

# Not another phone call, voicemail or email. Just the right SMS Messaging strategy for KUBEX Fitness

KUBEX Fitness offers a private workout environment which has provided sentiment for his members to find a safe place to stay in shape, but communicating that has been a challenge. Textmunication's mobile engagement platform and the integration it has with EZFacility is helping them find an effective communication strategy.



## THEIR STORY

On July 22, 2020, we had the opportunity to speak to Jordan Connor, the marketing and sales director at KUBEX Fitness. KUBEX Fitness facility is unique because it provides a private and virtual workout experience for their members. The structure of their fitness concept has provided sentiment to its members as a more safe environment to work out versus more traditional health clubs arrangements. Although, communicating this difference to his members has been a challenge even with a strategy using multiple channels in unison. SMS messaging gave them the boost that their prospect and membership communication strategies needed to make sure they knew the precautions they were taking to make their facility safe for their members again.

## ACCOUNTS RECEIVABLE USING SMS MESSAGING

KUBEX Fitness has been EZFacility software users as their club management solution for several years. Jordan told us how smooth and seamless the integration experience was with Textmunication's API when they made the decision. Jordan said, "Every night it just syncs with our system so we never have to worry about manually adding new members to the list. It's all synced up with EZFacility. Every night, we just know that any new signs up will be added to our dashboard in Textmunication's library." With the integration, their membership types in EZFacility are automatically synced over using Textmunication's APIs. Which not only makes the data organization automatic, but the SMS messaging outreach as well. Jordan told us that the integration has helped their team alleviate some of the pressure on member collections. Jordan also told us, "Our favorite feature about Textmunication is the automated billing alerts. That was one of the main selling points for us to sign up for Textmunication. It was to help with our accounts receivable." The software relationship speaks on the operation efficiency that it provides.

## FROM SHORT FORM TO LONG FORM CONTENT

SMS messaging has a reputation for being the hallmark for short form communication. Short form is perfect for the 160 character medium. If you have a campaign, make it concise, short and sweet. Jordan at KUBEX Fitness knows that and uses it to recipient appeal. Jordan tells us, "One thing we like to do as well is, any newsletter that we send out, with a text you can only send out so much information, right? So we usually just include a link to our newsletter and that helps our newsletter get a lot of views just right from someone's mobile phone." Now that is using the benefits of text message marketing open rates to your advantage.

## KEY RESULTS



KUBEX Fitness uses Textmunication's CRM integration with EZFacility's club management software to collect outstanding member balances.

## CRM USED



KUBEX Fitness uses EZFacility

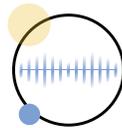
## FEATURES USED ON PLATFORM



Automated SMS Suite

Inbox Feature

Single Phone Number Campaign SMS Campaign Scheduler



**"Ever since we incorporated Textmunication it has been nice to not have to worry about making another phone call, leaving another voicemail or sending another email that is never going to get read. It's going right to their phone."**

JORDAN CONNOR

MARKETING AND SALES DIRECTOR

