

MEMBERS



Arthur Hammerl



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WHAT IS FI2U?

We're selling supplements like whey protein, creatine, and vitamins. We focus on people who want to build muscle, reach their fitness goals, and maintain good health and happiness.

OUR DOMAINS

01 fi2usupplements.com

02 fi2u.ca

03 fi2uathlet.com



FI2U DOMAINS



Whey Protein

Maximize your fitness goals with FI2U's Whey Protein line. Crafted for peak performance, our products provide essential nutrients to fuel muscle growth and enhance recovery. Elevate your workouts today.



Vitamins

Boost your wellness journey with FI2U's Vitamin line. Enhance your vitality and overall health with our premium products. Reach your peak performance and feel your best with FI2U's essential vitamins.

OUR PRODUCTS



Creatine

Fuel your gains with FI2U's Creatine line. Elevate strength, endurance, and muscle growth for better performance. Reach new heights in your fitness journey with FI2U Creatine supplements.



DESCRIPTIONS/KEYWORDS

SHORTTAIL KEYWORDS

- Supplements
- Whey Protein
- Creatine
- Vitamin

LONGTAIL KEYWORDS

Whey Protein

- Which whey protein is good for building muscles and losing weight?
- Which kind of Whey protein is better to gain weight?
- When should I consume Whey Protein?

Creatine

- When can I consume creatine, before or after training?
- When does creatine start to show results?
- Can I consume with what kind of drinks?

Vitamins

- Which vitamin should we consume every morning for good health?
- Which vitamin is recommended to consume before and after workout?
- How do I know what vitamin my body needs?



TARGET MARKET

- Bodybuilders sculpting their physique,
- Individuals aspiring for enhanced performance both physically and mentally,
- Athletes who seeking optimal recovery and sustained energy,
- Gym members who want to build their muscles or decrease their weight for good looking throughout their fitness journey,
- Wellness seekers who prioritizing a balanced and healthy lifestyle





GOAL

Our objective is to increase our lead generation for FI2U. We planed to achieve this goal through a campaign developed by ourselves, with useful content for our target market during the beginning of summer in Canada, the season was chosen due to it being the time when people feel most motivated to create physical habits and perform better in gym or sports., due to the production of vitamin D, directly related to the sun.

CHANNELS





CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Learn from the best
future leaders.
Because we will be
successful.

BUSINESS

25 great jobs for people who
love to travel

Economy
European

CONTENT CALENDAR



E-MAIL SENDER AND RECEIVER

To: Canada, Fitness Enthusiasts and Health-Conscious Individuals

From: fi2u@gmail.com

REWARDS PROGAM SECTION

This first piece of content is focused on catching the attention of the customer, conveying the idea that with us, they will earn rewards with each purchase. In this way, we can evoke the feeling in our reader that they will gain points and become loyal to our company, as they will continue buying to receive discounts on supplements through our program.

You're in Our Exclusive
rewards program.

**WELCOME
TO THE
NEXT LEVEL
OF WORKOUT**

Earn points for every product
you buy, and track them in our
app.

Get early access to special
events and promotions.

Redeem your points for
products, merch, and other
rewards.



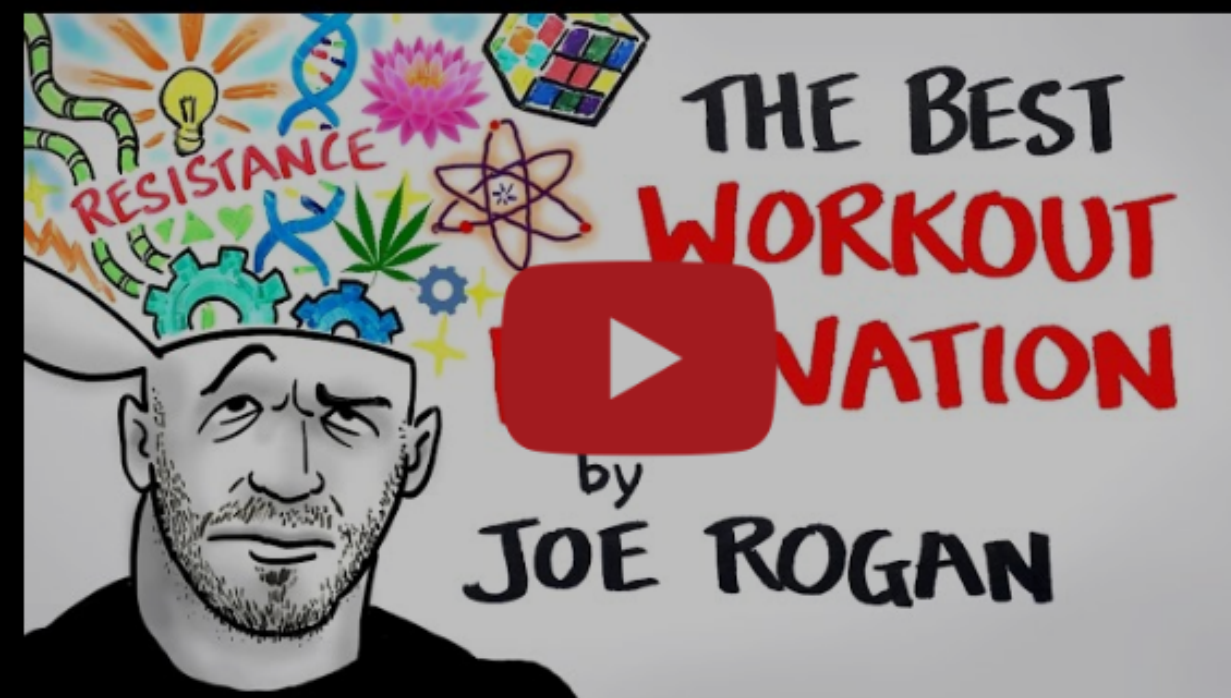
START EARNING

VIDEO SECTION

We've brought this video to provide a general idea to our customers of how they can motivate themselves in their workout. It's a real example featuring a famous person (Joe Rogan), which could possibly make the customer feel identified, improving our conversion and engagement with our clients.

Workout Motivation

Need an **extra boost** of motivation to **crush** your workouts? Look no further! Watch this inspiring video.



THE BEST
WORKOUT
NATION
by
JOE ROGAN

CREATIVE SECTION

In this content, we explain the benefits, target audience, how to use, and some other information about Whey Protein. We chose this explanation because this product is the most well-known and sought after. With this, our customers will learn all about this product and see that we offer the best types on our website.



WHEY Our 100% whey protein recipe blends high-purity whey isolate (primary protein source, BTW), ultra-filtered whey concentrate, and speedy whey hydrolysate to provide an exceptional balance of clean macros, great taste, unsurpassed quality, and bang for your hard-earned buck.

WHY:
FAST-ACTING WHEY PROTEINS
3 HELP FEED MUSCLE RECOVERY

WHO:
ACTIVE LIFESTYLES STRENGTH TRAINING TEAM SPORTS ENDURANCE SPORTS

FOR:
WORKOUT RECOVERY NUTRIENT FORTIFICATION

WHEN:
IN THE MORNING AFTER WORKOUTS BETWEEN MEALS

HOW:
1 SCOOP + 6-8oz WATER OR MILK
MIX FOR 20-30 SECONDS
STIR IT UP. SHAKE IT UP. OR BLEND IT UP.*

WITH:
100% WHEY* 24G PROTEIN 5.5G BCAAs** 0G ADDED SUGARS (VALUES PER SERVING)

WHEY ISOLATE | PRIMARY SOURCE

ESSENTIAL BCAAs	2.4g LEUCINE	1.7g ISOLEUCINE	1.4g VALINE
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ATHLETE TRUSTED NO BANNED SUBSTANCES
BSN NUTRITION products bearing the "Informed Choice We Test • You Trust" logo have been tested for, and found to be free of, over 250 banned substances by LGC — an accredited, independent anti-doping laboratory. For more information about the Informed Choice program, please visit: <https://lchance.com/informed-choice/>.

[shop now](#)

All about
whey

ARTICLE SECTION

This content brings an article of a credit and known university in the world explaining all about each type of supplement that we sell, so the customer will learn about our products and feel that they will make the best decision.

Harvard Article about workout supplements

In this Harvard article, we delve into the intricate world of workout supplements, examining their role in enhancing physical performance and their potential impacts on health.

[Learn more](#)



BONUS SECTION

We conclude this email with a bonus because some people may only read the beginning and end of the email. With this bonus, they will feel interested in learning and reading all the content. Furthermore, we connect this with our rewards program to ignite curiosity in the reader to read the beginning of the email and continue learning more about us and our products.



BONUS

Joining our rewards program gets you a free yoga mat with your next purchase of \$50 or more.

Whether you are a beginner or a gym rat, we believe a good supplementation is ideal for getting better results in your exercises.

[START SHOPPING](#)

END SECTION

At the end of the email, We add our rights, contact for customers who need our assist. And also for customers who don't want to get newsletter from us, we add update your preference button and unsubscribe button that easy and convenient for them to do it.



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fi2u@gmail.com

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FEEDBACK

The newsletter goes with the whole profile of the company, the aesthetics of the it goes well with what they try to portray. Maybe you can add more shortcuts (call to action).

- Mariana Mota

QUOTES TODAY



A lot of people have been like, 'Why do you take that many supplements?' It's like, go out there and train twice a day as hard as I do. Your body breaks down.

- Sean O'Malley



**THANK
YOU**

