

bmco.

Our Favorite Posts to Try: Childwatch Focused!

Ideal Advertising Content: Reels:

- *Overview* → We included a variety of examples, which emphasize/highlight both the mom and dad as members, childwatch as complimentary; and the peace, and comfort a parent can feel when dropping their kid off at Childwatch.
- *Objective* → Communicate value/brand differentiator for use organically and in Paid Media
 - [Cincy-Hyde Park, OH](#)
 - [Kennesaw, GA](#)
 - [Athens, GA](#)
 - [Blacksburg, VA](#)
 - [Eagle, ID](#)
 - [Burlington, WI](#)
 - [Wilmington, NC](#)
 - [Woodbury, MN](#)

Ideal Advertising Content: Photos

- *Overview* → Continue to highlight this important differentiator- but through photos for a change of content pace.
- *Objective* → Communicate value/brand differentiator for use organically and in Paid Media
 - [Braselton, GA](#)
 - [Blacksburg, VA](#)
 - [Wilmington, NC](#)
 - [Fort Myers, FL](#)

Organic Social Media

- *Overview* → Listed below are an assortment of organic samples, which empowers the audience of moms to work out and be strong for them and their families; introduces some little ones through a “Burn Spotlight,” and brings awareness to complimentary Childwatch.
- *Objective* → Education & engagement on organic social media

- [South Durham, NC](#)
- [Cottage Grove, MN](#)
- [Eagle, ID](#)
- [Dubuque, IA](#)
- [Acworth, GA](#)

Kids Camps and Events:

- *Overview* → Listed below are an assortment of reels, which focus on the Kids Camps and events taking place at Burn Boot Camps. There is an opportunity to highlight why Burn Boot Camp is also fun for the kids - specifically showcasing how they can be involved through various events and camps.
- *Objective* → Member love & engagement
 - [Burlington, WI: Kids Camp](#)
 - [Eagle, ID: Jurassic Gym Event!](#)
 - [Acworth, GA](#)

Helpful Hints & Pro Tips:

- If you've received feedback from specific members, ask permission from parents before posting content on social media.
- Childwatch content should still be Burn Boot Camp branded! Visible branding is vital.
- Beware of leaning too heavily into the "daycare" vibe. Remember: our Burn kids are our members, too! Be sure to connect Childwatch content back to your gym!