



[www.bodyinfo.co.za](http://www.bodyinfo.co.za)

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# ABOUT US

- **Body Info** is an exclusive, up-to-date information resource tool which provides superior quality and reliable information to all users and clientele concerning all health, wellness, fitness and beauty topics.
- Additionally, **Body Info** is an effective and influential marketing communication tool for all businesses within the health, wellness, fitness and beauty industry while exclusively providing an extensive health directory service to the South African marketplace.
- At **BodyInfo** we are committed to providing you with a comprehensive online guide related to all aspects relevant to one obtaining and maintaining a healthier lifestyle.
- **Body Info.** has successfully demonstrated our intrinsic ability to develop and implement an distinctive and credible information tool used to communicate with existing and prospective customers or clients. This, together with our strong strategic marketing campaign we successfully optimize the power of the **bodyinfo.co.za** website which in turn provides our clients with the most comprehensive and up to date information in the health, wellness, fitness and beauty industry.
- **Body Info** provides an informative environment for users to post questions and answers to other users. We provide a scalable platform for our clients through an interactive site where members can market and advertise themselves and/or products whilst other members gain knowledge and expert advice from such professionals.
- At **BodyInfo** we thrive on a philosophy expressly focusing on emphasising the provision of the highest quality health, wellness, lifestyle and holistic information to our users.

# ABOUT US CONT

- **THE VISION:** Live with integrity and make a difference in the lives of others by providing the highest quality information relating to all aspects of the human body.
- **THE VISION STATEMENT:** Body Info strides to provide our advertisers with the best platform in order to market themselves, where your brand and your product gain mass exposure to like-minded individuals in society who wish to add value to their lives by utilizing the best products and services on offer. Body Info offers the best advice from the leading professionals in the health, wellness, fitness and beauty fields.

## **Knowledge is power!**

- **OUR MISSION:** Providing exceptional and efficient knowledge within the health, beauty, fitness and other body related topics. We provide a gateway to career success for all our editorials and advertorials whilst providing our readers and members the most up to date authentic and valid information. We are committed to 'up-to-date' quality sources and information with regards to the ever-changing needs of ones body, training methods, and lifestyles. We act as a trusted extension of our clients' marketing departments, producing results that directly and positively impact on our clients' business objectives. At Body Info, we endeavor to bring an up-to date, credible and useful tool for members to have as a home away from home mechanism for all body related needs.

# ANDREW LOWE



Ever since I can remember I have had a zest for Life, Health, Wellness and Exercise.

I started my career in the Health, Wellness, Fitness and Beauty Industry in 1998, when I was appointed manager of an elite Fitness and Beauty facility called "Body Lifestyle".

As the facility progressed and grew rapidly, so did my love and passion for the Industry. Hence I decided to empower myself with the gift of knowledge and I obtained two internationally recognized Health, Fitness & Exercise qualifications, which covered topics such as Anatomy, Physiology, Nutrition, R.O.M. - Movement, Strength Training and Weight Loss to name just a few.

At this stage I decided to follow my passion and new found knowledge into the field of Personal Fitness Training.

I started my career initially at Body Lifestyle and then swiftly progressed to open my own business which is named 100% Body. 100% Body was mobile - in home personal training, combining this together with being a certified Tennant Personal Trainer at Sandton Virgin Active.

In the year of 2002 I left the field of personal training to open together with 3 other partners the company "Fitness World".

Fitness World grew in leaps and bounds and soon we became the largest supplier of Health & Fitness equipment to the domestic, light commercial and commercial industries in the Southern Hemisphere.

Early to mid 2007 I envisaged the concept of "Body Info", and by late 2008 I realised that Body Info needed to life. In order to form that to happen I had to hang up my boots at Fitness World and permanently devote all my love, passion and knowledge to the project successfully launched and known formally as Body Info.

I trust that Body Info adds value to all whom utilise it.



- **Extensive Health Directory Service:**

- Bodyinfo.co.za provides an extensive health directory service of superior health, wellness, fitness and beauty service providers on a national basis. All companies listed in the directory service have participated and successfully complied with stringent quality control service parameters thus ensuring that all listings provide superior service delivery within the industry.

- **Informative, 'Up-to-date', and Credible News Articles:**

- **Q and A:**

- Body info provides an informative environment for users to post questions and answers privately, anonymously or publicly for themselves and other registered users to correspond, utilize and benefit.
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- **Member Profiles:**

- Registration to the Bodyinfo.co.za site expands the interactive potential for each user exponentially. Creating a member profile through registration immediately provides each member with
  - a private mailbox for all interactive communication with site administrators, other members and article authors and question and answer opportunities within a blog format for all articles and sub categories that diversify off from the initial topic,
  - allows the member to submit their own articles which are vetted, and pending approval by the relevant industry experts, will be published on the site,
  - 'My Favorites' folder options,
  - Exclusive access into selected competitions and events.

- **Event Calendar**

- Bodyinfo.co.za has an efficient events calendar allowing all clientele and members to post an event, be kept up to date and/or informed of all events in the various health, wellness, fitness and beauty industries.

- **Strategic and Comprehensive Marketing Communication and Advertising Opportunities:**
  - **Body Info** has successfully implemented an interactive site where members can market and advertise themselves and/or products to an expansive audience whilst still providing all members knowledge and expert advice from such industry professionals.
  - At **Body Info** our markets are extensive and comprehensive based on the more updated and relevant Lifestyle segmentations.
  - Nowhere in the field of mass communication research has the concept of 'lifestyle' been so prominently and fruitfully used as in the field of marketing communication, where it has been shown that lifestyles influence both consumption patterns and the processing of different forms of marketing communication. Therefore, the lifestyle concept has become the core of a special kind of segmentation research called 'psychographics'. This psychographic or lifestyle research usually takes as its point of departure extensive and ad hoc AIO (activities, interests and opinions) surveys, which then lead to often very colourful and useful lifestyle typologies using the technique of cluster analysis.
  - At **Body Info**, new approaches to constructing lifestyle typologies have been developed using the more general and stable concepts of values, aesthetic styles and life visions. Their applicability, both in isolation and in combination, to form meaningful lifestyle typologies is compared to traditional demographic segmentation criteria such as gender, age, social class and stage of life. In each of these markets, we compare the different segmentation systems in terms of most wanted product attributes or benefits as found in a survey using a quota sample of the South African population. It is found that values, aesthetic styles and life visions — either alone or in combination — can lead to very balanced and meaningful lifestyle typologies. In all four markets studied here, these lifestyle segmentations clearly surpass classic demographic segmentations in yielding significant differences in terms of product attribute or benefit evaluation.

# SUCCESS FACTORS

- **Body Info** only targets the best, top notch and credible experts in the field. Whether it be topics on sports nutrition, muscle mass, health tips for good skin, osteoporosis, post partum depression, post pregnancy training regimes, Body Info consistently covers a multitude of various topics relating to each individuals hungry inquisitive mind for answers. We will publish the most authentic informative articles written by trustworthy, knowledgeable, authors who are experts in their own field.
- The key success factors at **Body Info** is our inherent ability in attracting the correct mix of users in order to successfully market the service/medium we provide to advertisers, sponsors and authors. At Body Info we are constantly growing and obtaining the reputable and integral reputation in being the best information and interactive web-based health and wellness facility in the industry. In today's society, we run such busy lifestyles, eat on the go, eat the wrong types of foods whether fatty or processed, and people suffer with high stress levels, blood pressure problems. In essence, due to cause and effect, this affects our bodies and minds. **Body Info** is just the website needed to create a link between body mind and soul.
- **Our Strategic Web Marketing Strategy consists of the following elements that fundamentally benefit our members and clients :**
  - **We know your customers:** Your present customers are probably your most important market. Through our extensive research, we know all the fundamental elements of your current client base. as much as you can about who your present customers are, how they found you, and what they like about your business or organization. Your present customers can lead you to future customers too.
  - **We Perform a target segment analysis:** Who is your ideal customer? We use our customer surveys, random interviews, feedback sheets, and common sense to identify this group for you. At Body Info, we gather as much information as we can about your existing customers, their common characteristics, and build upon our proven successful marketing methods.

# SUCCESS FACTORS

- **Conduct market analysis:** Market analysis is the foundation of developing your Web marketing strategy. Every Web plan should include a clear explanation of the market segmentation, target market focus, and a market forecast. It should include detailed information about each of the target market segments.
- **Perform your competitive analysis:** Who competes with you for your customers' time and money? Are they selling directly competitive products and services, substitutes, or possible substitutes? What are their strengths and weaknesses? How are they positioned in the market? Answering these questions may provide focus and direction for your e-business marketing.
- **Body Info** will monitor the website strategies by reviewing the website statistics. Analyse trends and use positive indicators to continually optimise the results. Web Analytics software will be used to do this. The analysis of visitors helps companies improve their marketing strategies by understanding issues such as;
  - **Search Phrases** - the state of mind of the website visitor by looking at the keyword phrase that brought the traffic to your website
  - **The navigation paths** - that the website visitors follow, shows the behaviour of visitors while browsing and making decision
  - **Entry & Exit pages** - What pages are of most interest to the site visitor and which ones are least viewed
  - **The number of visitors** - this would reflect the number of unique (first time) visitors and returning visitors
  - **Funnel visualization** - shows you how many visitors exit the funnel at each step in the path towards the goal page. A Google analytics report
  - **Location** - which countries visitors originated from
  - **Traffic sources** - this will highlight where most of the traffic is coming from. This can be from three sources which are direct, referring and search traffic
- Web analysis helps to show how online marketing campaigns and strategies are performing and what improvements can be made to reach the consumer more effectively.

**Stay on top of the competition by monitoring their strategies!**

# Marketing & Advertising opportunities

- All **Body Info** clients and members constantly look for information and the contact details of health, wellness, lifestyle and fitness practitioners and industry related information. The benefits of advertising with **Body Info** are:
  - We are a South African based company with intensive experience in the health, wellness, lifestyle and fitness industry since 1998.
  - You will get 24/7/365 extensive exposure
  - You will reach your specific niche target market
  - Each one of the **Body Info** visitors will expand your target market exponentially and therefore provide additional sales potential
  - All advertising will link directly to your contact page, providing your contact details, your operating hours, physical address as well as your URL allowing direct access to your company via your website or contact details.
  - Your directory listing contain your logo as well as a full description of your product or service.
  - We list health, wellness, lifestyle and fitness categories which include but are not limited to therapies, concepts, ideologies, healing tools and more.
  - We list health, wellness, lifestyle and fitness categories which include but are not limited to articles, practitioners, products and workshops and retreats relevant to **Body Info**
  - We encourage you to market your URL on **Body Info** to return a high hit rate on your site.
- Kindly refer to our rate cards or alternatively contact Andrew Lowe for any further queries

# Directory Listing Rate Card

## Directory Listing Pricing Options

Basic Package	1 Month	3 Months	6 Months	12 Months
Monthly Cost	R270.00	R250.00	R230.00	R200.00

Basic Plus Package	1 Month	3 Months	6 Months	12 Months
Monthly Cost	R384.75	R356.25	R327.75	R285.00

Comprehensive Package	1 Month	3 Months	6 Months	12 Months
Monthly Cost	R472.50	R437.50	R402.50	R350.00

Are you a home enthusiast? Are you a small business owner looking to get a web presence? Our standard package offers you an affordable, marketing push-start in establishing yourself as a major player on the Web.

## What is in the Basic Package?

### Example of your directory listing

#### Contact Number

Your contact number(s) here

# Directory Listing Rate Card

## Email Address

This is your email address which people will use to communicate with you. e.g.  
info@yourwebsite.co.za

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## Web Address

Here you include your full website address e.g. <http://www.mywebsite.co.za>

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## Operating Hours

List your business operating hours here

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# Directory Listing Rate Card

## **What is in the Basic Plus package?**

Is your business starting to grow? Do you find yourself needing more email addresses and disk space; then this is the package for you, offering you the freedom of 5 email accounts and loads of bandwidth.

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## **Example of your directory listing**

### **Contact Number**

Your contact number(s) here

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### **Email Address**

This is your email address which people will use to communicate with you. e.g. info@yourwebsite.co.za

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### **Web Address**

Here you include your full website address e.g. http://www.mywebsite.co.za

---

### **Operating Hours**

List your business operating hours here

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### **Picture**

Your Picture, a logo or an image of your company or the product you are listing

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### **Unique Selling Point**

Use this section to really sell your product or service to a potential client. What are you offering that is so different and fantastic?

# Directory Listing Rate Card

## **What's in the Comprehensive Package?**

Are you a small to medium business owner? Then our comprehensive, professional package is for you; giving you a database application that allows you to manage your clients and products effectively and efficiently.

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### **Example of your directory listing**

#### **Contact Number**

Your contact number(s) here

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#### **Email Address**

This is your email address which people will use to communicate with you. e.g. info@yourwebsite.co.za

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#### **Web Address**

Here you include your full website address e.g. http://www.mywebsite.co.za

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#### **Operating Hours**

List your business operating hours here

---

#### **Picture**

Your Picture, a logo or an image of your company or the product you are listing

---

#### **Unique Selling Point**

Use this section to really sell your product or service to a potential client. What are you offering that is so different and fantastic?

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# Directory Listing Rate Card

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## Company Brief

Company Brief or your 'About Us'. This needn't be longer than a paragraph or two.

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## Company Profile

This will be your full company details which may be as long as two pages or more. We supply html formatting and styling

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# Banner and Event Listings

Please note that these rates differ depending on the space queried. Kindly contact Andrew Lowe for any further queries or rates .

## CONTACT DETAILS

- **Should you have any further queries please do not hesitate to contact me at your earliest convenience**



**Andrew Lowe**

**CEO**

Director

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for every body



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