



FREELANCE OPPORTUNITY

PROJECT #1:	Support the development of a Marketing & Social Media Strategy and the redesign of the website for a local gym
PROJECT DATES	10/15/18 – 12/15/18 (Possibly continuing into Q119)
OPPORTUNITY	Freelance, project-related work

THE ASSIGNMENT

- LTi7 Marketing is working with a local gym to redesign their website and develop a Marketing & Social Media strategy that supports their vision for building their business.
- The gym has been in business and grown organically for over 5 years. It transitioned from a 1400 sq. ft. location in the past 18 months to a new and impressive 9000 sq. ft. facility.
- The business has a solid and unique vision for its future, but currently lacks the resources and is challenged with articulating and sharing it in its trade area. To the general public, it looks like a “gym” ... with workout equipment, programs, classes, etc. There is little, from the outside, that sets it apart – no “competitive advantage” that’s outwardly apparent.
- This freelance opportunity will include valuable Marketing project work to support LTi7 Marketing, the business and “may” include the following:
 - Marketing research
 - Competitive analysis work (using a structured format)
 - Persona development (using a structured format)
 - Website content development (based on defined personas)
 - Marketing calendar & contact strategy development
 - Online marketing research (Keyword research)
 - Blog post research and writing
 - Social media content planning & execution
 - Collaborative meetings with the business & LTi7 Marketing

Freelancer needs to be available an estimated 10 hours/week, will work as an Independent Contractor of LTi7 Marketing LLC. and will be featured on the website as a member of the LTi7 Mentoring Program (optional). Visit LTi7Marketing.com to read about the Mentoring Program. Future work with additional clients is a possibility.

This is an excellent opportunity for a motivated, driven, (and yes, hungry!) senior, recent graduate or graduate student looking to gain valuable experience, training, portfolio and resume-building material and the opportunity to support the development of a (really cool) small-business brand. The initial timeframe is identified as 8 weeks, but if all goes well, the work could transition into Q1, 2019.