

5 Steps to Retaining Members

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1. Establish expertise and constant communication with email newsletters.

Having constant communication with your members can benefit you in many different ways:

- **Establish Expertise:** Let your members know that you and your staff aren't just people who work at a club, but experts in fitness. Give workout tips and hints to make members' time in your club more successful. If you've had a hard time differentiating your club from others, this is a perfect way to do just that.
- **Reminder:** Keep constant communication and help your members stay in their routines by being their reminder that they've made a promise to themselves to work out regularly. Keeping members in their routine is the best way to make sure they don't cancel their membership.
- **Push Premium Services:** It's possible that many members aren't aware of everything your club has to offer. By highlighting your special offerings (and maybe even including a coupon), members are more likely to try them out, and possibly even incorporate them into their regular routines.
- **Word of Mouth (or Click):** If you include interesting information in your newsletters, you may start getting referrals without members even noticing that they're doing it. Forwarding an email is only a click away!
- **More Members at Special Events:** With the ability to get detailed information out in an email, you have a great opportunity to convince members that your events are worth attending.

2. Create a loyalty program by mailing members special offers and upgrades.

Using direct mail as a tool to create a loyalty program is a very effective way to let members know they are appreciated. With the ability to **personalize** every piece for each individual member, you can create a personal relationship between your club and its members. Creating that relationship is important to build their loyalty to your club.

- **Perception:** Many people believe that better offers and coupons come through physical mail rather than digital media.
- **Get Members to Try Other Services:** Thanking someone for being a part of your club and offering them free time with a personal trainer or a free massage will show your appreciation – and maybe even get them to pay for those services later.

Notes

If you make sure your emails are relevant and contain interesting and/or useful information they will be appreciated and welcomed.

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

Notes

Drive Members to Digital Media: By utilizing direct mail's high response rates, you can include **GURLs**, **PURLs** or **QR codes** on your piece to drive members to your website, social media, or a special landing page.

GURLs, PURLs and QR Codes : Generalized URLs (GURLs) and Personalized URLs (PURLs) can be used to assess the success of marketing efforts by tracking how many people use those specific URLs. Personalized URLs go a step further by giving you the ability to know exactly who visits that site. You can create a QR code from your GURL or PURLs to allow people to scan the code with their smartphones and be sent directly to your site.

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3. Make the area more attractive and remind current members of your offerings

- **Atmosphere:** Creating an inviting atmosphere for members can make them more likely to visit more often or stay longer. The more time a member is in your club, the more your club is a part of their life (which means they'll talk about it more). Creating an inviting atmosphere can be as easy as a fresh coat of paint and new signage on the walls.

Having your signage professionally designed to match your brand can enhance your image and quickly set you apart from competitors.

- **Promotion:** Use signage as a way to notify members of other offerings they may not have tried yet. For someone to have the desire to try something, they have to be aware of it first!

4. Keep your brand in their hands.

Promotional products can be included within a direct mailer as a reward for member loyalty, handed out at the club, or even made available for member purchase at your club or on a special online storefront. They are constant reminders to members that they are a part of your club's community and can enhance member loyalty.

5. Have information available to your members 24/7

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, open slots for personal trainers and anything else you'd like.

Having information readily available and easily accessible is a great convenience for your members, especially those who are always on-the-go.

Every call is recorded so that you can track who calls in and you can even listen to each call to ensure your members have all their needs met.

Example

Easily Mailed Promotional Products:

- Can Insulators
- Cleaning Cloths
- Sticky Notes
- Letter Openers
- Jar Openers

Other Promotional Products:

- T-Shirts
- Sweatshirts
- Gym Bags
- Water Bottles
- 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](#).

Notes

You can also use call forwarding to track the success of your marketing efforts by placing the number on select pieces or getting multiple numbers and placing a different number on each piece to track which offers and media work best with your members.

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