



Maxx Fitness Clubzz Increases Their Member Base with SMS Marketing 400+ Memberships Enrolled in Three Days!!!

10/18/18

Name, City and State of client:

Maxx Fitness Clubzz. Seven locations in Pennsylvania, Rhode Island, and Ohio.

What is your main objective with Text Messaging?

Marketing Director Eric Jozwiak – *“We were looking for an effective way to reach and engage our audience with a membership offering to boost new membership enrollment sales.”*

What was the call to action, offer and target audience?

Marketing Director Eric Jozwiak – *“We targeted our subscribed prospect and former member database with an aggressive \$0 enrollment on two membership offerings that consist of our \$19.99 Platinum Membership and our \$10 basic membership. Our call to action was for the recipient to click on link which directed to our “join now” page online, to show text in person or contact the phone number provided within the text message.”*

What was the duration of your SMS campaign offering?

Marketing Director Eric Jozwiak – *“The promotion was valid for three full days.”*

What type of results and return on investment did you experience?

Marketing Director Eric Jozwiak – *“We sold just over 400 new membership enrollments during the three day duration of the promotion. Roughly 80% enrolled into our basic membership offering of \$10 per month which equated to \$3200 in monthly re-occurring revenue. The 20% platinum memberships sold of \$19.99 equated to \$1599.20 in monthly re-occurring revenue. This totaled \$4,799.20 in new membership sales over a three day period with a single text mass group message campaign.”*

What has your experience been like working with Textmunication?

Marketing Director Eric Jozwiak – *“My experience has been great. They make it easy from the starting orientation session to get me going in the right direction. They have always been available or responded in a timely fashion to our questions and inquires.”*

Would you recommend Textmunication to other health clubs?

Marketing Director Eric Jozwiak – *“Yes of course. Now days text messaging should be a part of every company’s communication strategy and after reviewing several companies Textmunication has figured it out for health and fitness clubs.”*