

Health and Fitness - Gyms



What they care about

1. Boosting membership subscriptions
2. Keep members active
3. Keeping members updated and informed
4. Promoting deals and available resources
5. Save time, money, and manpower with a single integrated software

All-in-One Marketing Feature

1. Social media, mobile keywords, online sign-up pages
2. Mobile eCards, SMS texts, email newsletters, appointment reminders
3. Shuffle responder, social media, email newsletters
4. SMS blasts, social media, email blasts
5. Mobile text, email, voice broadcast, instant message, and social media are all available in one place.

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many health and fitness clubs are already using successfully to increase club memberships and promote special discounts.

Questions

1. What are you doing to boost membership for your health club?
2. Are you keeping members consistently active?
3. How are you keeping members informed about new products, equipment, and services?
4. Do your members know about your special promos and discounts?
5. Do you want to communicate effectively with your members, but your time is limited?

Benefits Statements

1. Promote more effectively to boost membership. Collect contact information with mobile keywords and online sign-up pages so you can send interested people mobile coupons and special deals for signing up with your gym. Post frequent updates on Facebook and Twitter with pictures of top-of-the-line equipment, new fitness classes, and upgraded amenities to entice new members.
2. Active members mean prolonged memberships. Send appointment reminders to have members show up for their training sessions on time, and send weekly email newsletters to outline training schedules. You can even send eCard invitations to attract members to attend new workout classes and test out new equipment
3. Members want to stay in the loop. Update and inform them with detailed email newsletters and by posting on Facebook and Twitter about extended pool and sauna hours, new exercise equipment, new team of personal trainers, and classes available for that day. Set yourself apart from your competition by sending members daily health and wellness tips with the shuffle responder.

4. Boost revenue by promoting refer-a-friend deals, personal training discounts, and sales on gym merchandise by sending SMS and email blasts, and posting on social media.
5. All-in-One Marketing handles all of your messaging and marketing needs on a single platform for one low price. You don't need to spend time, money, and energy learning multiple new software and paying multiple bills.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]