

# SMS for the Health & Fitness industry



**mediaburst**



## Did you know?



Only about half of members visit their gym or health club on a regular basis



80% of people who joined a gym in the new year had quit within 5 months. 4% didn't even make it past January!



Members begin to feel angry at themselves if they spend money on a membership they don't use and 77% of adults confessed to wasting a lot of money on gyms

Use this guide to increase your member's attendance and keep them engaged throughout the year

# Why use SMS in business?



**91%**

Smartphone users that always keep their phone within arm's reach.

**150**

Number of times the average person checks their phone per day.

**68%**

People who would like to receive offers to their mobile.

**84%**

Small businesses who have invested in a mobile presence have seen immediate, long term benefits and new customers.

**57%**

Consumers would be interested in a brand's SMS loyalty program.

**98%**

Text messages read, compared to 22% of emails.

There are officially more mobile devices than people in the world.

SMS coupons are redeemed **8%** more than email coupons.

**19%** URL click through rate through SMS compared with **4.2%** through email.

Text messages are read on average within **5 seconds**.

SMS produces engagement rates **6 to 8 times higher** than email.

# 9 ways you can use SMS to keep your members engaged and satisfied with their membership



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## Run exciting campaigns

Run 'Text to Win' competitions using a keyword on our shared shortcode to help grow your SMS database and increase customer interaction.

Campaigns can work to get new customers on board:

Text JOIN to 84433 to sign up without the joining fee now!

They also help increase engagement and interest from your current members:

Text WIN followed by your membership number to win one year of free Personal Training sessions with our new trainer, Carrie!"



## Collect numbers for future marketing

Build your marketing database by asking customers to text into a shortcode. Ask them to text in to enter a promotion, to join your SMS “insiders club” or for a discount off a product or service.

*Companies have been known to collect as many as 5,000 numbers in 24 hours when offering a discount.*

You can use this new data for future marketing campaigns, promotions and for business continuity.

Text TWENTY to 84433 for 20% off your first spa treatment



## Send alerts and urgent notices immediately

A text message can be delivered to anyone with a mobile phone anywhere in the world within seconds.

*98% of texts are read, with 90% of those read in under 5 seconds*

If you need to cancel or alter a class last minute, send a quick bulk text message to the group attending.

Hey! Your 7pm Spinning class will be delayed by 15 minutes tonight, sorry for the inconvenience! Call us on 0161 359 3100 if you'd like to swap to our earlier class at 6pm

They'll get the text immediately, which helps avoid disappointment and encourages them to make alternative plans or book onto another class.

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## Reward loyal customers

Reward those customers who have been with you for a while and whilst you're at it, why not reward commitment too? Someone signed in five times this week? Send them a 'Well done!' text or offer them a free branded treat!

Amazing! You've hit the gym FIVE times this week! Come pick up your branded water bottle at reception. Just show us this text. Great work!

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## Send reminders

SMS has been proven to reduce DNA's drastically. Once a customer has booked a class or personal training session with you, schedule a text to be sent to them ahead of the time set. The text should not only remind them of the appointment but also contain an easy way to cancel or reschedule if they can no longer attend.

Just a quick reminder, your PT is at 5.30pm tonight. See you then! Call us on 0161 359 3100 before 2.30pm if you need to reschedule



## Motivate your members

Enhance brand loyalty and customer retention by encouraging your members to keep up the good work.

Give all members the option to sign up for free texts offering new workout routines, healthy recipe ideas and congratulating them when they hit so many visits to the gym.

We noticed you've been attending the 6am spinning class recently. Well done you! Why not try this breakfast smoothie recipe for post workout? [link]. Or, we often have a few ready made at the café for only £3!

Don't miss the customers who haven't visited you in a while and offer them something they haven't tried with you before.

Hey, we've not seen you in a while and thought you might enjoy our beginner's yoga class. Try it out and book here [link] or give us a call if you want to discuss your workout plan 0161 359 3100



**TIP:** By offering a link or a number in the text, it makes it much easier for the customer to get in touch!



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## Cross sell

If you don't cross sell, you could be missing a trick! Are your customers aware of everything you offer?

Let them know about your personal training sessions, running clubs or the spa treatments you provide. Why not offer them a discount or freebie to test them out?

Hi John! As a loyal gym member, we'd like to offer you 50% off your first treatment at our spa if you book before the end of February. View the pricelist and book your treatment here [link]

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## Keep members in the know

Got a new class you offer? What better way to let your members know than sending them a text?

We now offer Clubbercise! Try it out. Book onto your first class for free here [link]

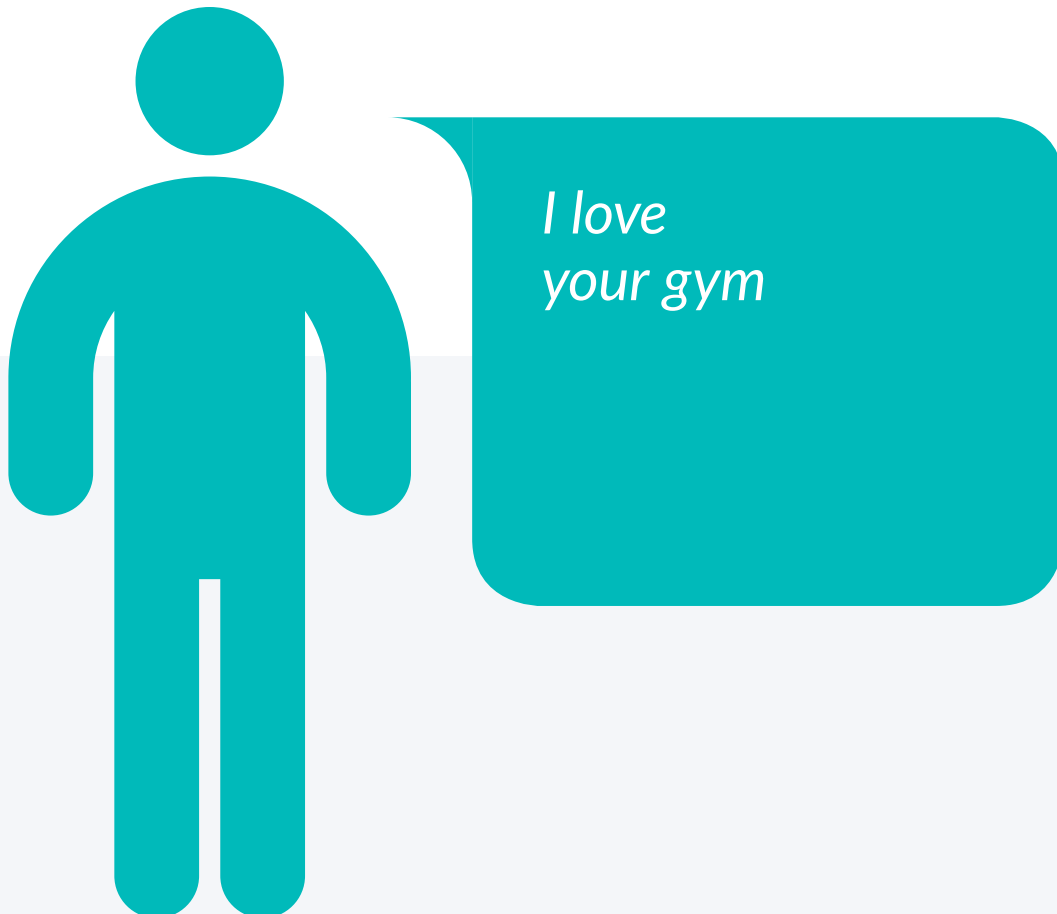


## Collect valuable feedback

Sending an SMS survey will give your customers a voice, make them feel valued and it's a great way of collecting valuable feedback to help you improve your services.

Our new, exciting product [SurveyMill](#) is a great way to collect valuable data by asking your customers a series of questions relating to their experience.

SurveyMill also has an API, so these surveys can be integrated with and triggered automatically from your apps and website.



# Do's and Don'ts of SMS in Health & Fitness

Do you want to use SMS to increase customer satisfaction and improve the customer experience?

See our rules for successful SMS notifications within the health and fitness industry.



## Do



**Do** make sure your messages meet the data protection rules of your country and the country you're sending to. In the UK this is the [Information Commissioner's Office \(ICO\)](#).



**Do** provide your customers with information they're going to find useful and interesting and make sure you're targeting the relevant people



**Do** collect data about your customers and separate them into groups within Textburst based on details such as gender, age and website activity. Tailor group texts to then be sent to individual groups



**Do** track links to flag customers most interested in your updates



**Do** make sure you time your messages well. Schedule messages to go out at a certain time if you know you won't be available to send at the time



**Do** collect data from transactional messages and build a marketing list



**Do** offer an OPT OUT option on the end of your text messages



**Do** reward loyalty by sending your contacts SMS promotions, discounts and loyalty schemes



**Do** use easy-to-type keywords for your customers to request information from you easily



**Do** send occasional [text surveys](#) to find out how you can improve your service in future



# Don't



**Don't** send to people who haven't opted-in to your messages. Be careful buying data. Texting contacts who don't wish to receive your messages is not only illegal but also damaging for your brand



**Don't** bombard customers with too many reminders and updates



**Don't** text irrelevant promotions



**Don't** send in the middle of the night or at inappropriate times



**Don't** set expectations too high. It's better to pleasantly surprise customers than to disappoint them



**Don't** just reward new customers. Aim to reward and delight your current customers too. Retaining current customers is just as important as attracting new ones

# What do our other clients have to say about Mediaburst?



Mediaburst has over 50,000 users. Here's what a few of them had to say about us.

*The service Mediaburst has offered us over the years has been first class. The systems are easy to use but at the same time very detailed which allows us to be very specific in who we mail. Any updates we have asked for have always been considered and most of the time implemented as new ideas arise. I would certainly recommend Mediaburst as your SMS provider.*

**Simon, Marketing Manager**

*Our business has increased tremendously by this easy to use text programme. Combined with our loyal database we can instantly target our core of customers in a personal and cost effective way with good reporting tools. Great customer service from the team at Mediaburst.*

**Neville, Director**

*Textburst has enabled us to keep in touch with our customers in a quick and effective way. We have a better response to any campaign through texting our customers directly. Textburst is easy to use and the support team are very helpful. I can thoroughly recommend using Mediaburst to any small business!*

**Gill, Owner**

# How to get started with SMS

Mediaburst has three speciality tools you can use to fulfil your SMS needs.



## T E X T B U R S T

Textburst is a simple web application which allows you to send SMS directly from the website. You can upload individual contacts or bulk upload from Excel so that you can send a message to 10 or 10,000 contacts at one time.

Once you've typed out your message and set your from field you can decide to send now or schedule for later.

Have a look for yourself:  
[www.textburst.com](http://www.textburst.com)



Clockwork is our API, which lets you integrate SMS into your current system or website.

You'll either need to be a developer or have access to one to use Clockwork because you'll need to use our code wrappers or one of our plugins to connect your server to ours.

If you'd like to know a bit more about Clockwork, have a look at our website:  
[www.clockworksms.com](http://www.clockworksms.com)

Sign up for free! The [Documentation](#) page will give you more information on our collection of code wrappers.



SurveyMill is our simple to use SMS survey application.

It allows you to create up to five questions. You can send surveys to individual contacts or you can upload groups of contacts from Excel when sending to a larger group of people.

SurveyMill also has an API so you can integrate it into your own apps, to send surveys automatically.

Once your survey has a few responses, the results page will start to take form. It'll show trends and patterns in your results with our clever graphs and diagrams.

If you'd like to sign up for a free account, check out the website:

[www.surveymill.co.uk](http://www.surveymill.co.uk)

# Convinced? Have questions?

Speak to our friendly support team for help with  
setting up your brand new account:

[hello@mediaburst.co.uk](mailto:hello@mediaburst.co.uk) | 0161 359 3100

We're here to help you get all the information you need.

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If you're looking at sending volumes of 1,000+ UK  
messages per month, give Jo, our Key Account  
Manager, a call to discuss rates:

[jo@mediaburst.co.uk](mailto:jo@mediaburst.co.uk) | 07530 022 326

[www.mediaburst.co.uk](http://www.mediaburst.co.uk)

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We advise that you always ensure any text messages sent meet the financial service and data protection rules of your country and the country you are sending to. In the UK this is the Financial Conduct Authority (FCA) and the Information Commissioner's Office (ICO) and you can find all of their guidance [www.fca.org.uk](http://www.fca.org.uk) and [www.ico.org.uk](http://www.ico.org.uk). This guide is intended to illustrate Textburst, Clockwork and SurveyMill services and is not a definitive or complete statement of the law on any subject, nor is any part of it intended to constitute legal advice for any specific situation.

13/01/2017

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