

# 5 Steps to Get New Members

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# 5 Steps to Get New Members

## 1. Create brand recognition and get your name in their minds

For some people, it takes some time to decide to start a workout routine or to join a fitness club. Branding promotional products and giving them out to potential members keeps your name in the forefront of their mind. Since these people may not be in a workout routine yet, choose items they are likely to keep and use regardless of what's printed on it. Pens, sticky notes, note pads, mouse pads, cups, water bottles and calendars are just a few of these types of products. Whether they consciously know it or not, they're seeing your name repeatedly, and if they decide to start working out, your name will be the first to pop into their mind.

## 2. Generate Leads

Lead boxes are a great way to get information about people who have already shown an interest in fitness. Offer an opportunity for a free month of membership, a personal training session, a free massage in your spa, or something else that will entice them to fill out and submit their information. While you will be giving away something free to one person, everyone in that box has opted-in to receive more information from you. You can send out a consolation prize to non-winners and utilize those leads effectively and get them in the door and on your equipment.

Another great thing about lead boxes is your ability to create relationships with other businesses in the community. To decide on which businesses to place your lead boxes in, consider two things (1) where does my target audience go? (2) what businesses fall in line with my club's image? Find places that focus on fitness, health or good looks. Offer the employees a free or discounted membership, free training or something else in exchange for placing a lead box in their business.

### Example

#### Common Promotional Products:

- Pens
- Sticky Notes
- Notepads
- Mouse pads
- Cups
- Water Bottles
- T-Shirts
- Gym Bags
- Sweatshirts
- Rally Towels

*There is an extremely wide range of products you can have your logo imprinted on. To do a search of all available products, click [here](#).*

### Example

#### Businesses to consider placing lead boxes:

- Co-Op Grocery Stores
- Vitamin & Supplement Stores
- Sporting-Goods Stores
- Beauty Salons
- Tanning Salons
- Places people watch or play sports

# 5 Steps to Get New Members

## 3. *Have information available 24/7 and track the success of your marketing efforts*

You can have information available 24/7, generate leads, track the success of your marketing efforts and monitor how your employees provide customer service all with call forwarding.

With call forwarding, you are provided a toll-free number that is directed to a prerecorded message. You can have information available such as current specials and offers, class schedules, hours of operation, directions along with anything else you'd like.

Callers navigate themselves through the options or get forwarded to one of your employees. Having this information available is convenient for callers to not be put on hold or get directed to multiple employees, and also convenient for employees by freeing up more time for them to focus on members who are at the club.

Each call is logged and recorded so that you never lose a phone number of a caller and can use that information as a lead. Club owners can also listen to conversations to monitor how their employees interact with members and prospects.

## 4. *Provide all the information they need*

The more involved a product is, the more information the consumer will need before deciding to make a purchase. Since a fitness membership requires time and physical labor to enjoy, it is indeed very involved. Creating fact sheets, brochures and other informational pieces puts everything a potential member would want to know together and makes a lot of information easy to review.

To gain corporate memberships, creating a packet to present to business owners and CEOs about the benefits of having healthy employees and how your club is the perfect place for the employees to get healthy is the first step to gaining multiple memberships all at once.

Other print items, such as fliers and doorhangers, can be distributed in your area to create more awareness and draw in more new members.

### Notes

*Tracking marketing efforts separately with call forwarding:*

*If you get multiple toll-free numbers and place a different number on each marketing material you use, you can use the data logged to determine which media and offers work best with your target audience.*

### Example

#### *Common Print Items:*

- *Brochures*
- *Fliers*
- *Door Hangers*
- *Booklets*
- *Business Cards*
- *Trial Passes*

# 5 Steps to Get New Members

## 5. Reach your target audience and give them an opportunity to try out your club

Direct Mail is a fantastic way to reach your target audience and let them know what's unique about your club. With direct mail's targeting abilities, you can eliminate waste by selecting the exact demographics of your target audience, including (but not limited to) geographic location, age, income, marital status, and gender. You can increase response rate by **personalizing** each card specific to each individual and include things like **Personalized URLs (PURLs)** and **QR codes** to lead prospects to your website or a special **landing page** and use analytics to track exactly who visits those sites.

Because you can legally send direct mail to anyone, it's a great way to direct people to your website, social media or to a landing page where you can gather more information about them. During information gathering, you can acquire email addresses and gain **opt-in status** to be able to send out email blasts.

Since you're trying to get people in the door, it's always a good idea to offer them an opportunity to come in and try out your club. The most effective way to do this is to give them enough time to get into a routine at your club. At minimum, offer two weeks free, but allowing them a full month to get comfortable and in a routine will more likely gain their membership.

## Check out our other guides!

We're here to do whatever we can to help you succeed in owning and running your fitness club. We've created these informational guides to help you define and achieve your marketing goals.

If you have any questions about marketing or how we can help you promote your club, don't hesitate to contact us.



Click here to access all of our informational PDF guides!



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**Personalizing:** Using variable information, we can add personalized information on each of your postcards specific to the individual receiving it. From anything as simple as their name to images hand-selected by you for each individual, adding this extra personal touch increases response rates.

**Personalized URLs (PURLs):** can be used to track each individual piece sent out to your target audience. Since each PURL is unique, they can be tracked separately to see which pieces were successful in generating interest in your audience, who visited your site, which pages were viewed, and whether or not that visit resulted in a completed task (registration, purchase, etc.)

**QR Codes:** can store information to be scanned by consumers' smartphones. The most common use for a QR code is to send those who scan it to a website.

**Landing Page:** A special web page a consumer is directed to that specifically correlates with the advertisement or piece the URL was placed on.

**Opt-in Status:** email marketing is shown to be significantly more successful when recipients of emails have "opted-in," or asked to be sent information, about a subject or from a particular company. If someone provides you with their email address themselves, you've gained opt-in status.