

INDUSTRY BRIEF

Fitness Centers



Text messages have revolutionized how we communicate, quickly becoming our go-to channel for daily use. SMS Marketing Services helps you tap into this power for your fitness center, allowing you to effectively reach your members. But our software goes further than common mass texting solutions by helping you automatically increase revenue, boost member satisfaction, and streamline operations.

USE CASES

01

Increase Revenue

revenue



Imagine 98% of your members actually reading your marketing material. That's what we can offer.

- Increase membership through text-to-join and renewal reminders.
- Increase class sign ups by sending relevant offers based on the member's interests and history.
- Create targeted drip campaigns to engage prospective members into joining.

02

Boost Member Satisfaction

60% of customers would rather text than call for customer service.

- Solicit feedback quickly and easily from your members to improve how your facilities and classes operate.
- Text-enable your business landline number, allowing your members to text in their questions rather than forcing them to call and leave a message, get stuck on a call, or play phone tag.
- Send mass messages with training tips or new class offerings.

USE CASES

03

Automate Chores

Streamline your operations with our automation, which carries out tasks for you.

- Automatically remind instructors and members of class start times to reduce no-shows.
- SMS Marketing Services' unique Smart Targeting feature will allow you to send out the most relevant offers. Based off of information you gather from your members, we can automatically send messages to members that best match classes or events that they are interested in.

LIFECYCLE ENGAGEMENT

SMS Marketing Services' text automation solution goes beyond simple mass blasting services. It can automate communications with members and ultimately improve satisfaction throughout their lifecycle with your fitness center. For example:



1

Collect new contacts using **mobile keywords** and **online sign-up tools**.



2

Automatically **track behavior** and gather information about members by asking questions and **automatically capturing** their responses.



3

Our **Smart Targeting** tool automatically filters distribution lists based on member's interests and behavior, so you send only relevant fitness or event alerts.



4

Send a **mass message** to all members with fitness tips, new classes, or updates to your facilities. You can even send them a link to download your mobile app.



5

Answer member questions via **two-way landline texting** using your business landline number, so you can text for business without exposing your personal mobile number.



6

Automatically **send relevant reminders** for things like membership dues and class signups. Send trainers reminders about their classes so they never miss a session.



7

Automatically answer fitness or operational questions with our **intelligent Text Bot**.



8

Set **access rights** to contacts and features in our system for each employee to make sure your member data is secure.



9

Send text surveys to **gather feedback** and **improve your operations**. Our surveys branch according to your customer's responses, allowing you to ask **deeper and relevant** questions.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.



365-day
Technical Support



1-hour
Initial Response Time



9.5/10
Customer Service Rating

