

SMS marketing for Health Clubs

Case study – The Big C Athletic Club

7/1/10



Common short code and Keywords used:

Keyword – BIGC Short Code - 87365

Duration:

6/1/10 – Present

Objective:

The Big C Athletic Club needed an effective lead generation tool and the traditional flyers and company website were not generating enough to keep up with the monthly sales goals. The Big C Athletic Club wanted a method to obtain targeted and highly interested leads to increase sales opportunities and acquire new members to their club.

Call to Action:

The Big C Athletic Club marketed their keyword and encouraged people to text BIGC to 87365 to receive a free trial membership and be entered to win a one year membership as well.

Tactics:

The Big C Athletic Club and Textmunication team decided to market their keyword in a high traffic area such as the local BART station which is a public transportation train that travels around the Bay Area. The ad space purchased was on the top level where people waited for the next train to come. As people texted in to enter the contest and inquire about the free trial the Big C Athletic Club sales manager utilized our notification feature so they could pro-actively call and schedule appointments with the leads that were coming in as opposed to top waiting for someone to come in with a flyer.

Solution:

In the first 30 days of the program The Big C Athletic Club was able to obtain *seventy one new targeted leads and produced twenty two new memberships that month. The membership rates at the Big C Athletic Club are \$75 a month.*

Outcome:

Over the last six months The Big C Athletic Club averages 22 new leads per month from this media and with the success of the phase one launch The Big C Athletic Club decided to start marketing the program on their website to give visitors a chance to participate as well as on Facebook. The Big C Athletic Club has also recently decided to launch this program to its members as well so that they could have a highly effective way to communicate with members with information such as updates, events, referrals, family add-ons, personal training package specials, etc...The Big C Athletic Club remains a client and will be using the program going forward as they have learned members have been really acceptable to the program.



Textmunications has been able to assist us with not only increasing leads and sales but with member retention. With competition in the health club industry increasing, we are always looking for new ways to market our services to residents in Concord and surrounding East Bay communities. It is highly visible that customer service is priority for all of the staff at Textmunications. They not only provide a great advertising venue but their knowledge and expertise in what they do has helped with increasing our sales in just 4 months. Their user friendly account platform allows us to maintain all of our new leads and to send automated text message offers with the push of a button. Simple, effective and proven results! If you haven't jumped on board with Textmunications yet, what are you waiting for?

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