

# IS YOUR CLUB CAPITALIZING ON TEXT MESSAGE MARKETING?



How soon after waking up in the morning do you check your phone?

If you answered, "within 10 minutes," then you're in the company of more than half of all Americans! The mobile mania shows no signs of letting up and, in fact, only continues to grow. But what does this have to do with your fitness club? Everything!

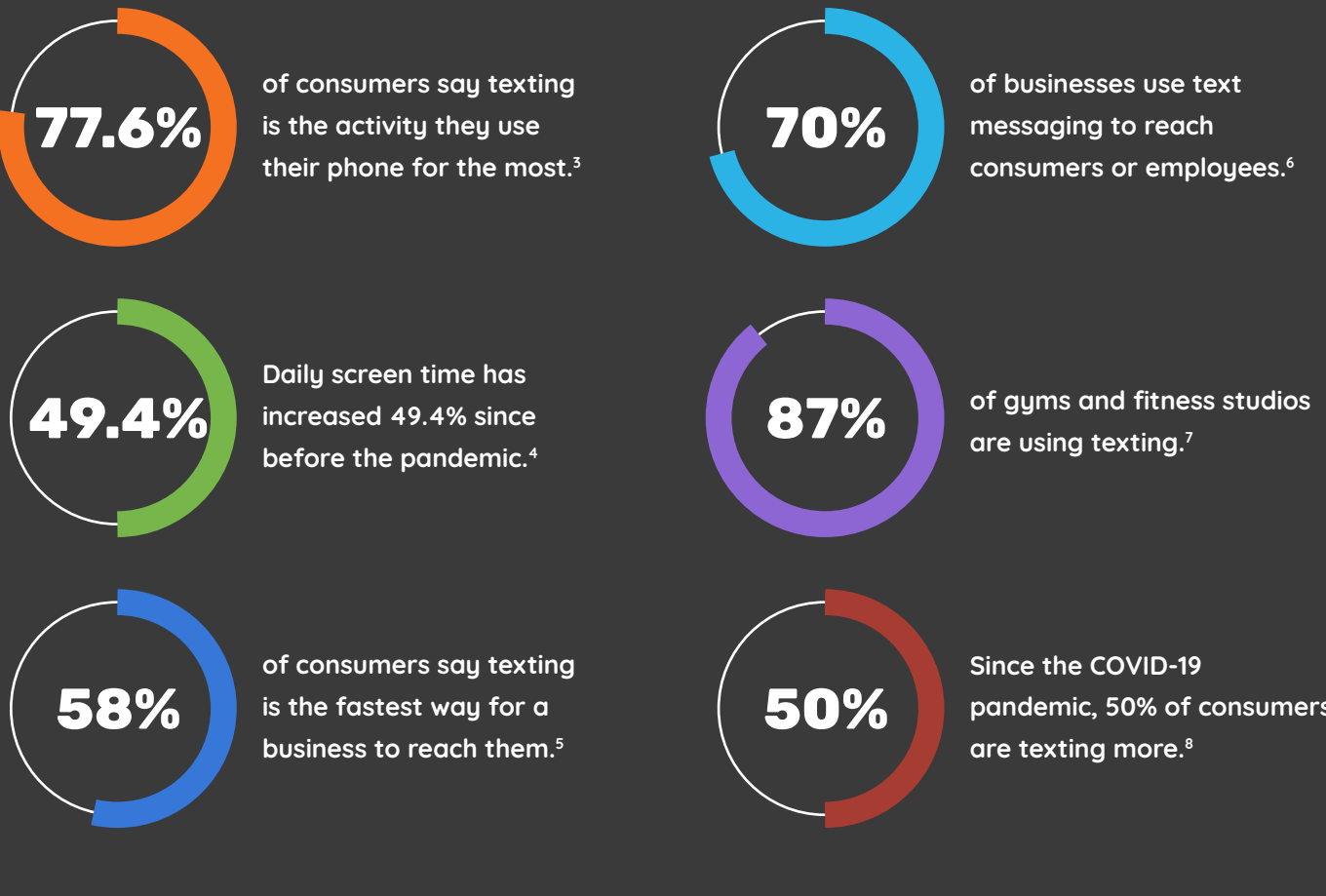
The best way to engage with members, nurture leads, and grow your fitness business is to meet them where they are — and where they are is on their phones. If you're not using text message marketing and communication to the fullest potential, now is the time to start.

## WHY YOU SHOULD BE TEXTING YOUR CLUB MEMBERS

- Yields higher open rates
- Boosts lead and member engagement
- Delivers important updates and information quickly
- Saves you time with automation
- Demands concise messaging

## THE POWER OF TEXTING

As of 2021, 97% of all Americans own a cell phone and 85% own a smartphone<sup>2</sup>. It comes as no surprise, therefore, that texting is one of the most effective and efficient communication methods available between businesses and their consumers.



## HOW YOU CAN USE TEXT MESSAGING TO COMMUNICATE WITH LEADS & CLUB MEMBERS

So, now you know how to reach prospects and club members. Now, what do you want to say? Here are some of the best ways to use SMS text messaging:

- New member welcome
- Appointment scheduling and reminders
- Service/product promotion
- Exclusive sales and discounts
- Member goal and progress tracking
- Payment reminders
- Workout/nutrition tips
- Motivational messages, quotes, photos, and gifs
- Birthday and holiday messages
- Member survey/feedback
- Cancellations and schedule change notifications



## 4 TIPS TO HELP YOU NAIL YOUR TEXT MARKETING CAMPAIGNS

- Before you text any leads or members, get their permission.** Ask them to opt in for text communications and be transparent about what you'll be texting about and how often.
- Personalize texts with members' names and content** based on their needs, interests, and goals. If they feel like you know and care about them, they're more likely to be loyal to your business.
- The right cadence is key for successful texting** — 59.5% of consumers unsubscribe from business texts because they've been receiving too many<sup>9</sup>. Set expectations at opt-in and assure the value of every text before sending.
- Track text messaging metrics**, such as open rates, responses, and conversions, to see what works and optimize campaigns.

## ARE YOU MAKING THE MOST OF YOUR TEXT MESSAGING CAPABILITIES? YOU WILL BE WITH TEXT USAGE ANALYTICS FROM CLUB OS.

Gain transparency into your current text segment usage by tracking which message types are using the most segments, current overages and segments remaining in your current text plan, and which employees are using the most segments in follow-ups.

[Learn More About Club OS](#)

1. [http://assets.ctfassets.net/ob7bbcsqy5m2/31vsdady7mrKfa19B9cOnR/8eec316e95a91797fa1e4702cb366869/2018\\_RootMetrics\\_Lifestyles\\_of\\_Mobile\\_Consumers\\_Survey\\_Insights.pdf](http://assets.ctfassets.net/ob7bbcsqy5m2/31vsdady7mrKfa19B9cOnR/8eec316e95a91797fa1e4702cb366869/2018_RootMetrics_Lifestyles_of_Mobile_Consumers_Survey_Insights.pdf)  
 2. <https://www.pewresearch.org/internet/fact-sheet/mobile/>  
 3. <https://simpletexting.com/2021-texting-statistics/>  
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