Maintaining the complete chain of basic skills – routines – application scenarios is crucial to avoiding "de-martial artsization." Lion dance and martial arts share the same origin, principles, and methods; their form, spirit, footwork, and power are all based on the fundamental skills of martial arts.

1. Shan, Zhikui. The Development Direction of Chinese Lion Dance (Northern Lion) Routine Practice / Shan Zhikui, Wang Jing // Martial Arts Science. – 2019, 16 (2). – P. 45-48.
2. Li, Chunxiang. Comparative Analysis and Integration of Lion Dance and Traditional Martial Arts / Li, Chunxiang // Shijiazhuang: Hebei Normal University. – 2014. – P. 314.
3. Martial Arts Management Center of the State General Administration of Sport: Development Report of Chinese Lion Dance. Beijing: People's Sports Publishing House, – 2021. – 200 p.

A STUDY ON PROMOTION STRATEGIES AND APPLICATION EFFECTIVENESS OF FITNESS INFLUENCERS IN THE INTERNET ERA

Du Yi,
master's student Vitebsk State University named after P.M. Masherov,
Vitebsk, Republic of Belarus
Scientific supervisor – Novitsky P.I., PhD in Pedagogy, Associate Professor

Keywords. Fitness influencers, promotion strategies, user engagement, national fitness, social media, content marketing.

With the rapid development of mobile internet and the implementation of the "Healthy China" strategy, the digital transformation of national fitness has become an inevitable trend. Fitness influencers, as key bridges connecting professional knowledge and public demand, play an increasingly important role in promoting national health. However, current fitness content dissemination often faces the challenge of emphasizing traffic over substance. Most content creators focus on producing high-intensity "gimmicky" workouts or oversimplified diet plans, neglecting users' individual physical conditions, skill acquisition patterns, and long-term habit formation. This leads to high dropout rates due to training injuries, lack of persistence, or poor results, ultimately hindering the sustainable development of a healthy lifestyle [1, 2].

Research in communication and sports psychology indicates that users' acceptance and internalization of fitness knowledge follows a "cognitive interest - movement decomposition - integrated practice - habit automation" pattern. The dissemination effectiveness of fitness influencers is a complex process, where the scientific nature of content strategy and the appropriateness of interaction methods directly impact user engagement and exercise outcomes. Current research on fitness influencers mainly focuses on case studies or platform policies, with insufficient empirical research on the relationship between systematic promotion strategies and user application effects. Therefore, this study aims to establish a scientific, progressive influencer promotion strategy system and compare its effects with traditional traffic-oriented models, providing theoretical basis for improving the effectiveness of online fitness promotion [3, 4].

Material and methods. The study selected six emerging fitness influencers (50,000-200,000 followers) from short video platforms and their core fan bases as research subjects. 480 active users with less than one year of fitness experience were randomly divided into experimental and control groups. The experimental group implemented a progressive strategy of "theoretical education - decomposed training - integrated practice - community motivation," while the control group maintained traditional viral content approaches. The experiment lasted 12 weeks, with data collected through multiple channels including platform analytics, questionnaire surveys, and expert assessments. Research Methods: Digital ethnography observation, Questionnaire surveys, Controlled experiments, Statistical

analysis, Expert evaluation. Measurement Indicators: 1. User engagement metrics (completion rate, interaction rate, weekly practice frequency); 2. Skill mastery assessment (movement standardization evaluation by professional coaches; 3. Behavioral persistence (training difficulty perception, dropout rate).

Results and discussion. 1. Comparative Analysis of User Engagement.

Prior to the experiment, both groups showed similar baseline metrics in content completion and interaction rates. After implementing the new strategy, the experimental group demonstrated significant improvements: average completion rate increased to 78.6% (±8.5%), compared to 55.4% (±11.2%) in the control group. Weekly practice frequency in the experimental group showed a 125% increase, significantly higher than the 40% growth in the control group. This enhancement can be attributed to the scientific design of the progressive strategy. The theoretical education phase effectively lowered the cognitive threshold for users, the decomposed training phase built technical confidence, and the community motivation phase provided sustained external support. In contrast, the control group's viral content, while generating short-term traffic, failed to establish lasting user engagement.

2. Analysis of Skill Acquisition Effects. The experimental group achieved significantly higher scores (85.6±6.2) on the movement standardization assessment compared to the control group (65.3±9.1). Specifically, in key technical aspects such as squat posture and core engagement, the experimental group's accuracy rate exceeded the control group by over 30%. These results validate the importance of the decomposed training phase. Traditional approaches often overlook users' learning curves, while the progressive strategy effectively supports skill development through step-by-step guidance, establishing correct muscle memory and movement patterns.

3. User Persistence and Psychological Adaptation. The experimental group showed remarkable improvement in training persistence metrics. The frequency of "training reluctance" significantly decreased, while confidence in maintaining long-term exercise habits substantially increased. The control group, however, experienced a noticeable dropout peak around the fourth week.

Community support emerged as a crucial factor in maintaining user engagement. Regular check-ins, positive feedback, and group interactions in the experimental group effectively alleviated training anxiety and enhanced exercise adherence.

Conclusion. Main Findings:

1. The progressive "education-decomposition-integration-community" strategy significantly outperforms traditional approaches in user engagement, skill acquisition, and persistence.

2. Scientific content design that follows learning patterns effectively lowers participation barriers and improves training safety.

3. Community support plays a vital role in maintaining long-term engagement and habit formation.

1. Wang, W. Social Media Fitness Information and Youth Exercise Behavior / Wang W. // Journal of Shanghai University of Sport. – 2022. – 46 (3). – P. 85-92.

2. Liu, M. Health KOL Communication Strategies and User Trust Building / Liu M // Journal of International Communication. – 2021. – №7. – P.110-125.

3. Chen, F. Online Fitness Community Engagement Based on TPB / Chen, F., & Li, J. G. // Journal of Physical Education. – 2020. – 27(5). P. 78-85.

4. Johnson, M. Digital Fitness Communities and User Engagement // Johnson, M., et al.// Social Media Studies. – 2021 – 15(2). P. 45-60.