

## **Abstract**

### **COMMUNICATION STRATEGY PURE PLATINUM FITNESS JATOMI 2014**

**Objectives:** The main objective of this work is to design a communication strategy for the platinum club Pure Platinum Fitness Jatomi for the year 2014. This proposal is based on current applied communication strategies. It is focused on acquiring new customers and communication with existing members, also provides suggestions how to develop cooperation with existing partners.

**Methods:** As the methods were used interview and analysis of documents. Interview method was used in the realization of several interviews with the general manager of the fitness club. Analysis of documents was applied in the preparation of advertising material obtained from the fitness club.

**Results:** The proposal of communication strategy for platinum club Pure Platinum Fitness Jatomi for the year 2014 was based. The proposal brings new ideas, how to acquire new members and shows the possible means leading to the improvement of communication with existing members. It proposes a new modern communication channels that the company could use and invents events for members, through which it is possible to build a relationship that can strengthen loyalty of the members to the club.

**Keywords:** marketing strategy, communication strategy, marketing mix, marketing objectives, communication mix, health and fitness club