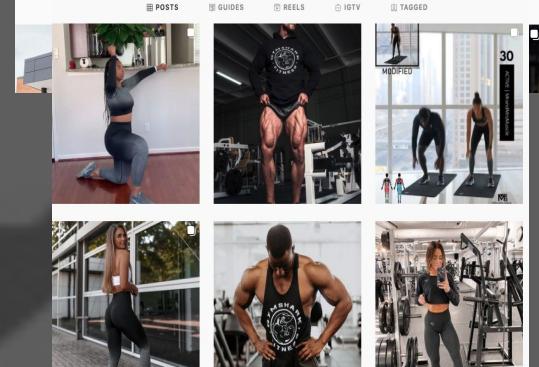


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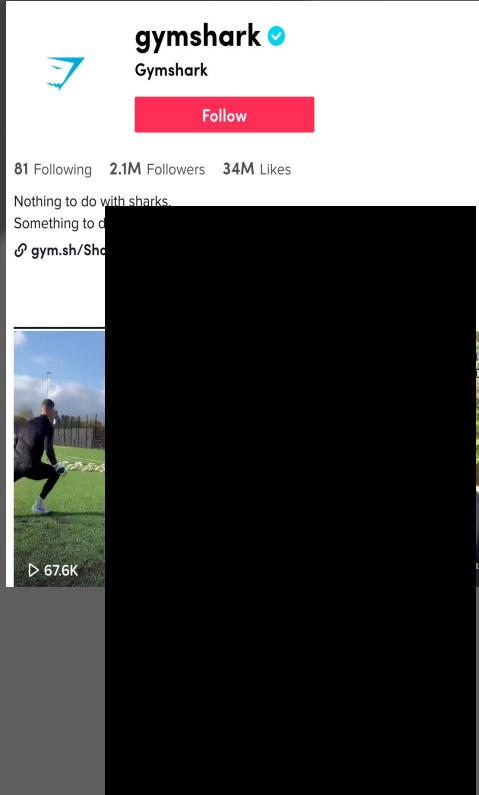
3,641 posts 4.9m followers 130 following

Gymshark
Be a visionary.
#Gymshark66
gym.sh/Shop-BigDealEnergy

Followed by marcebassey, alyssashalmontgomery, tamara.gutierrez11 +9 more



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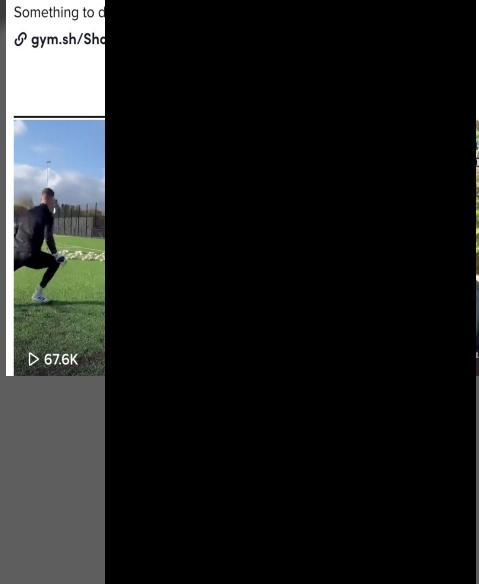
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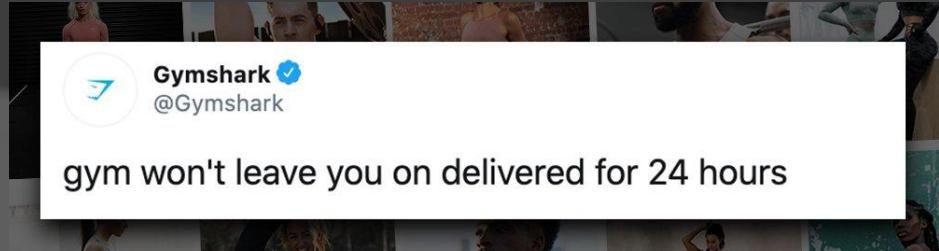
81 Following 2.1M Followers 34M Likes

Nothing to do with sharks.
Something to do with the gym.

[gym.sh/Shop-BigDealEnergy](#)



67.6K



Thank You!

📌 Pinned Tweet



Gymshark  @Gymshark · Nov 22

this whole year has felt like cardio if that makes sense at all

14 493 2.1K

Sources

<https://medium.com/swlh/how-gymshark-leveraged-influencer-marketing-to-become-a-500m-business-7ae2432f2f31#:~:text=Demand%20for%20their%20unique%20design,in%20revenue%20from%20online%20sales>

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