App Name: "FitnessHub"

Target Audience: Health-conscious individuals aged 18-40 who are looking for a comprehensive fitness platform to achieve their wellness goals, including workout plans, nutrition tracking, and social support.

Value Proposition: FitnessHub is your ultimate fitness destination, providing personalized workout routines, nutritional guidance, and a supportive community to help you crush your fitness targets and lead a healthy lifestyle.

Marketing Channels:

1. Social Media Advertising: Leverage social media platforms like Instagram, TikTok, and YouTube to run engaging ad campaigns featuring success stories, workout snippets, and testimonials from satisfied users.
2. Influencer Marketing: Partner with fitness influencers, trainers, and wellness bloggers to promote FitnessHub across various social media platforms and collaborate on sponsored content.
3. App Store Optimization (ASO): Optimize the app's visibility in app stores (Apple App Store and Google Play Store) through keyword-rich descriptions, captivating visuals, and regular updates.
4. Email Marketing: Build an email list through sign-ups and offer regular newsletters with fitness tips, healthy recipes, and exclusive app updates to keep users engaged.
5. Content Marketing: Produce valuable and informative fitness content, including workout videos, nutrition guides, and motivational blogs. Share this content on the app's blog and social media channels to establish FitnessHub as an authority in the fitness space.

Launch Strategy:

1. Pre-Launch Buzz: Generate excitement by teasing exclusive app features, offering pre-registration perks, and hosting countdowns on social media.
2. Beta Testing Community: Invite fitness enthusiasts to join an exclusive beta testing community to gather feedback, identify potential improvements, and build a loyal user base.
3. Launch Event: Host a virtual launch event, featuring fitness challenges, live workouts with influencers, and giveaways to engage the audience and create a sense of community.

Sales and Promotions:

1. Freemium Model: Offer a freemium model with basic features for all users and provide premium access for advanced features through subscription plans.
2. Limited-Time Discounts: Run limited-time promotional discounts on premium subscriptions for early adopters to incentivize immediate sign-ups.
3. Referral Program: Implement a referral program where users can earn rewards for inviting friends to join FitnessHub.

Community Building:

1. In-App Challenges: Organize regular fitness challenges and competitions within the app to motivate users and foster a sense of camaraderie.
2. Fitness Forums: Create in-app forums where users can interact, share progress, and exchange fitness tips and advice.

Measurement and Analysis:

1. App Analytics: Utilize app analytics tools to track user engagement, retention rates, conversion rates, and monitor user feedback to continuously improve the app's performance.
2. Social Media Metrics: Measure social media campaign performance, including click-through rates, engagement, and user acquisition from different platforms.
3. User Surveys: Conduct regular surveys to gather feedback, understand user needs, and identify areas of improvement to enhance the app's user experience.

With this refined Go-To-Market strategy, "FitnessHub" aims to attract its target audience, establish a strong brand presence in the fitness industry, and build a loyal and engaged user community.