



Case Study:

Fitness club
lead generation campaign

138 leads in 10-days





- Conducted over a 10-day period
- 138 prospects signed up for a 10-day free membership
- Prospects visited the club on average three times
- Afforded the club 3 opportunities to win them as long-term members

How'd we do it?
Here's how.





Step I—We set clear goals.

Marketing

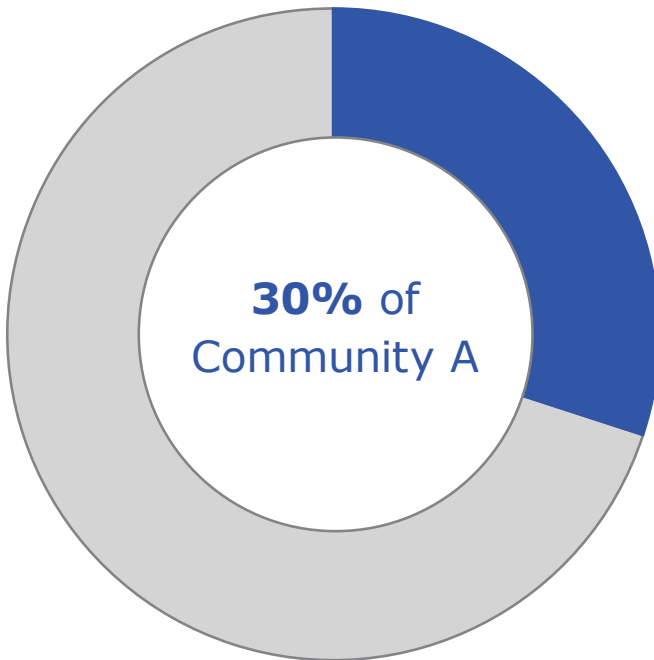
- Increase number of leads for the sales team to enroll as members in the club

Sales

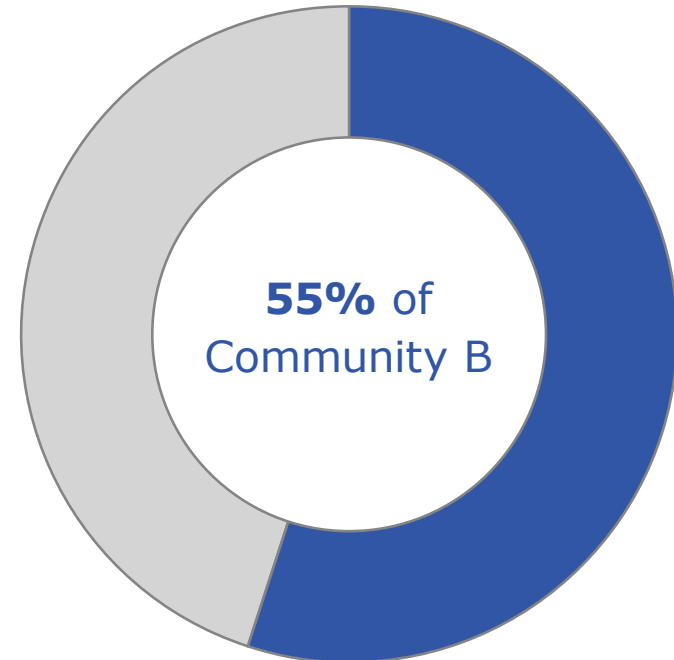
- Increase membership by 15% annually
- Enroll a minimum of 40 new members per month



Step 2—We identified opportunities.



Young Asian
Moms



Upper/Middle Class
Caucasian Moms



Step 3—We brought these two opportunities to life by developing personas.

Community "A" Persona

Represents young
Asian prospects



Amala works 25 hours per week as a recruiter. She has been married to Rashi exactly one year today. They are expecting a girl in May! Amala knows she'll need to get back in shape. Rashi will, too. They joined The Fitness Club. What started as a couples membership, will become a family membership. Some of her new friends at the club play tennis. She decided to take some lessons and is enjoying it and playing more. Looking forward, Amala sees herself with her kids at the pool. She'll get them into lessons. Maybe she'll even send them to camp at the club since they have that, too. Rashi has enjoyed working out but he's still not as fit as he'd like. He heard about Jumpstart to Healthy Living Program and has now embraced it. Amala found the club she was looking for.

Age: 30

Annual Income: \$141,000

Home Town: Acton, Massachusetts

Town of Work: Waltham, MA

Length of Time at club: <3 yrs

Highest Completed Degree: BA

Internet Proficiency: High

Goals & Motivations:

- To get her fitness back.
- To make her family happy and healthy.

What is important to her in club relationship:

- Wants to know the club is there to help her and her family meet goals and educate them along the way.
- A safe, family-friendly environment.



Step 3—We brought these two opportunities to life by developing personas.

Community “B” persona

Represents white upper middle-class mom



Laura is a mom and a real estate agent, in that order. She has 2 kids; Aly, 16 and Stephen, 14. The last 10 years have been a whirlwind. Aly is committed to tennis and Stephen to soccer. With all the focus on the kids in the last 10+ years, Laura and her husband Bill realize they need to focus on their wellness. Laura is interested in playing tennis with some other moms and Bill is committed to starting a workout routine. Laura’s secret ambition is to get both of them playing tennis and socializing.

Aly is looking for year-round junior tennis program, and Stephen wants to improve his fitness to help his soccer.

Getting a family membership to the club was one of the best things Laura has ever done. The club is growing with her family.

Age: 47

Annual Income: \$173,000

Home Town: Sudbury, MA

Town of Work: Sudbury, MA

Length of Time at club: <3 yrs

Highest Completed Degree: MBA

Internet Proficiency: High

Goals & Motivations:

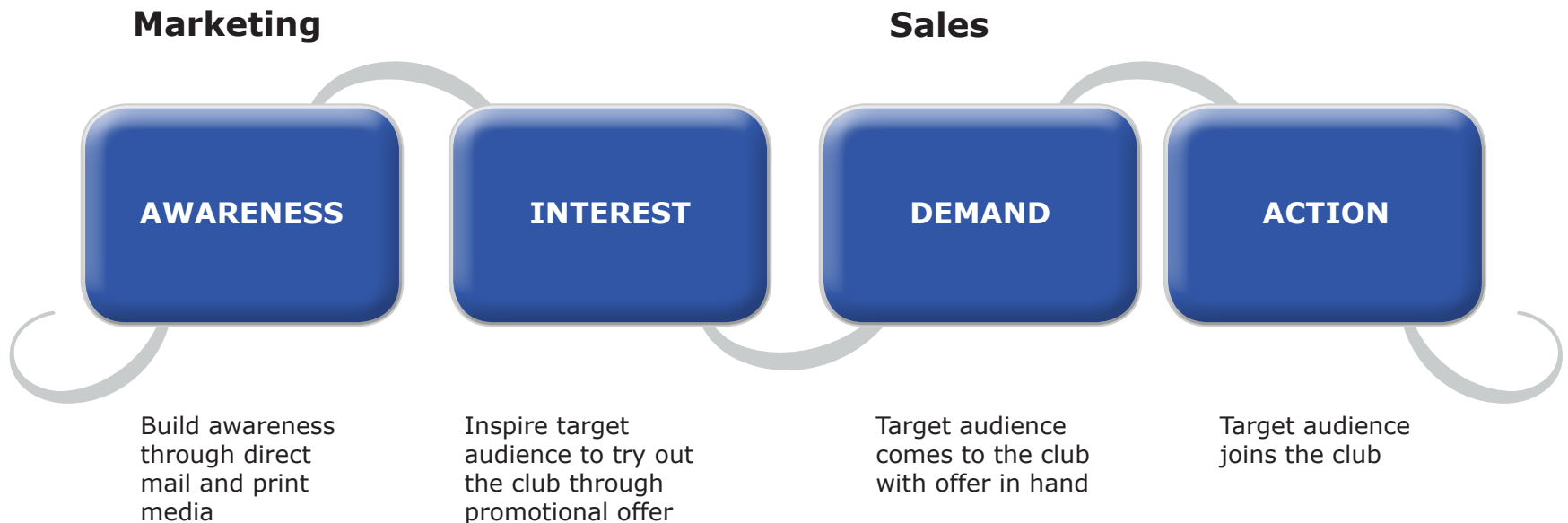
- To get her and her husband’s fitness back (physical, mental and social) from years of focusing on the kids.
- Bring some fun and play into their lives.

What is important to her in a club relationship:

- Good tennis club where she can meet new friends and bond with other moms.
- A place that can serve the needs of everyone in her family. A place we all want to go.



Step 4—We developed an awareness strategy to speak directly to the personas.



Awareness Strategy in detail

- EDDM (Every door direct mail) delivery first 2 weeks of November 2016 in target communities
- FSI (Free standing inserts) first 2 weeks of November 2016 in target communities
- Constant Contact email first 2 weeks of November 2016 to club database
- Website/Social media promotion with lead capture landing page



Community A creative.

Community A:

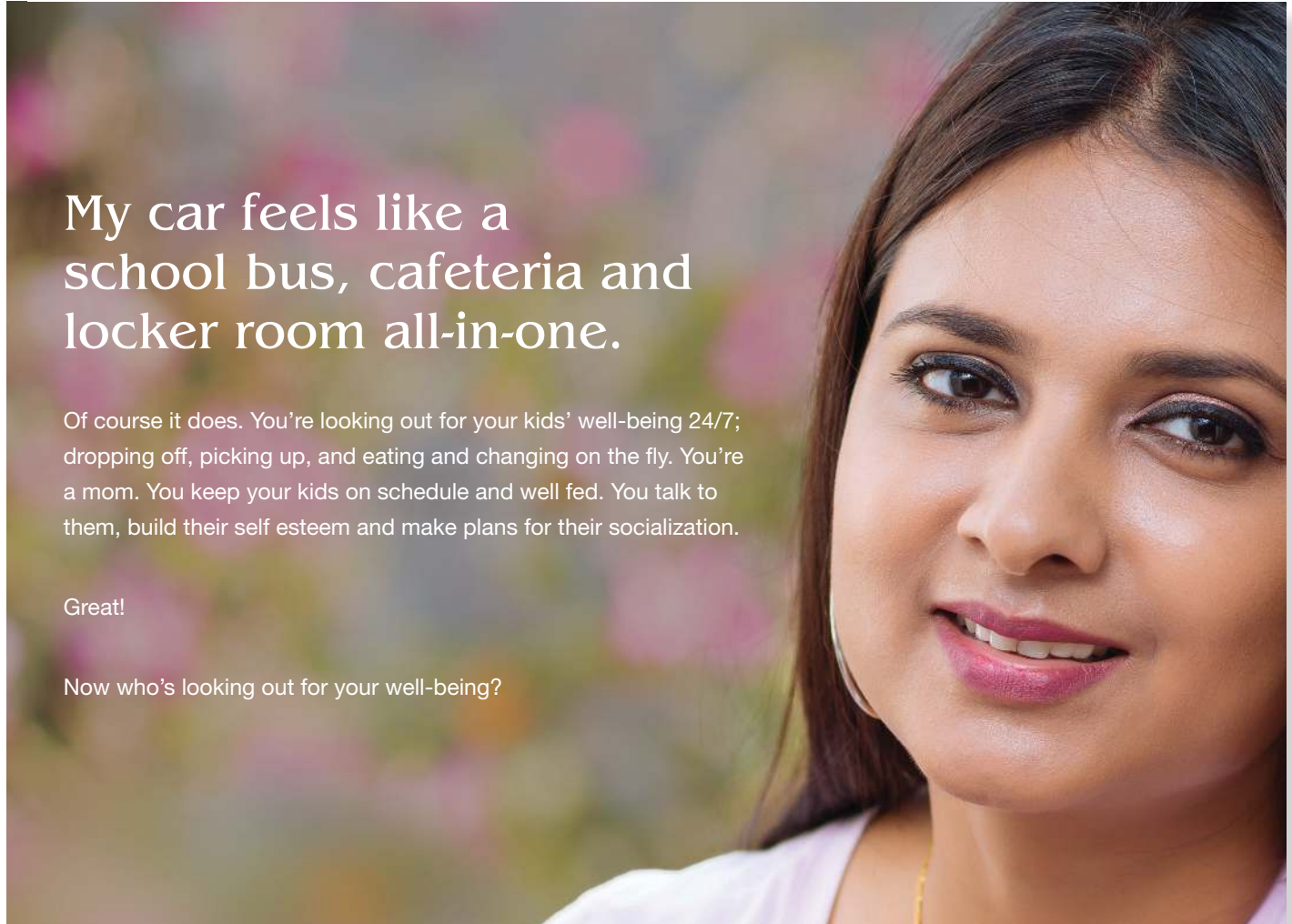
Direct mail (EDDM)—
card front

My car feels like a
school bus, cafeteria and
locker room all-in-one.

Of course it does. You're looking out for your kids' well-being 24/7; dropping off, picking up, and eating and changing on the fly. You're a mom. You keep your kids on schedule and well fed. You talk to them, build their self esteem and make plans for their socialization.

Great!

Now who's looking out for your well-being?





Community A creative.

Community A:

Direct mail (EDDM)—
card front

At The Fitness Club we look out
for lots of moms.
Let us look out for you, too.

Be our guest to a
**10-Day Complimentary
Membership**

We'll help you better understand the programs
we have in place to help improve your wellness.

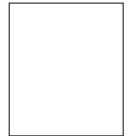
You have nothing to lose.

**Activate complimentary membership by
November 19, 2016**

123 Main Street
Anytown, MA
781 234 12349

FITNESS
CLUB

Fitnesscluburl.com





Community B creative.

Community B: Free Standing Insert

My car feels like a school bus,
cafeteria and locker
room all-in-one.

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Activate complimentary membership by November 19, 2016

FITNESS
CLUB



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If you need more leads call Victoria
at 617-388-9862

