



FITNESS
SOLUTIONS

5 STRATEGIES FOR FINDING QUALIFIED LEADS

Increasing Revenue Through New Members

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INTRODUCTION

Lead generation is fundamental for the success of businesses of all sizes, including gyms.

New leads turn into members and members turn into increased revenue. Recurring monthly revenue is essential for a profitable club.

But how do you keep a steady flow of leads coming into your gym month after month? Are you optimizing all the resources you can?

We created this guide to help you develop and enhance your lead generation strategy. Use the following lead generation ideas to generate qualified prospects for your club.

SOCIAL MEDIA

OPTIMIZE YOUR SOCIAL MEDIA CHANNELS

It's critical that your social media pages are optimized. Think of these channels as a way for both prospects and members to get valuable information.

Gone are the days of just posting randomly on social media. Younger generations will go to your social media accounts for gym updates, news, and other information. That's why it's critical that information found on these platforms is up-to-date and correct.

Have altered hours or offering a special promotion? Be sure this information is available and easy to access.



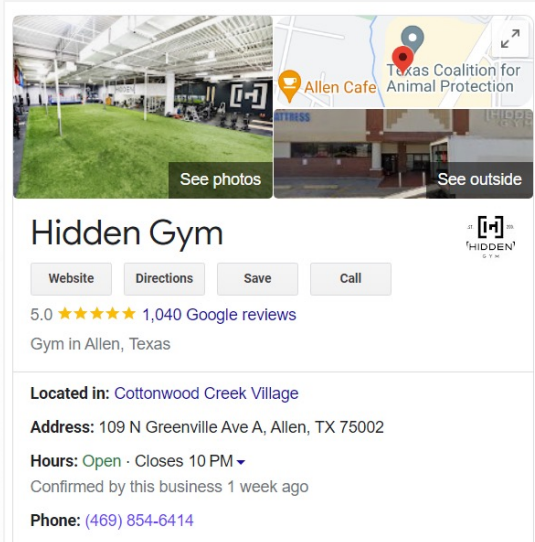
BEST PRACTICES FOR SOCIAL MEDIA

- Post consistently
- Define your club's voice
- Follow brand guidelines
- Use social media to start a conversation, not just talk at people

ONLINE BUSINESS PRESENCE

GOOGLE BUSINESS PAGE

Everyone does it—we “Google” something to find the answer we’re looking for. So, if someone is looking for a gym in their area and your information isn’t up-to-date, you could lose out on qualified leads.



Hidden Gym

5.0 ★★★★★ 1,040 Google reviews

Gym in Allen, Texas

Located in: Cottonwood Creek Village

Address: 109 N Greenville Ave A, Allen, TX 75002

Hours: Open · Closes 10 PM ▾
Confirmed by this business 1 week ago

Phone: (469) 854-6414

Your [Google business page](#) is the information that pops up immediately when someone searches for your business. That’s why it’s important to make it as easy as possible for potential members to reach you. Your e-mail, phone number, hours of operation, and website should all be accessible.



REVIEWS

Reviews are inevitable. While we want more positive ones than negative, you will always have unhappy customers who want to talk about it online. The best thing you can do is respond to every review on your page and supply a solution.

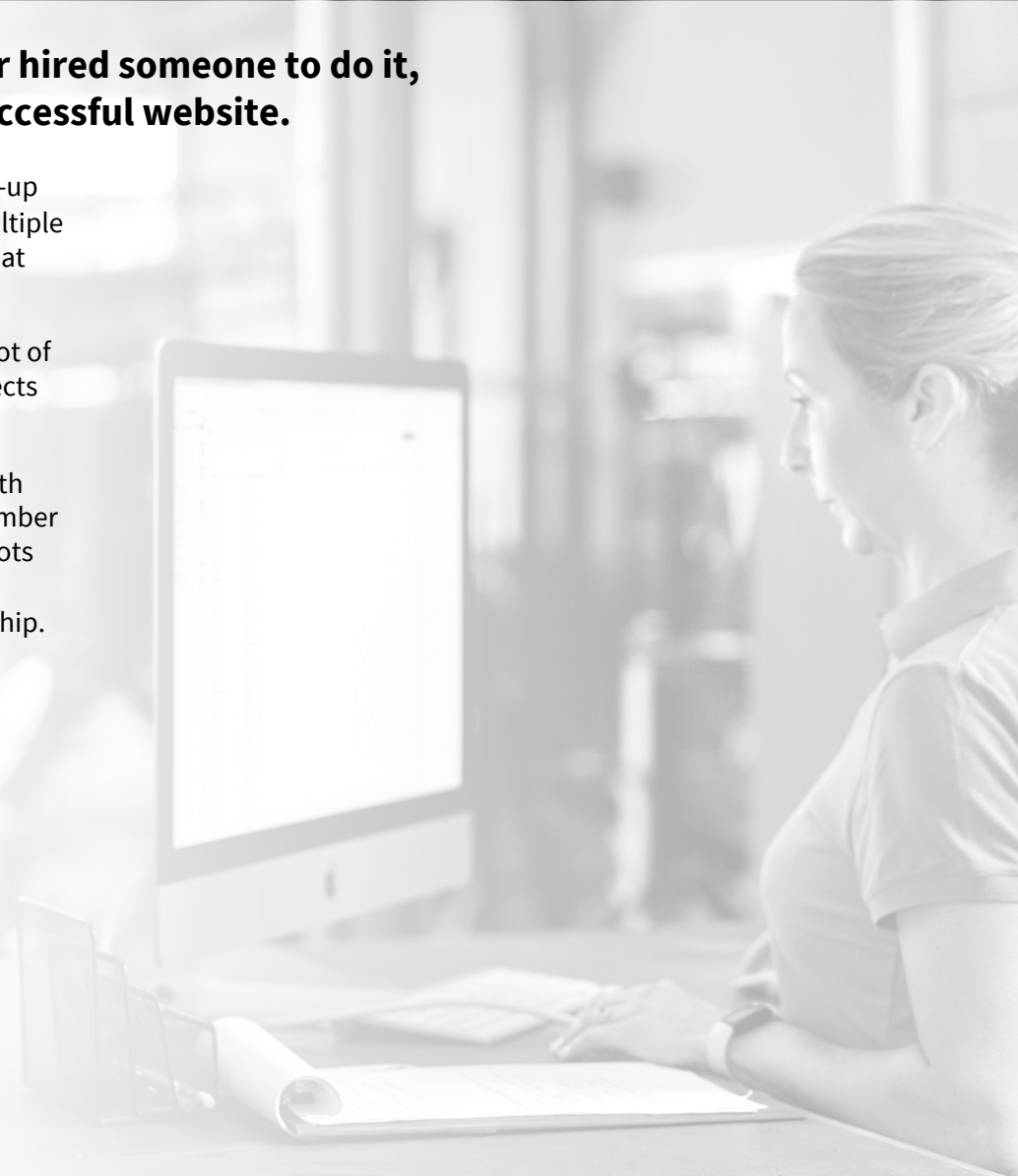
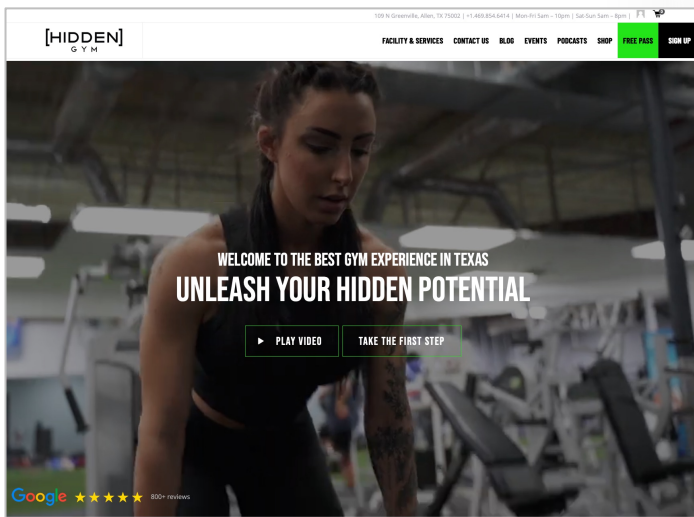
If the review is positive, offering a thank you is always appreciated. If the review is negative, let the customer know you care about their feedback and want to improve their experience. Give them a way to reach out to you (phone, e-mail) to continue the conversation so they know you care. Reviews can play a large part in someone’s buying decision or even the decision to come in for a tour. Responding to negative reviews is your chance to show that you are a present business owner.

WEBSITE

KEYS TO A SUCCESSFUL WEBSITE

Whether you built your website on your own or hired someone to do it, it's important to know the key features of a successful website.

- **Multiple forms on the landing page:** Trying to get leads to sign-up for a complimentary trial or to come in for a tour? Give them multiple places to fill out their information. We recommend making sure at least one form is near the top of the website.
- **Menu that is easy to navigate:** Most likely, your website has a lot of information on it. Make it easy to navigate with a menu that directs prospects to where they need to be.
- **Chat:** We are in the age of instant gratification. Combine that with people who don't like to talk on the phone and you have the number one reason you need to have a chat bot on your website. Chat bots allow you to respond to common questions with automated responses and answer more detailed questions about membership.



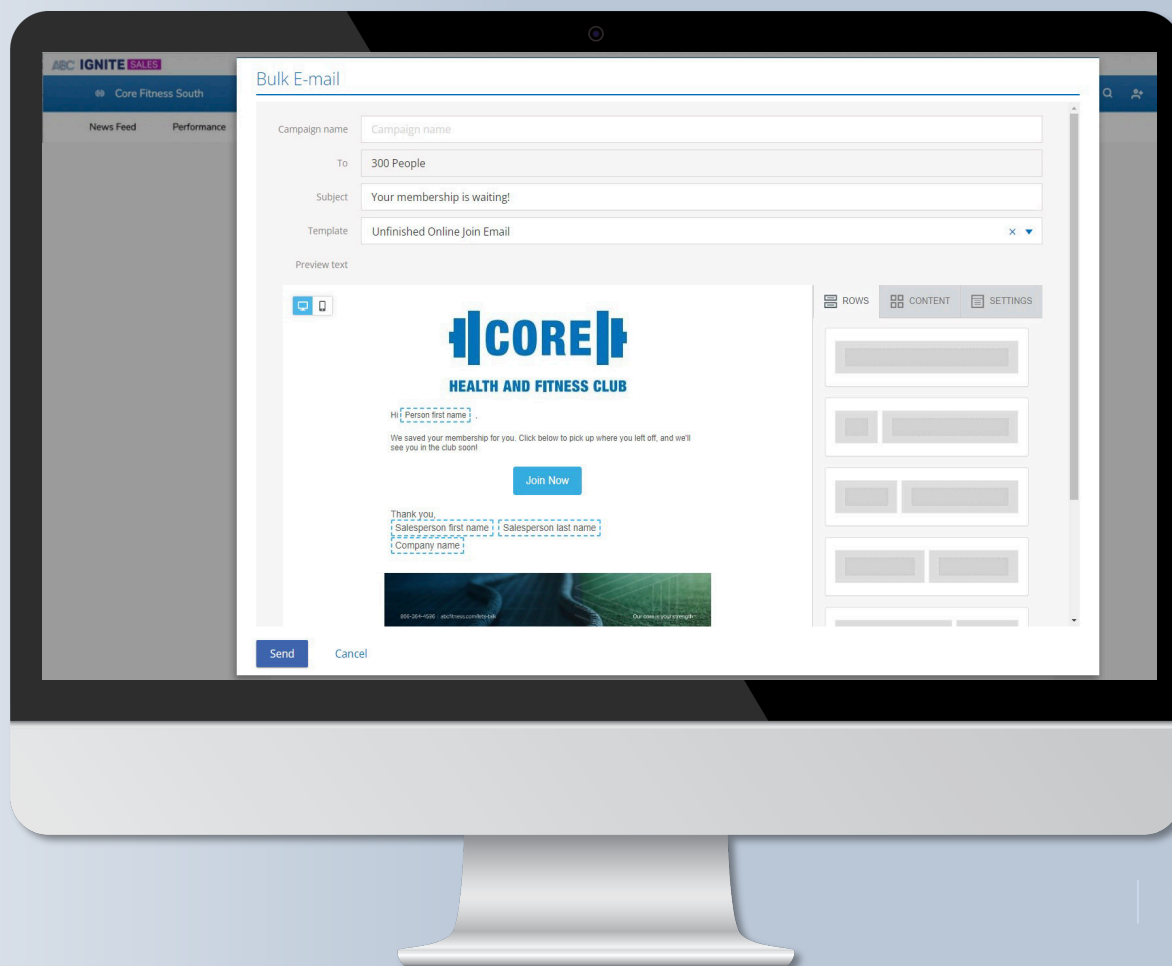
CRM stands for Customer Relationship Management. It is a technology that allows you to interact with both members and prospects.

A CRM allows you to have a deeper understanding of what communication methods and frequencies work with your prospects.

Combine the power of an optimized website and social media channels with a CRM to get the most out of your marketing efforts. Your goal is to transform visitors into leads and help them act.

MARKETING AUTOMATION

Utilizing a CRM helps you keep up with the speed in which our world runs. Prospects do not adhere to your business hours and can be searching for a gym to join at any time. Let's consider someone who puts in their information for a guest pass at 9pm, after your doors have closed. By using marketing automation within a CRM, you can have a series of text messages and emails follow-up with the prospect to get them all the information they need about coming in for a trial.

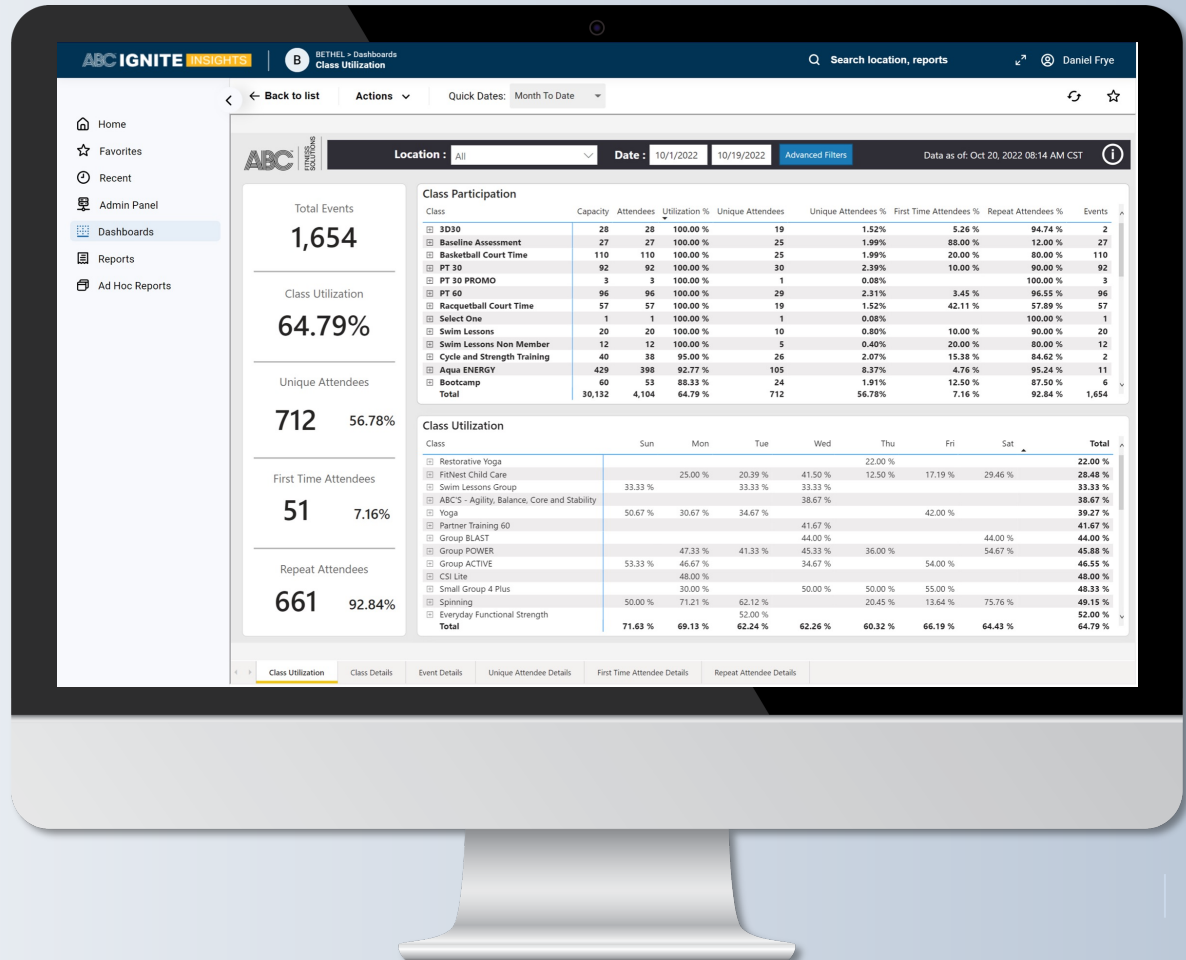


DATA

GUIDE YOUR MARKETING EFFORTS

Understand who your members are and let that help guide your marketing efforts. Data allows you to make informed and reliable decisions. Using data to help inform your marketing efforts will help you **work smarter, not harder.**

For example, if you consistently look at your group fitness class utilization, you can understand who is taking classes and when. This can help you not only structure your group fitness class schedules in the future but add more of what people want. You can also help market to the right audience. If you see that your average group fitness class participant is an 18-25 year old female that comes in between 6am and 9am, you can launch a much more focused marketing campaign to this demographic.



CONCLUSION

Lead generation is essential for your gym. It is how you are going to gain more members, which will result in increased monthly revenue.

The five strategies shared are surefire ways to increase the number of leads that you are getting and will give you a greater opportunity to land new members.

For any information on how ABC IGNITE can help your lead generation through our marketing automation, reporting features, and member profiles please schedule a call with our account executive team today.



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ABC Fitness Solutions (abcfitness.com) is the premier provider of software and related services for the health and fitness industry. Building on a reputation for excellence in support for clubs and their members, ABC is the trusted provider to boost performance and create a Total Fitness Experience for members of clubs of all sizes, whether a national franchise, regional chain, or a local gym. Founded in 1981, ABC helps nearly 24,000 clubs and facilities globally perform better and more profitably, offering a comprehensive SaaS club management solution that enables club operators to achieve optimal performance.

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