

CASE STUDY

GYM & FITNESS CENTERS

How ReviewInc has helped businesses around the nation in the fitness industry improve leads, conversions, and retention.

ReviewInc, in combination with Pepperdine University, studied the business challenges of gyms and fitness centers. The strategies created were then put to the test at a local gym. The results are compelling.

VALUED
MERCHANT SERVICES



Improved Conversions for Gyms/Fitness Centers

To find a gym, a consumer today goes online to search for that gym. The results are geo-targeted to their current location, and can often appear something like this:



Gym A ★★☆☆☆
(ranking 1st on Google's results)



Gym B ★★★★★
(ranking 1st on Google's results)

Although both gyms may be getting valuable exposure at the top of the search results, most consumers will call Gym "B" even though Gym A is the #1 result in Google's results. Why? Because of their positive reviews.

ReviewInc has a unique system to collect reviews from your members and encourage happy members to share their experiences online, driving up your star ratings, resulting in a more powerful online reputation, more visibility in the search results and new customers for your business.

Improved Conversions for Gyms/Fitness Centers



On average, 75% of warm leads touring a gym never convert. Once these leads walk out, they often never come back. What if you knew what they were thinking? Understanding what's causing customers to leave without signing up, can help you better understand your conversion rates and address the issues behind them.

We put that theory to the test using the ReviewInc system at a local gym.
The results:

- 300% increase in day-of sign-ups.
- Shortened sales cycle by half.
- Dramatically improved lead to conversion ratio.



Improved Retention for Gym/Fitness Centers

Retention is key for the long-term success of any fitness facility. ReviewInc's innovative system provides the feedback mechanism necessary to quickly raise awareness of key issues and customer feedback, so you always know what's being said and can be thinking ahead about what you can do turn any negatives into positives in the future.

Turning unsatisfied reviewers back into happy members whenever possible is an incredibly important strategy for gyms looking to lengthen the average membership and increase customer retention.