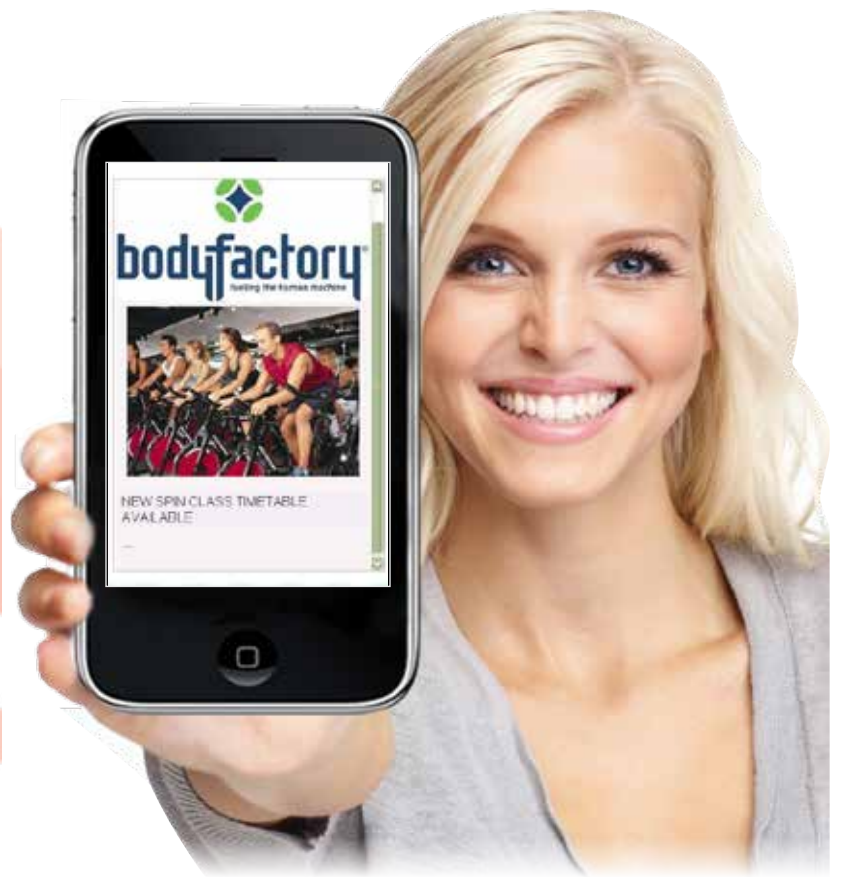


MOBILE MARKETING

Member Retention Case Study



1. Engage with inactive / lapsed members via SMS:

- Send SMS notifications / mobile brochures (see above image) of member renewal offers
- Send SMS notifications / mobile brochures of new products and service offerings
- Deliver class timetables via mobile brochures (see above image)
- Deliver images / photos of gym layout via mobile brochures
- SMS notifications of new new equipment changes / upgrades
- Automate SMS sending through your current clubware software.

2. Engage with your current active members via SMS:

- Send referral based SMS marketing drives
- Send monthly promotions / special offers via SMS mobile marketing
- Send changes to class timetables via SMS / mobile brochures
- Send gym opening hours via SMS mobile brochures
- Send invitations to social events (eg Christmas party) via SMS
- Develop mobile gym brochures to meet any marketing requirements.

3. Automated Appointment Scheduling System via SMS:

- Automate SMS reminders to new members for initial fitness assessment
- Send personal trainer reminder notifications
- Send monthly direct debit reminders
- Automate existing member renewal reminders via SMS
- Send appointment reminders for beauty treatments, massage therapies and health and well being treatments.

Lifestyle Fitness Williamstown Testimonial:

\$41,400 in membership Renewals from a \$200 investment!!

2000 messages @ \$.10c per message = \$200

72 Lapsed members who renewed Gym membership @ \$575 (full yr m/ship) \$41,400 in Revenue from **ONE SMS PROMOTIONAL BLAST**

Existing Gyms using SMS:

- Genesis Gyms
- Lifestyle Fitness
- Equilibrium Health & Fitness
- Oceana Health & Fitness Tasmania
- Body Bronze Carlton
- Body Bar Torquay

No lock in contract

Pay as you use, no expiry on SMS credits purchased

First mobile brochure built for free

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