

## Health Clubs Case Study The Big C Athletic Club



### Duration:

June 1, 2010 – Present

### Objective:

The Big C Athletic Club needed an effective tool for lead generation; the traditional flyers and company website were not generating enough leads to keep up with the monthly sales goals. The Big C Athletic Club wanted a method that would help them obtain targeted and highly interested leads to increase sales opportunities and acquire new members for their club.

### Call to Action:

The Big C Athletic Club marketed their keyword through various advertising means and encouraged people to text in to receive a FREE trial membership. For joining, they would also be entered into a contest for a chance to win a one year membership.

### Tactics:

The Big C Athletic Club marketed their keyword in high traffic areas such as the local Bay Area Rapid Transit (“BART”) train stations. BART is the Bay Area’s public transportation train system that shuttles travelers all throughout the Bay Area. The Big C Athletic Club purchased ad space that was located on the train platforms where travelers would wait for their trains. As people texted in to enter the contest that offered free trial memberships, someone from The Big C Athletic Club’s sales force would instantly be notified by the notification feature. They could then immediately call back and schedule appointments with those hot leads. This was a much more effective tactic than flyer distribution had been in the past.

### Results:

In the first 30 days of the program The Big C Athletic Club was able to obtain 71 new targeted leads which produced 21 new memberships for the month. That totaled \$1,575 in new membership sales for The Big C Athletic Club in its first month using the text marketing program.

The Big C Athletic Club now averages 22 new leads per month from [the BART campaign]. With the successful launch in the first phase of this campaign, The Big C Athletic Club decided to start marketing the program on their website and on their Facebook page. The Big C Athletic Club has also decided to launch this program internally as a means for communicating with existing members about club updates, events, referrals, family add-ons, personal training package specials, and more.