



# SMS for Fitness

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Here's a sample of how Anytime Fitness implements SMS

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## The Company

**Anytime Fitness** is a 24hr fitness club which operates over 3,000 franchise locations spread across 20 countries. Their small to medium sized gyms provide a comfortable atmosphere for fitness enthusiasts of all levels. Their members are 500,000 heart beats strong.

## The Objective

It's not easy being a marketer in the extremely diverse fitness industry. This is especially true if you have over 500,000 people to look after. There are so many different niches within fitness, and it's near impossible to create a tailored experience for each member. Meanwhile, a personal experience is what fitness members crave. Anytime Fitness had the data that they needed to succeed such as: total gym visits, time of day visits, and referral tracking. They just needed a platform which would allowed them to deliver a more personalised experience.



# SMS for Fitness

## The Solution

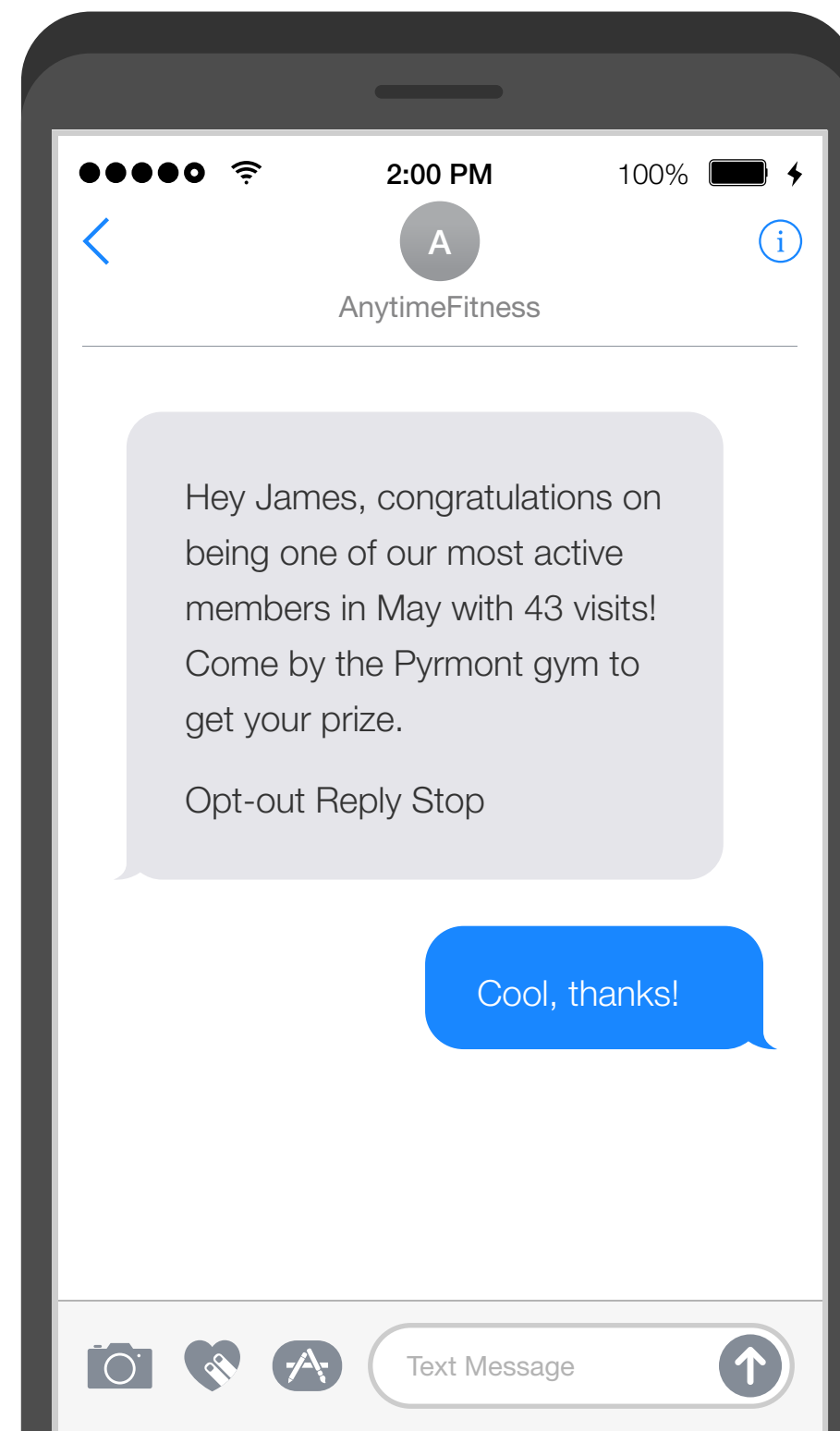
Gyms attract a very diverse audience. This makes it tricky for fitness marketers to provide a more personal experience for their clients.

Members usually fall somewhere in between the following tiers:

- 1) Low Maintenance** - These are your most loyal members. They are in it for the long haul and can be either your most active or most inactive members.
  - **Pros** - Low marketing costs · Long-term revenue stream
  - **Cons** - Low up-sell potential · Prefers to not receive any marketing material
- 2) Medium Maintenance** - These membership holders are regulars, but need something extra like new classes, extra perks or special rewards to stay loyal.
  - **Pros** - Medium-high up-sell potential
  - **Cons** - High marketing cost
- 3) High Maintenance** - These clients are unsure with their results or include clients who may not see value in using their membership often.
  - **Pros** - High up-sell potential
  - **Cons** - High marketing cost · Members in this tier are usually short-term clients.

Know which tier you are dealing with, and design a tailored offer just for them.

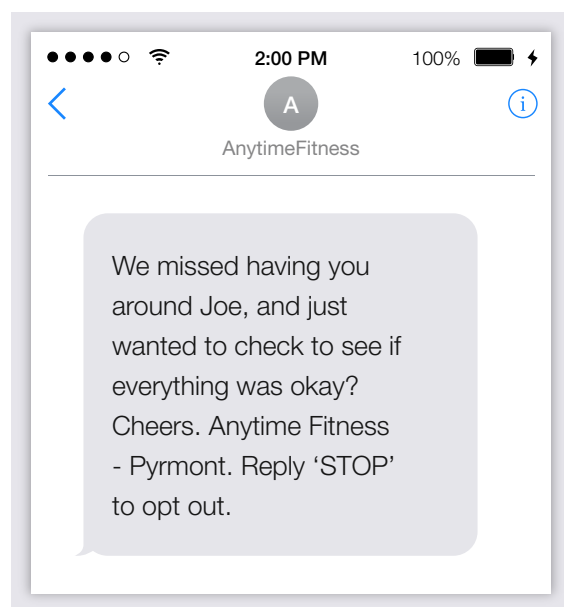
The example to the right is targeted towards the **Medium Maintenance** tier.



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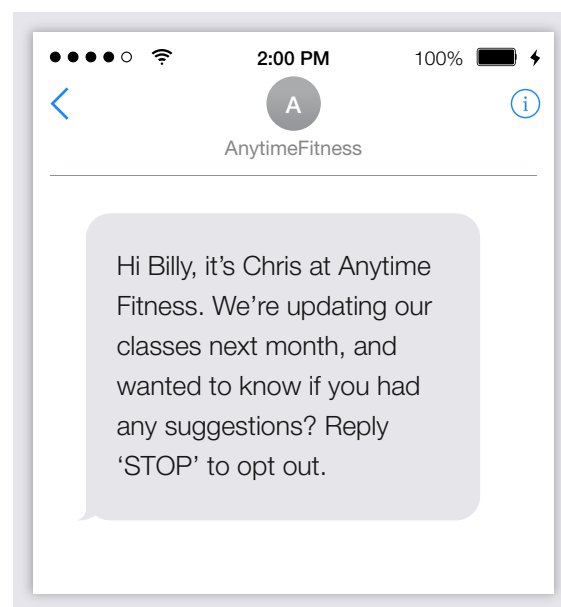
## More Solutions

Here are four of the most common uses of SMS within the fitness industry



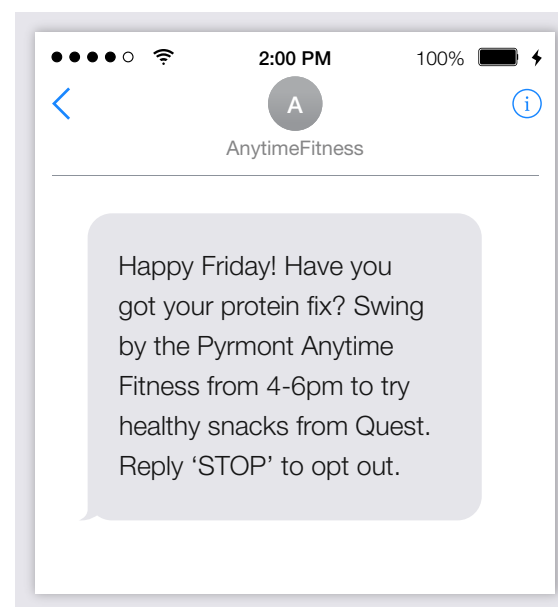
### Automated Retention

Anytime Fitness does a great job with keeping track of their inactive users. They set an automated message to send once a member has been inactive of [x] weeks. They also use this as an opportunity to catch up.



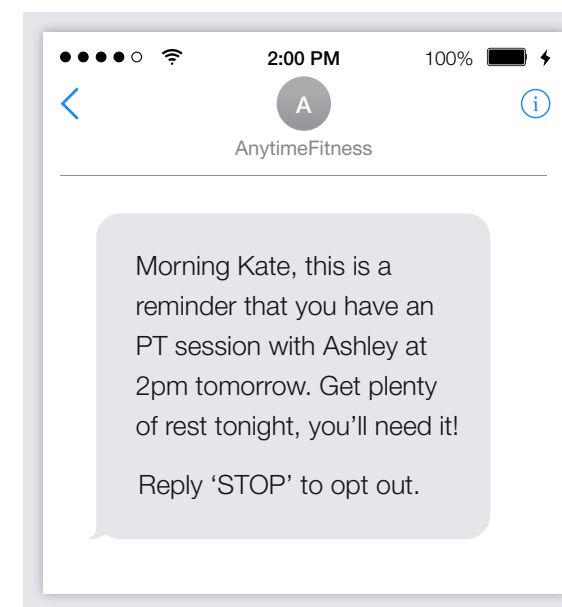
### Communications

Don't be afraid to use text messaging to start a casual conversation with your members. Build stronger relationships by getting to know your clients. Take notes down along the way, and add it to your database.



### Marketing Campaigns

Keep customers engaged by sending them an intriguing promotion. The key here is to not be repetitive. It's not necessarily the overall value that matters the most, it's how you present it in an authentic way.



### Reminders / Confirmations

Sometimes people forget. It happens more often now than ever, so make sure you give your clients a friendly nudge. You can also set a keyword to allow members to text-in, giving you an instant confirmation as well.



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