

## **Crunch Fitness Enrolls 700 New Members Through Textmunication's Mobile Messaging Solution**

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### **Name, City and State of Company & CMS Provider:**

*9 Crunch Fitness locations in the North East states of; New York, New Jersey, Massachusetts, and Pennsylvania. All locations use ABC DataTrak as their CMS.*

### **What was the objective of the campaign?**

*Club Operator Eric Jozwiak - "Our goal was to increase membership sales and door swings at each of our locations."*

### **What was the call to action and or offer?**

*Club Operator Eric Jozwiak - "Our promotion was \$0 enrollment on any membership. The call to action was to join online with a promo code, book an appointment and or show text in person."*

### **What type of results did you experience as far as revenue and response's go?**

*Club Operator Eric Jozwiak - "On the last day of March 2016 we sold almost 700 memberships in our clubs in one day. We have 9 clubs, so we averaged 78 memberships per club. With an average dues of \$15 we had a gross revenue of over \$10,000 in one day."*

### **Has your audience and staff been receptive to the SMS campaigns? Is your staff happy?**

*Club Operator Eric Jozwiak - "Extremely happy with the results and everybody is excited to keep moving forward."*

### **How has you experience been working with Textmunication thus far?**

*Club Operator Eric Jozwiak - "Our account manager Nick has been great and so has their support team. Super helpful and easy to work with."*

### **Would you recommend Textmunication and text messaging to other health clubs and why?**

*Club Operator Eric Jozwiak - "Yes. If they are not using this system they are leaving money on the table."*