

Text Messaging Case Study w/ Get Fit Athletic Club An ABC Financial User

Name and City and State of Company:

Get Fit Athletic Club located in Richmond, Kentucky

Objective:

To increase our membership base and sign up former members. Also to get past members back in the facility to create opportunities for the membership sales team.

Duration of the Campaign:

December 29th 2014 – January 15th 2015

Call to Action/Offer:

Former member special. We want you back! Rejoin our club by Jan 15th for \$0 Enrollment! Reply with GGINDY to reserve this offer!

Target Audience/demographics:

All former members that were in can elation status.

How effective has the marketing aspect of your Textmunication service been?

Get Fit Athletic Club – *“Extremely effective! Between 2 clubs that I run we sold 100 memberships during our We Want You Back Former Member Launch Promotion. This was due to the mass text campaign we sent out with Textmunication.”*

District Manager – PJ Jones

Has Implementing SMS to your Club & Organization been a success?

Get Fit Athletic Club – *“Yes, absolutely! Mainly towards prospects at the moment since that’s been our focus. Can’t wait to use the other aspects of the sercic such as; PT promotions, billing alerts, or other features.”*

District manager – PJ Jones

Would you recommend Textmunication & Why?

Absolutely, it is very easy to use and implement. I feel that text message marketing is the surest bet to get your marketing message out to your prospects. If you can hit a large number of prospects at one time with one message and then have your sales staff on standby to contact those that opt-in then you are guaranteed results.

Do you feel Textmunication Automation SMS Services should be integrated with all Clubs?

Get Fit Athletic Club – *“Yes, because club operators need systems that allow them to work smarter not harder & that’s what Textmunication does. It leverages my time.”*

District Manager – PJ Jones