

CASE STUDY TOPIC:

WEBSITE DESIGN & 360 TOUR

## DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:

CORE FITNESS & WELLNESS

DATE:

AUGUST 2021 - FEBRUARY 2026

### THE BRIEF

In 2021, Core Fitness & Wellness Centre, a state-of-the-art gym in Ellesmere Port, come to The Strive Group to enquire about a website development for the gym, to try and attract new members and grow the gym as quickly as possible. For a small business, it was vital that the gym got the attention that it needed, so through external advertising and word of mouth, the facility could be shown through a website where people could enjoy a virtual tour, information about the facility, how to join and much more. The idea of the agreement is for the gym to grow their numbers and have more members within the programme.

### THE SOLUTION

Strive Media come up with the solution to build a fully integrated website for the client, alongside their digital membership company, ClubWise, to provide a solution to allow members to see the gym as if they were visiting, and then book a free day pass and/or a full membership within the facility, alongside the opportunity to sign their declaration forms electronically and to ask any questions.

The solution was to take photographs of every machine within the gym, with the descriptions of the muscle group that it worked, the name of the machine and more - as well as a 360° tour around the site for a virtual walk-around.

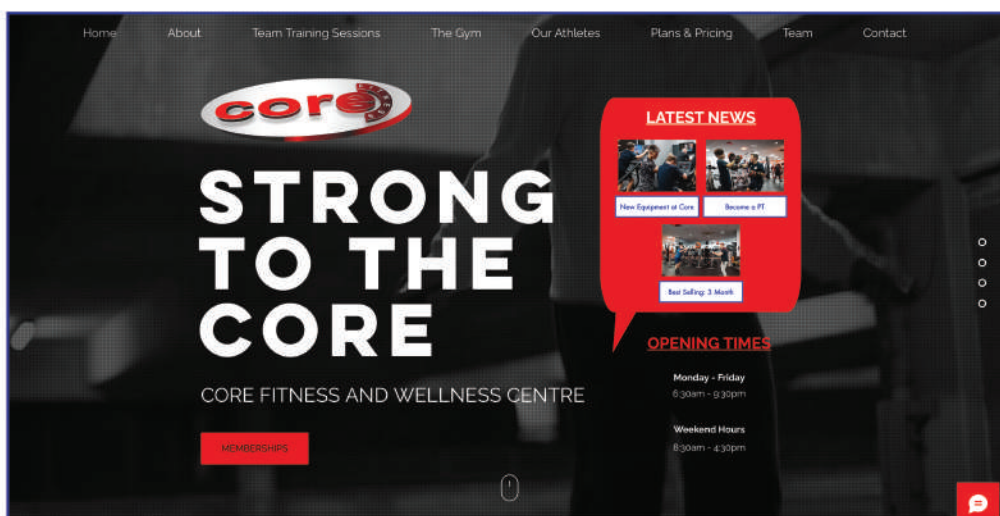
### THE RESULTS

The results of the partnership between Core Fitness Centre and The Strive Group has always been positive, and this has been reflected within the statistics of the digital platforms, word of mouth, and the growth of members:

- A 360 degree walk through tour of the gym provided for people to spin around and view the entire site
- A drone walkthrough tour of the gym complete, for people to be taken on a virtual tour around the site
- A fully integrated website with a news and offers section, a gym description section and a sign up section
- Special offers regularly updated on the website for members to see
- A special members section of the website completed, for people to view virtual workout plans upon sign up.

### EXAMPLE WORK

With the nature of the partnership between Strive Group and Core Fitness Centre, the only example work to produce is the website and the 360° tour of the site, which can be seen below. The contract also meant that for a low monthly price, Core Fitness and Wellness Centre had 24 hours a day, 365 days a year access to the Strive Group Support, meaning any problems or updates that were required were ready to be updated immediately.



### INTERESTED IN OUR WORK?

If you are interested in our work, and want a free consultation with our Sales Team, contact us now on [sales@strivegroup.uk](mailto:sales@strivegroup.uk), or on +44 (0)7436 360470.

