

## Textmunication SMS Lead Inquiry & Capture Case Study Powerhouse Gym & Orangetheory Fitness

Created on 7/16/15

### **Name, City and State of Company & CMS Provider:**

Powerhouse Gym & Orangetheory Fitness in Placerville, Ca. An ABC Financial user.

### **Objective:**

To increase the membership base at each club by generating lead inquiries for the membership team from interested consumers that opt in for the SMS promotion.

### **Call to Action/Offer:**

*#1 - Powerhouse Gym Placerville: Non-members of Powerhouse receive 30 days FREE when you text reply PHG. Offer limited to 1st 100 responders*

*#2 – Orangetheory Fitness Placerville: Come visit us again for 2 FREE Workouts! Reply to this text w/the word OTF or call 9167906810 FB <http://on.fb.me/1Gkd0Cj>*

### **Target Audience/demographics and total recipients:**

The goal was to outreach to former members and guests of the clubs.

Powerhouse campaign went to – 6519 subscribers

Orangetheory Fitness went to - 1434

### **Total amount of leads generated in a 24 hour period:**

325 total responses and inquires captured for the membership team to prospect.

### **Testimonial from club owner & operator:**

*Club Owner Steve Le Clair – “Texting is a very effective tool to get your message to clients and potential clients. Textmunication allows you to use that tool in a very user friendly and simple platform with an online dashboard that allows you to monitor results.”*

### **How has your experience been working with Textmunication thus far?**

*Club Owner Steve LeClair – “The Textmunication team has been very responsive and service orientated through the entire process.*

### **Would you recommend Textmunication and text messaging to other club owners?**

*Club Owner Steve LeClair – “Absolutely!”*