



Crunch Fitness Enrolls 700 New Members Through Textmunication's Mobile Messaging Solution

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Name, City and State of Company & CMS Provider:

9 Crunch Fitness locations in the North East states of; New York, New Jersey, Massachusetts, and Pennsylvania. All locations use ABC DataTrak as their CMS.

What was the objective of the campaign?

Club Operator Eric Jozwiak - "Our goal was to increase membership sales and door swings at each of our locations."

What was the call to action and or offer?

Club Operator Eric Jozwiak - "Our promotion was \$0 enrollment on any membership. The call to action was to join online with a promo code, book an appointment and or show text in person."

What type of results did you experience as far as revenue and response's go?

Club Operator Eric Jozwiak - "On the last day of March 2016 we sold almost 700 memberships in our clubs in one day. We have 9 clubs, so we averaged 78 memberships per club. With an average dues of \$15 we had a gross revenue of over \$10,000 in one day."

Has your audience and staff been receptive to the SMS campaigns? Is your staff happy?

Club Operator Eric Jozwiak - "Extremely happy with the results and everybody is excited to keep moving forward."

How has you experience been working with Textmunication thus far?

Club Operator Eric Jozwiak - "Our account manager Nick has been great and so has their support team. Super helpful and easy to work with."

Would you recommend Textmunication and text messaging to other health clubs and why?

Club Operator Eric Jozwiak - "Yes. If they are not using this system they are leaving money on the table."