

Why Health Clubs Are Changing How They Attract, Engage & Delight Members



*Prepared Sept. 2014 For
Health Club Execs*

Prepared By
@joshunfried
@TeamWindFarm



- California based, agile inbound-social agency
- Powering brands people love
- Online awareness, traffic, engagement, leads, sales & loyalty
- Sustainable & compounding results
- Increase client valuation and leverage for growth
- Data-driven, direct paths to ROI





- MISSION

Lead the inbound transformation of the health and fitness industries.

- WHY?

To inspire and empower more people who want to achieve health and significance.





Overview

- The Changing Consumer
- Marketing Has Changed
- Why Traditional Marketing & Sales Fail
- How Inbound, with Social & Digital Delivers



The Changing Consumer



Trends



- **Digital** DNA - mobile driven
- More well **informed** buyers
- More **connected** to people & brands than ever
- More **empowered** to influence & control
- Decision-making driven by **emotion, education & social proof**

Marketing Has Changed



From Traditional Marketing (Disruption)



To Inbound Marketing (Permission)



Fueled By (Innovation)



Google™

bing™

YAHOO!

twitter

facebook.

LinkedIn



The Empowered Consumer

Blogger™

WORDPRESS

StumbleUpon

YouTube



Pinterest

yelp.*

The buyer's journey has changed



Audiences everywhere are tough.
They don't have time to be bored
or brow beaten by orthodox,
old-fashioned advertising.

We need to **stop interrupting**
what people are interested in
& **be what people are interested in.**"

CRAIG DAVIS
CHIEF CREATIVE OFFICER, WORLDWIDE
J. WALTER THOMPSON (WORLD'S 4TH LARGEST AD AGENCY)

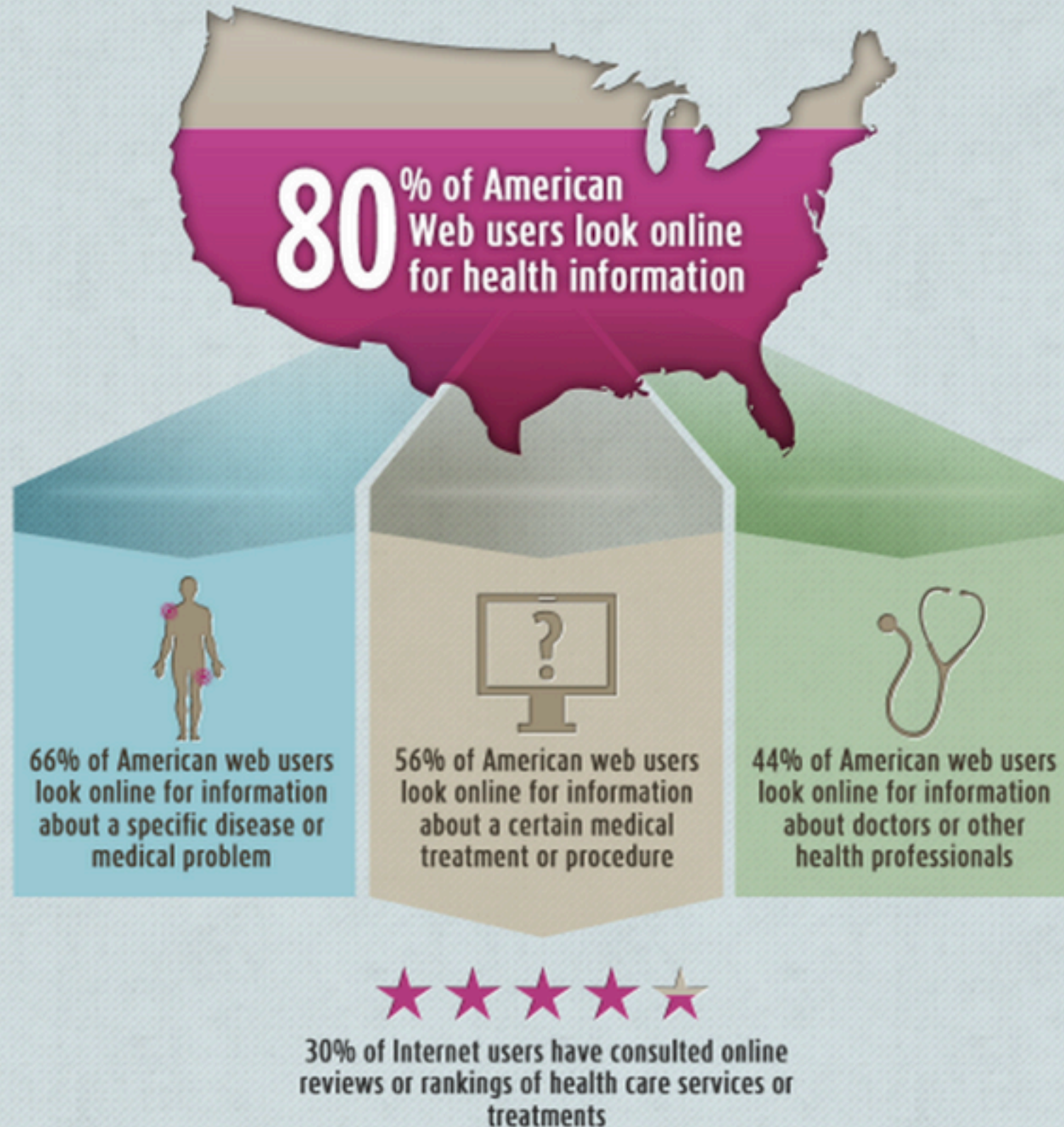


The New Buyer's Journey



Health Care:

Health Care + Inbound Marketing



2012 Google/Compete Hospital Study

2013 Hubspot State of Inbound Marketing Report

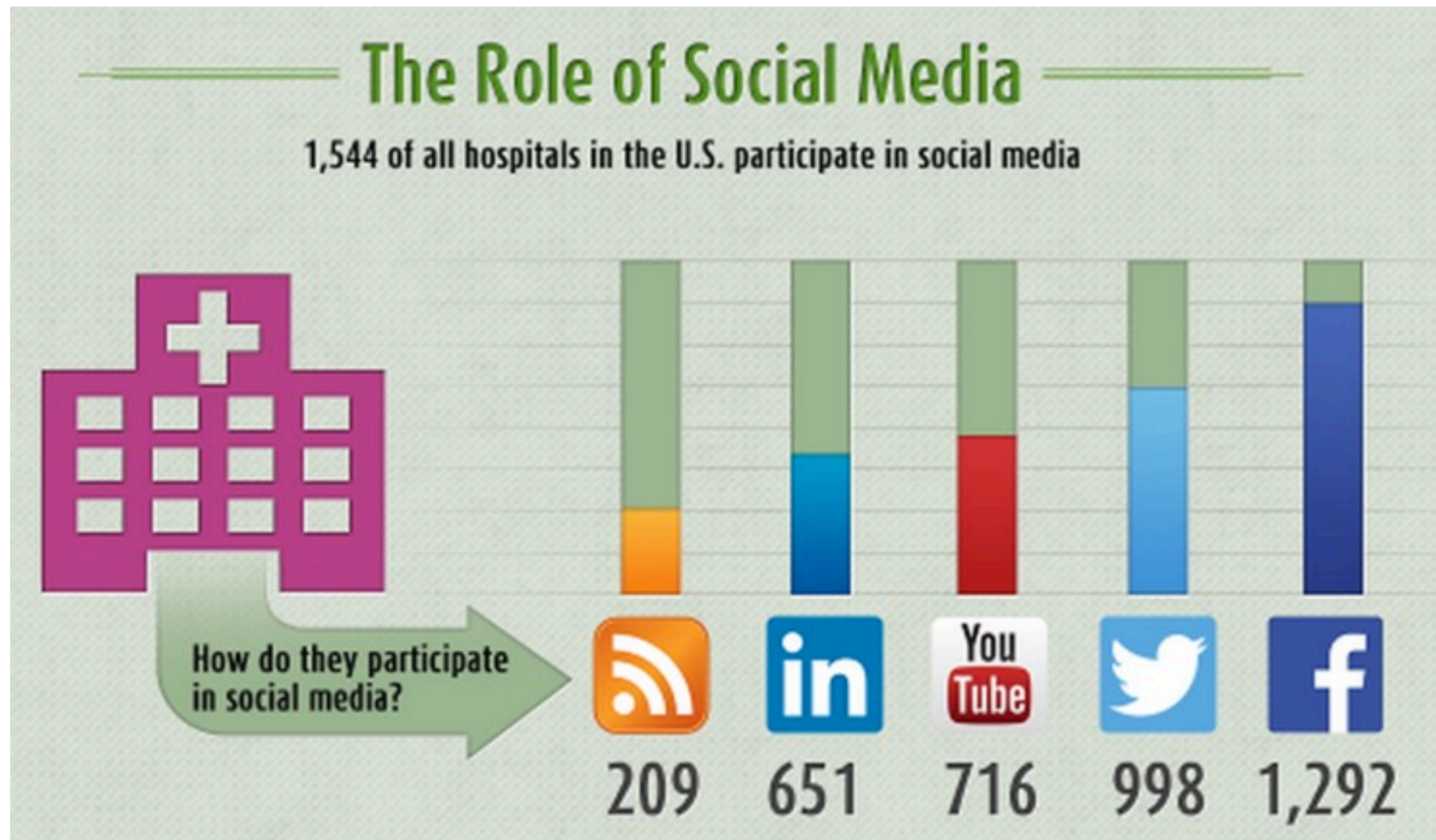
2013 Mayo Clinic Health Care Social Media List

Pew Internet & American Life Project, The Social Life of Health Information 2011

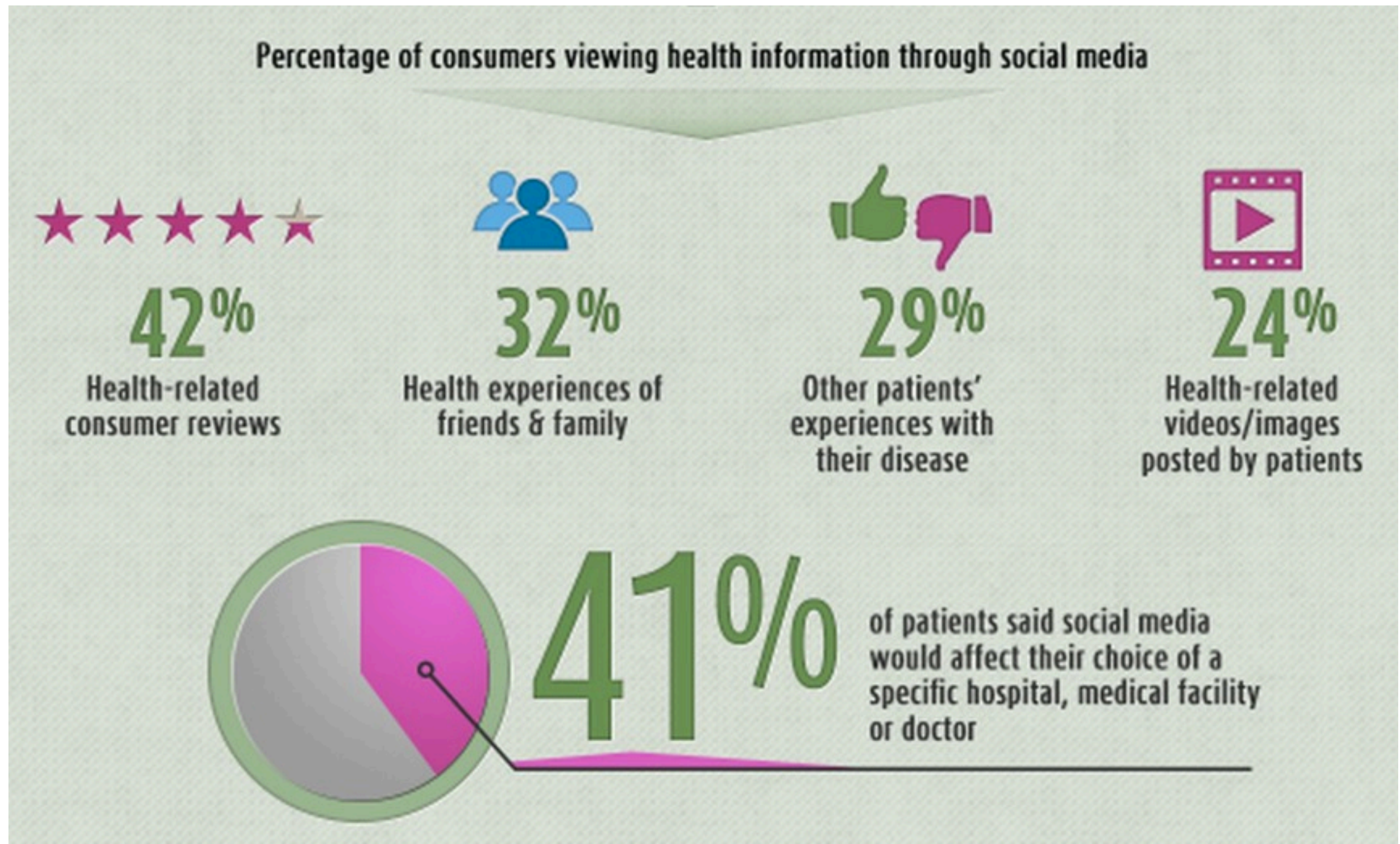
Infographic - socialsitemedia.com



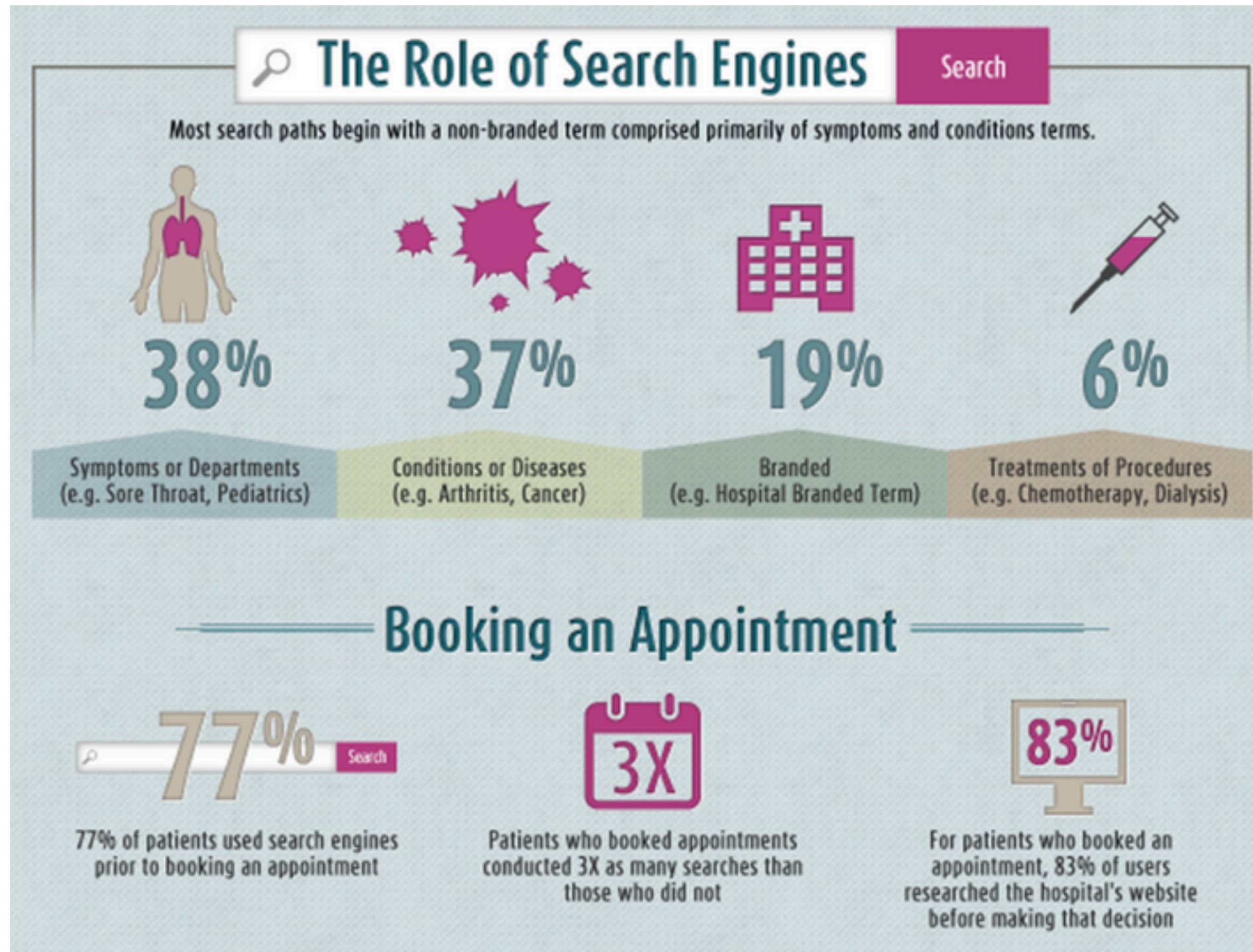
Health Care: Buyer's Journey



Health Care: Buyer's Journey



Health Care: Buyer's Journey



The New Reality

- Disruptive, one way communication channels becoming irrelevant & ineffective.
- People now control what info they receive, from who and how. Scalable social influence.
- Relevant, timely, accessible, interactive, educational content is at the core of this shift.
- **New perspective, people, methodology, tools & investments are driving more impressive results.**
- **New opportunities** for leaders who build **their own** sustainable, compounding, data & ROI driven inbound platforms



How to grow and be successful today?

Match the way you market your health club,
To the way **people** actually learn and shop for health clubs.



Why Traditional Marketing & Sales Fail





High Costs for Impermanence



Blog Performance

This Month

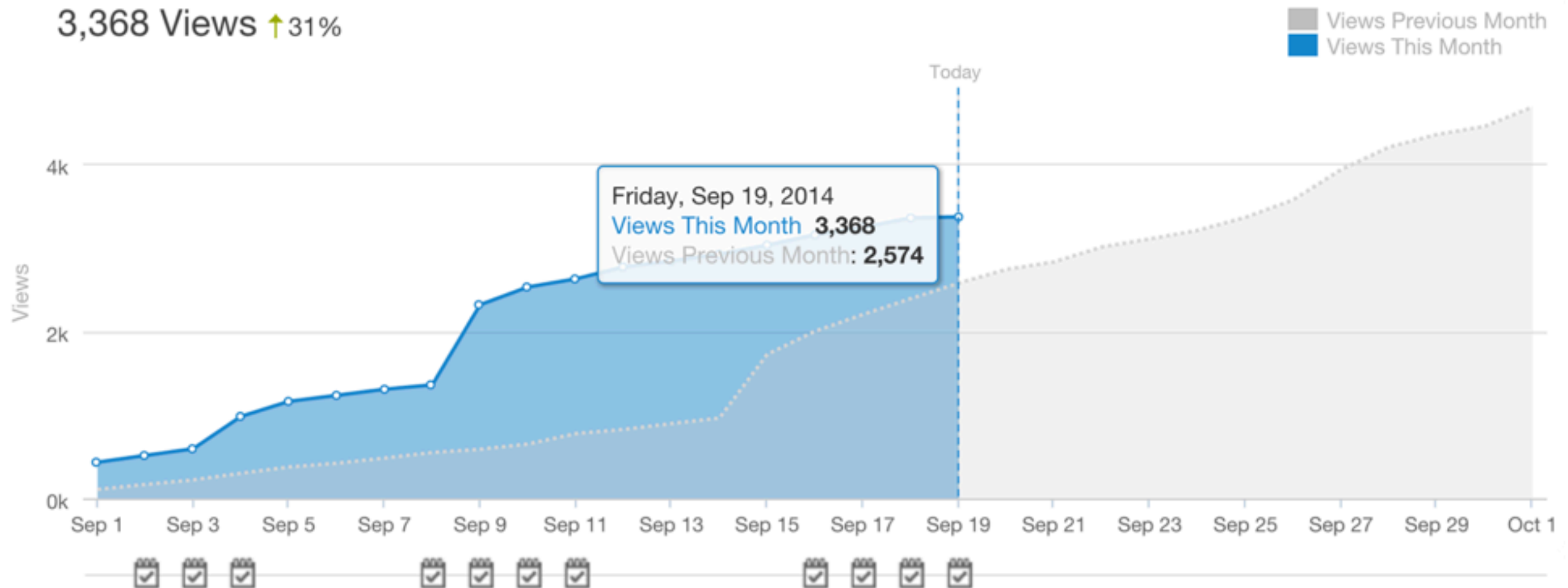
compared to

Previous Month

Views

Subscribers

3,368 Views ↑ 31%



High Costs for Impermanence



Missing the Growing Consumer Marketplace

bing Google™ YAHOO!

twitter

facebook

LinkedIn



Blogger™

WORDPRESS

StumbleUpon

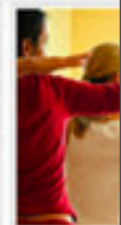
YouTube



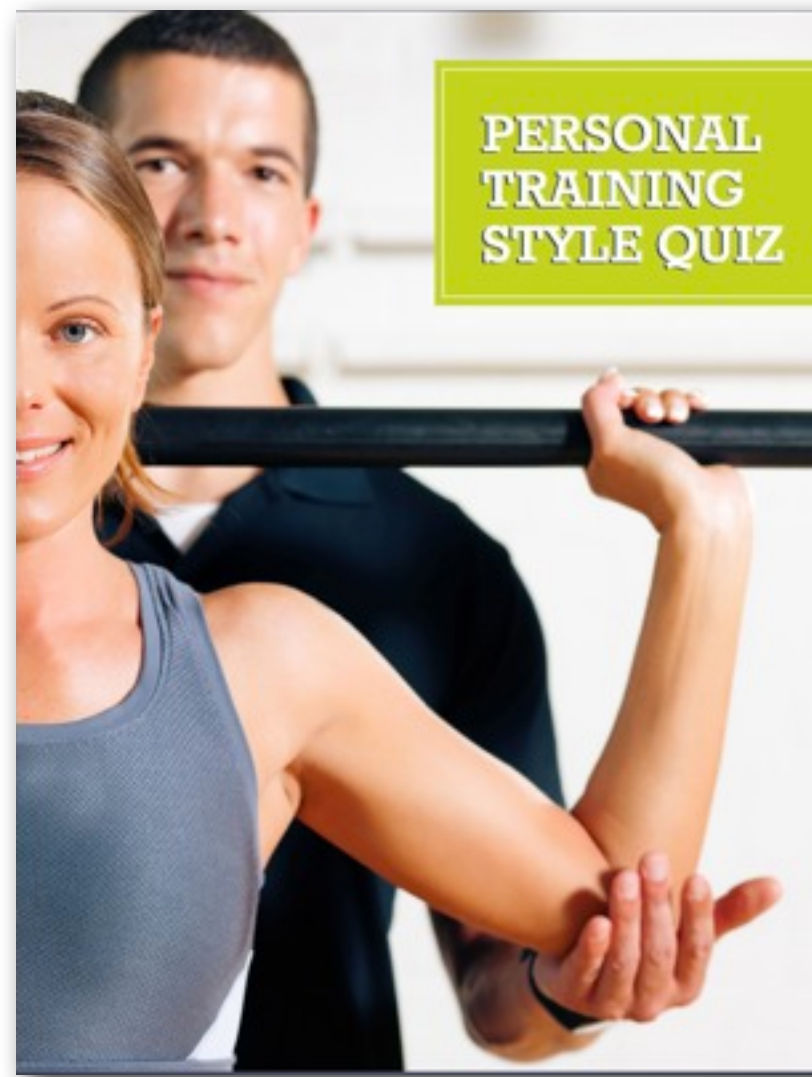
Pinterest

yelp

Missing the Growing Consumer Marketplace



Ignores Customer CX Opportunities @ Top & Middle of Funnel



Ignores Customer CX Opportunities
@ Top & Middle of Funnel Content Offers



Near Impossible to Track Results

Marketing Performance in June

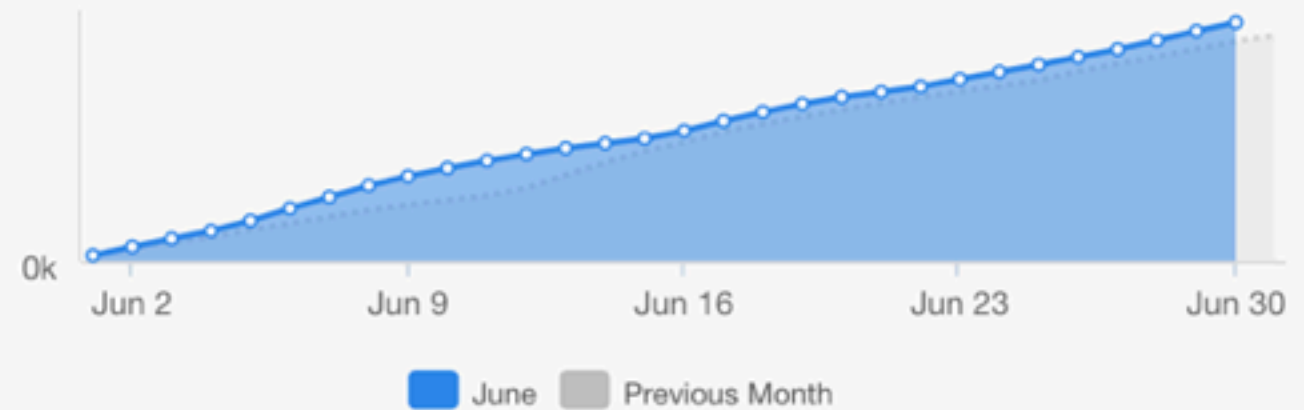


Visits

171,946 compared to 158,264

▲ Ahead 8.65% (13,682)

16.9%

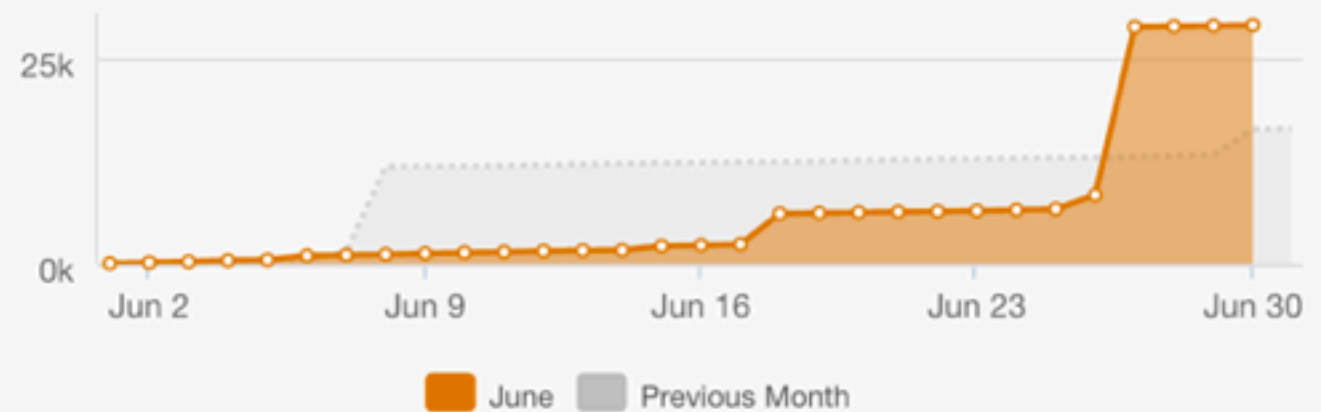


Contacts

29,056 compared to 16,368

▲ Ahead 77.52% (12,688)

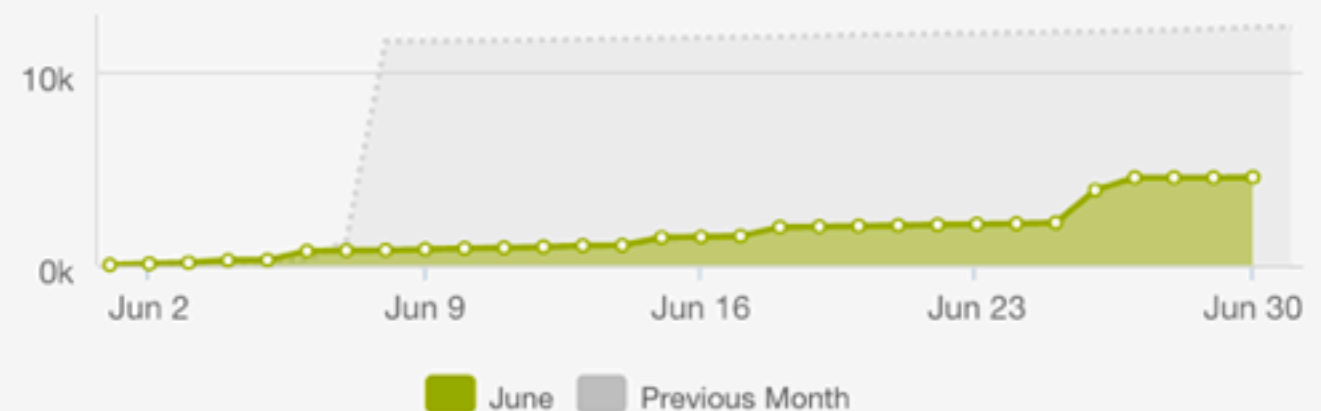
15.77%

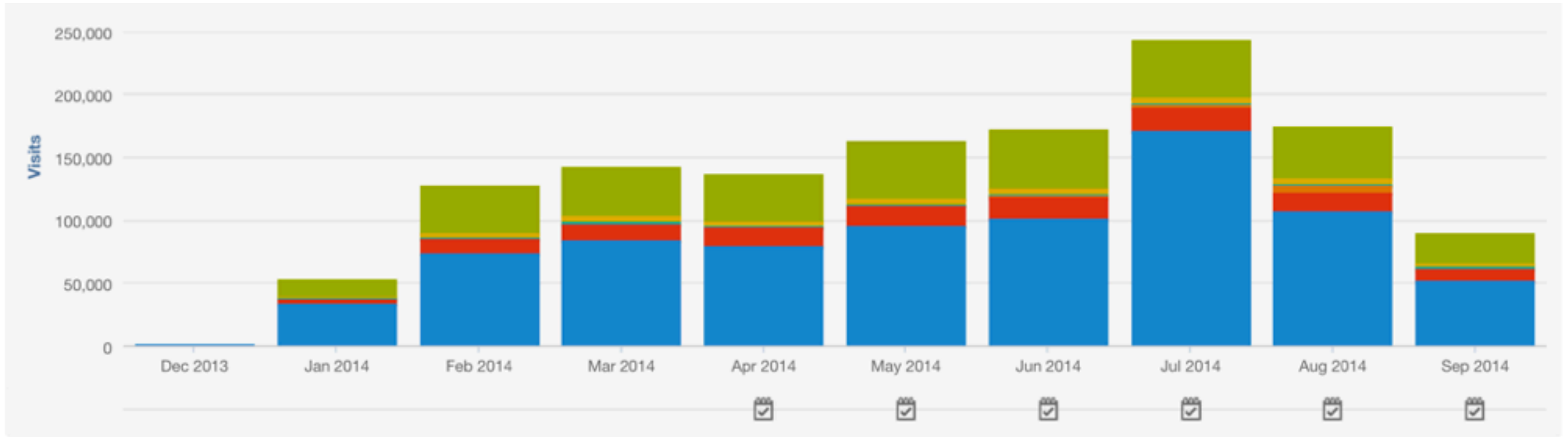


Customers

4,582 compared to 12,338

▼ Behind 62.86% (7,756)





Source	Visits	%	Contacts	%	Customers	%
Organic Search Google, Bing, Yahoo, etc.	332,433	0.9%	3,030	17.0%	515	0.2%
Referrals Links on other sites	35,599	0.4%	157	19.1%	30	0.1%
Social Media Facebook, Twitter, LinkedIn...	11,226	2.3%	257	12.1%	31	0.3%
Email Marketing Email links	9,471	0.4%	41	4.9%	2	0.0%
Paid Search Paid search advertisements	119,144	1.3%	1,548	19.1%	295	0.2%
Direct Traffic Manually entered URLs	792,731	0.5%	4,125	18.4%	758	0.1%
Other Campaigns Other sources	321	10.9%	35	20.0%	7	2.2%

[Save as report](#)

Report Actions

[Export current view](#)

Navigation

- [Reports Home](#)
View all of your saved reports.
- [Trends & Suggestions](#)
React to your current trends.
- [Tracking URL Builder](#)
Build links to track your marketing campaigns.
- [Reports Settings](#)
Find your tracking code and adjust other analytics settings.



Baptist East Milestone Wellness Center

Sponsored · 🌐

👍 Like Page

Looking for a reason to get and stay fit? Enter our Stay-Fit Stay-Strong Giveaway



Enter to WIN

FREE Membership & more!

WOOBX.COM

Sign Up

Like · Comment · Share · 👍 148 💬 10 📄 21

Targeting

Potential Audience for this ad: 320,000 people

Location - Living In

United States

Anchorage (+10 mi), Indian Hills (+10 mi), Louisville (+25 mi), Saint Matthews (+10 mi) Kentucky

Interests

trx, CrossFit, Fitness and wellness or trx training

Not connected to

Baptist East Milestone Wellness Center

Age

18 and older

Placements

on News Feed, Mobile Feed and Third-party Apps

Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?
1,064 Website Clicks	\$0.34 Per Website Click	49,802	1.38	1,308	1.906%	\$0.00	\$364.90

Back to: [Landing Pages](#)

● Summer Guide to a Healthy Family



Landing Page Details

Contacts

965

views

163

submissions

88

new contacts

4

customers

All submissions ▼

All sources ▼

Visitor	Original Source	Submitted form	Became customer
Stephanie Kjensrud	DIRECT		
TRICIA THRONE	OFFLINE		
Amy Hester	DIRECT		
TRACIE GARCIA	OFFLINE		

Sample Inbound Results

- 662% fan growth in just over 2 years (from 6,416 to 42,508)
- Increased email subscribers by 53% in one year
- 2 week social campaign received 31% non-customer participation, 48% asked to be contacted
- 1 mo co-marketing/social campaigns helped produce 2,400 new FB fans, 112 new customers resulting in 134K sales
- Reduced unqualified leads by 70%, saving 8 mins labor/per

AWARENESS



TRAFFIC



LEADS



CUSTOMERS



LOYALTY



2 Week Regional Social Media Promotion

- ✓ *Regional brand*
- ✓ *Over 1,000 entries*
- ✓ *31% Non Customers*
- ✓ *156 Requests to be Contacted by sales person*
- ✓ *48% Non-customers asked to be contacted*



Co-Marketing Social Media Promotion

CALIFORNIA Family Fitness

- ✓ Over 1,100 entries
- ✓ 78% Non Members
- ✓ 372 FB Shares
- ✓ 56 Requests to be Contacted by sales person
- ✓ Lead nurture offers
- ✓ Monthly offers promoted on FB



<https://www.dropbox.com/s/jjpfndd7xzsvlu/Screenshot%202014-09-19%2010.01.28.png?dl=1>



- ✓ Single location
- ✓ 1,329 New FB Page Fans
- ✓ 399 New Email Subscribers

Inbound Marketing:

Consumer-driven, timely,
content-rich, solution based

Blogging
Social Media
SEO
Podcasting

Email blasts to approved lists

Outbound Marketing:

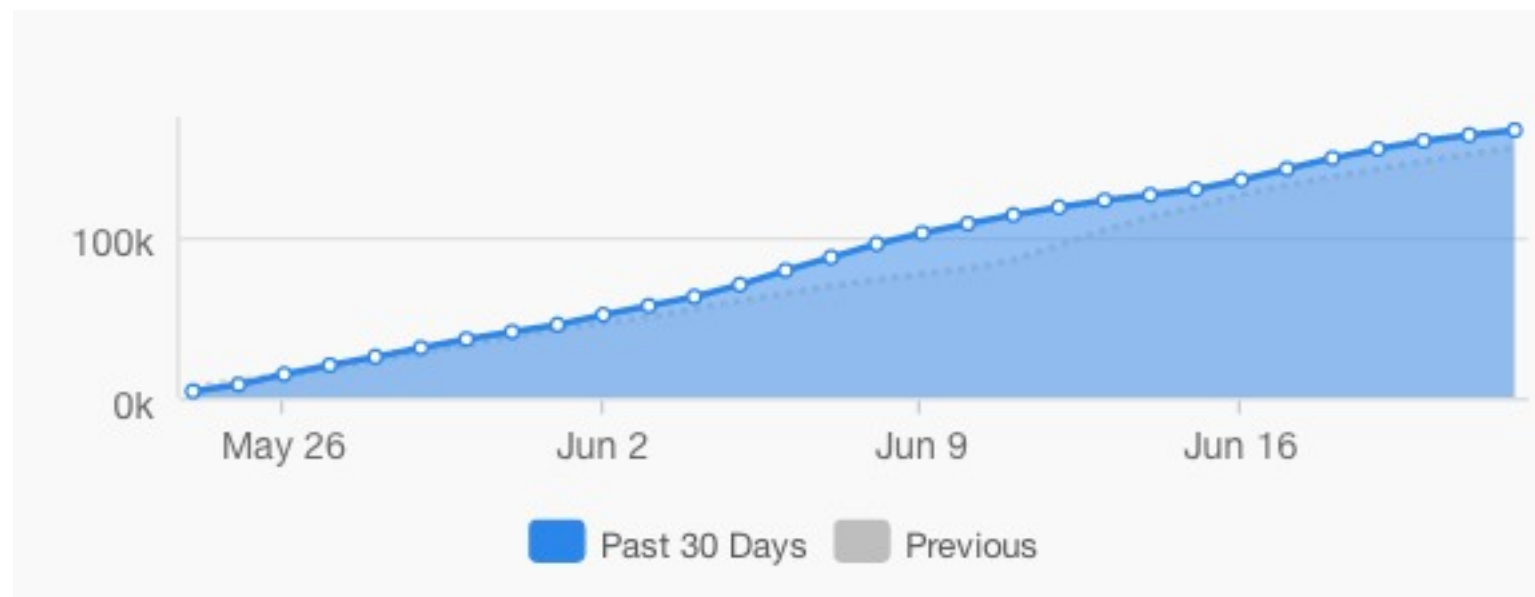
Marketer-driven, disruptive,
hard sell, product based

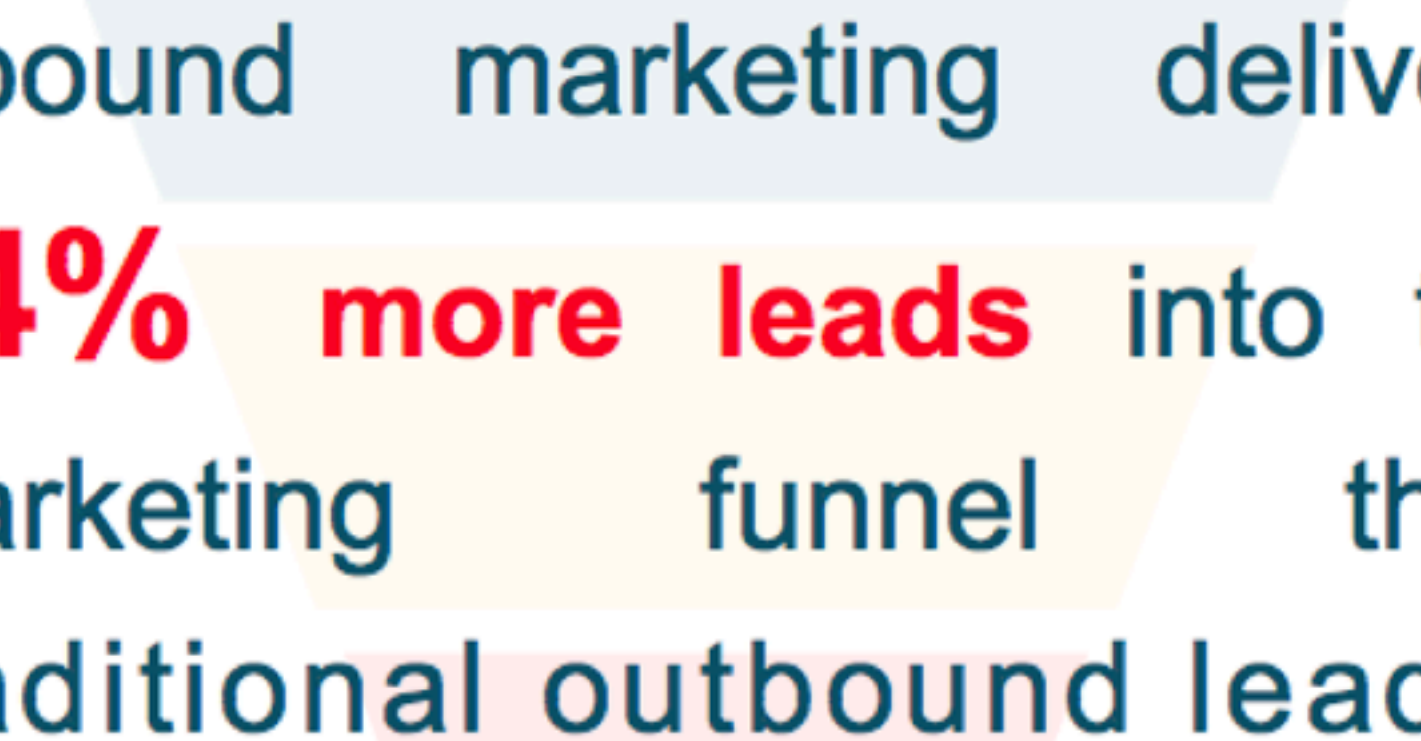
Broadcast and print advertising
Cold calling
Telemarketing
Tradeshows

Email blasts to purchased lists

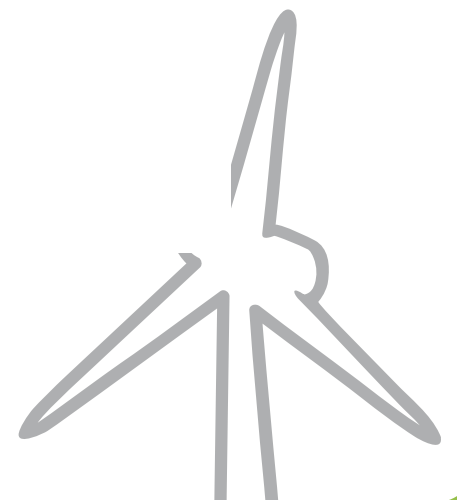


How Inbound w/ Social & Digital Delivers

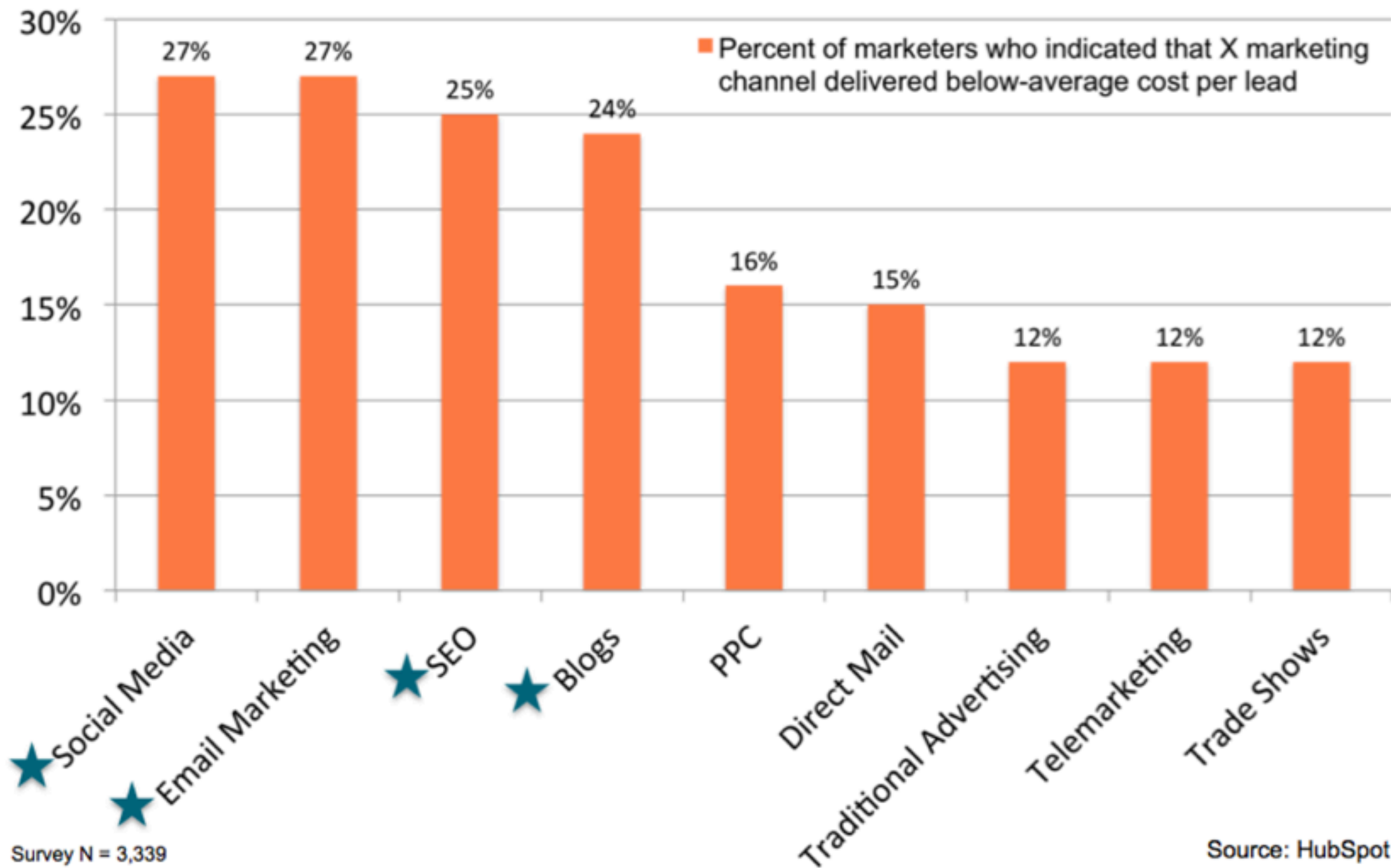




Inbound marketing delivers
54% more leads into the
marketing funnel than
traditional outbound leads.



Inbound Strategies Deliver Below-Average Cost per Lead





Inbound leads cost

→ **61% LESS** ←

than outbound leads.

Source: Search Engine Journal





Developers create things that
GET LEVERAGE



Marketers create things that get leverage too.



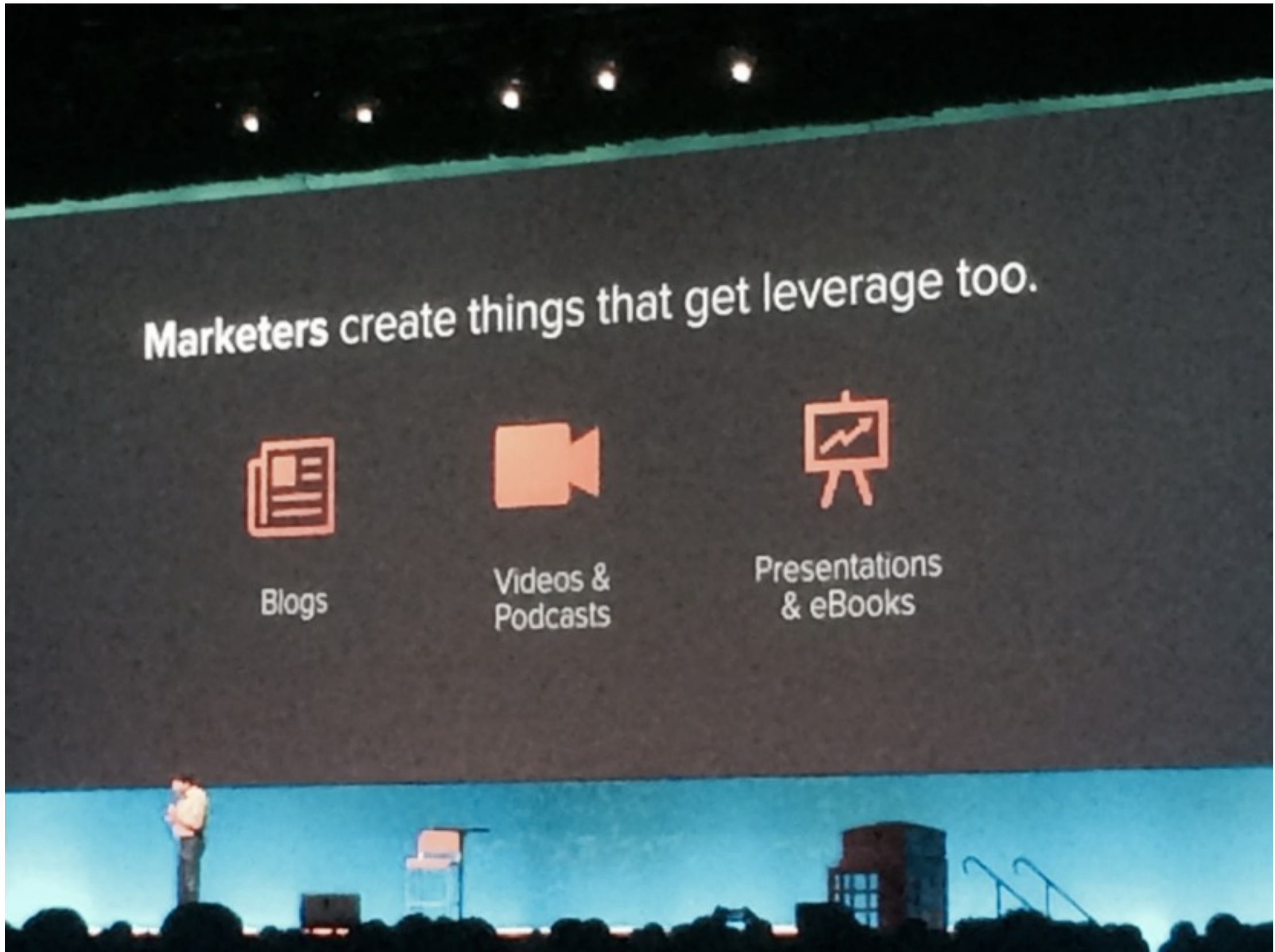
Blogs



Videos &
Podcasts

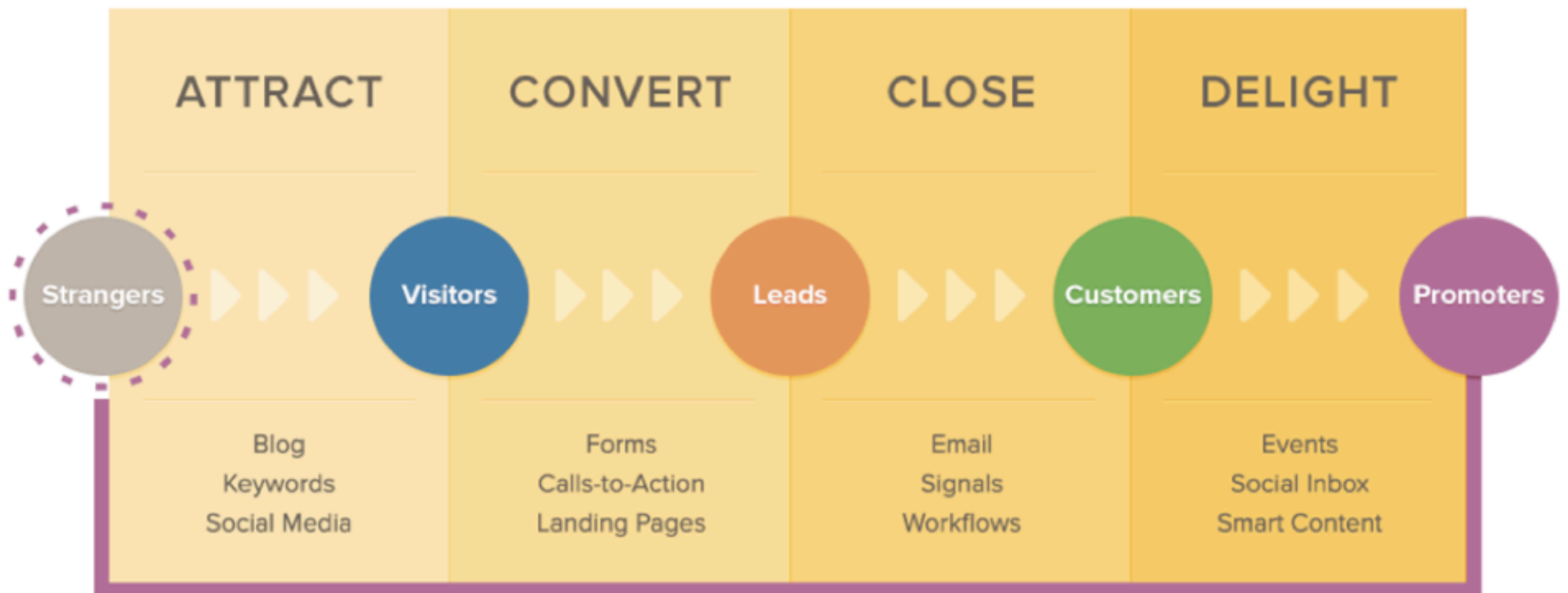


Presentations
& eBooks



The Inbound Methodology

The best way to turn strangers into customers and promoters of your business



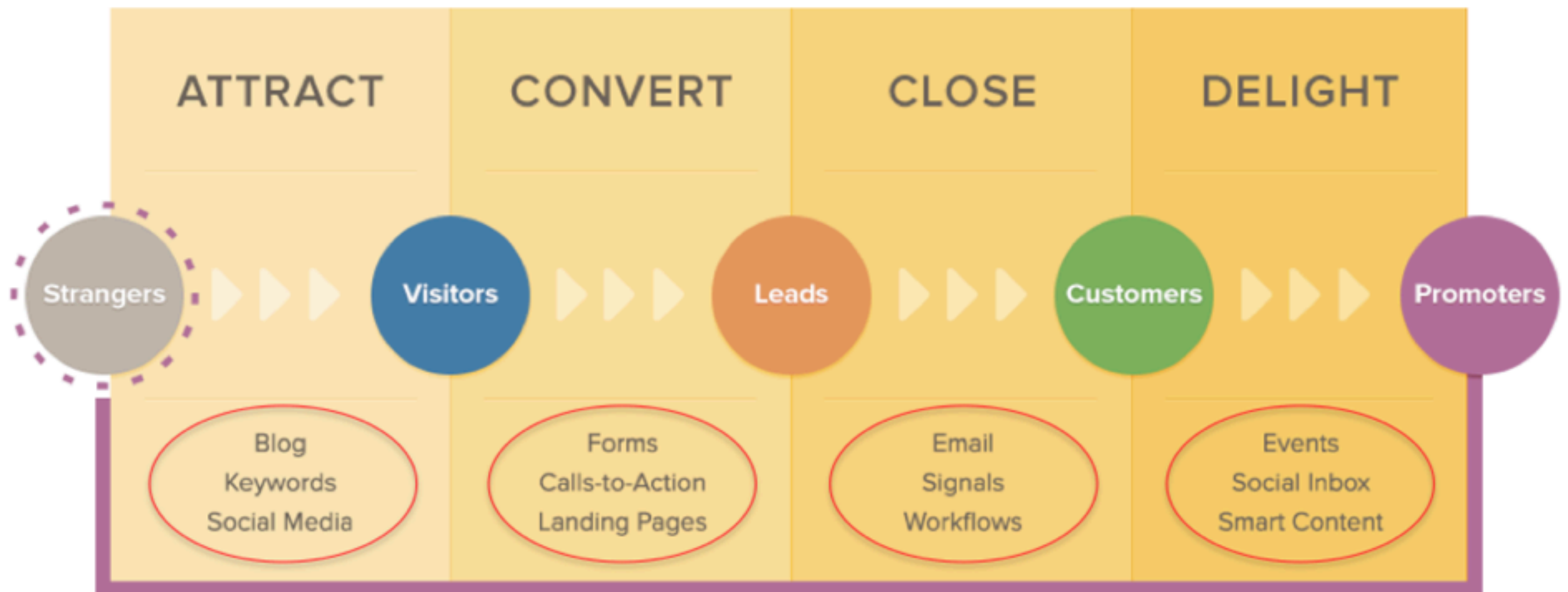
The Inbound Methodology

Along the top are the **actions** inbound companies use to obtain – and retain – new customers.



The Inbound Methodology

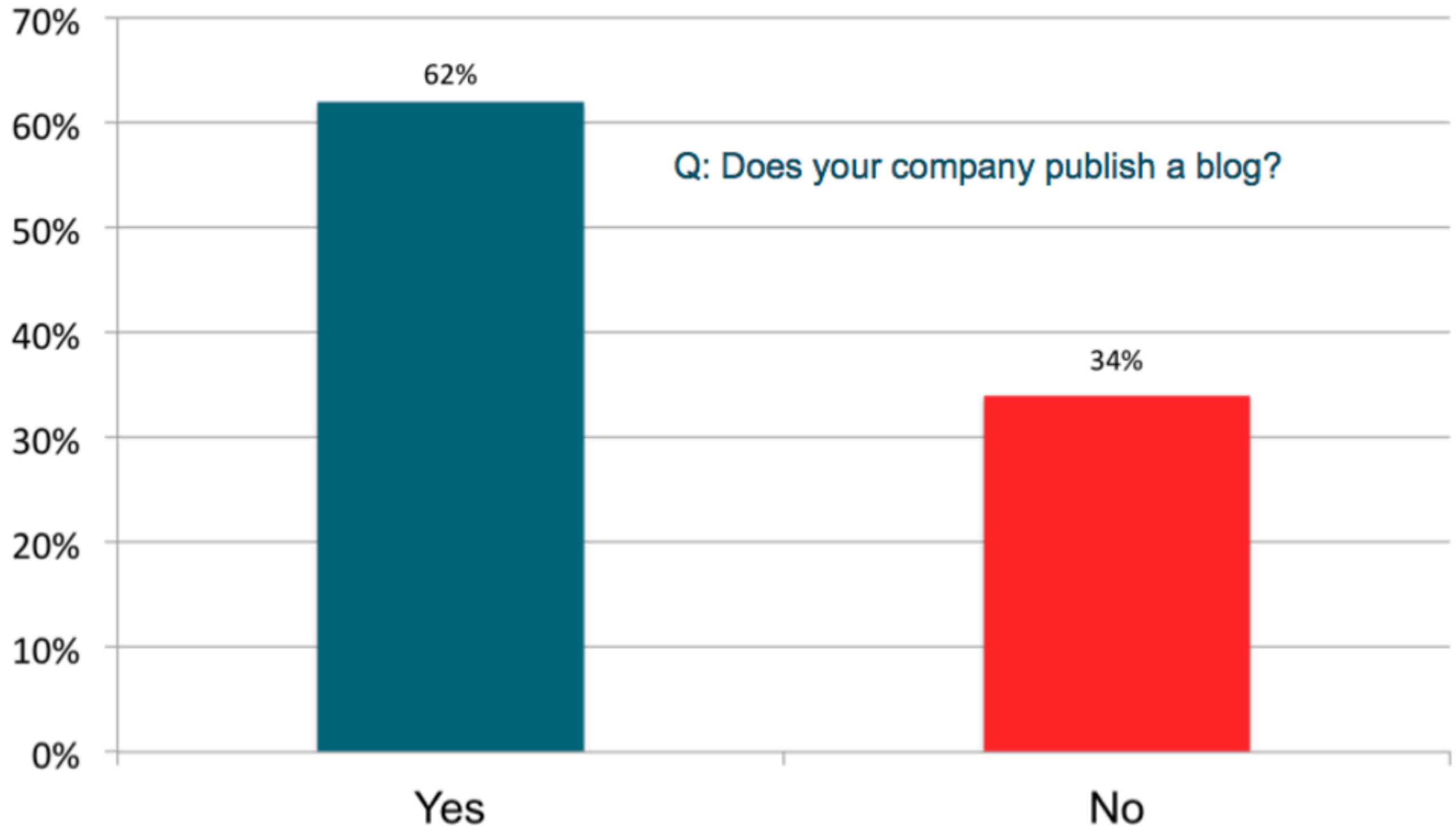
Along the bottom are the **tools** inbound companies use to accomplish these actions.



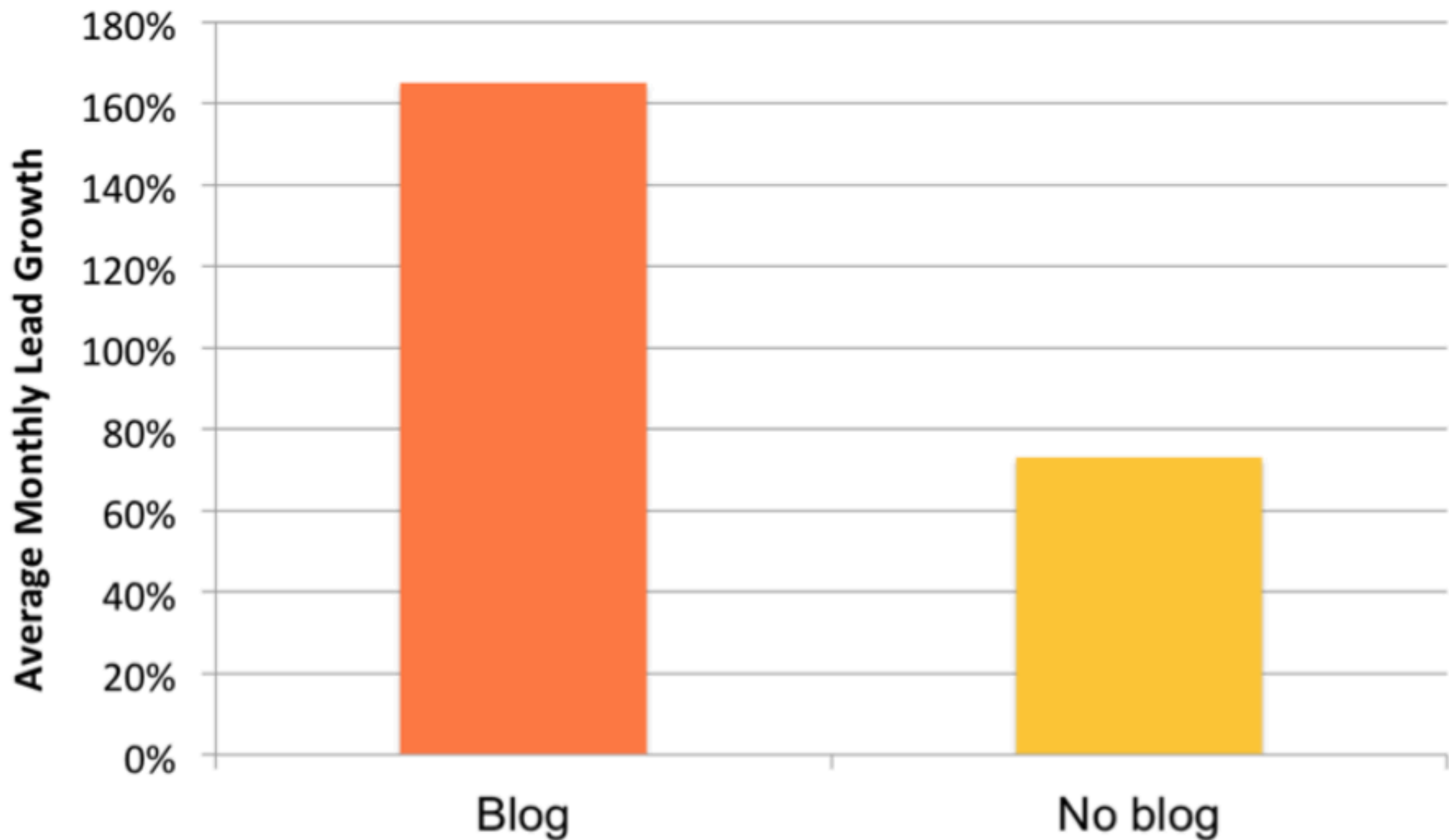
TOP OF THE FUNNEL

- Blogging
- Social Media
- SEO

62% of Marketers Have a Blog



Companies That Blog Generate 126% More Leads Than Those That Don't






Blogging = Business.

61% of U.S. consumers have made a purchase based on a blog post.

Source: Ignite Spot

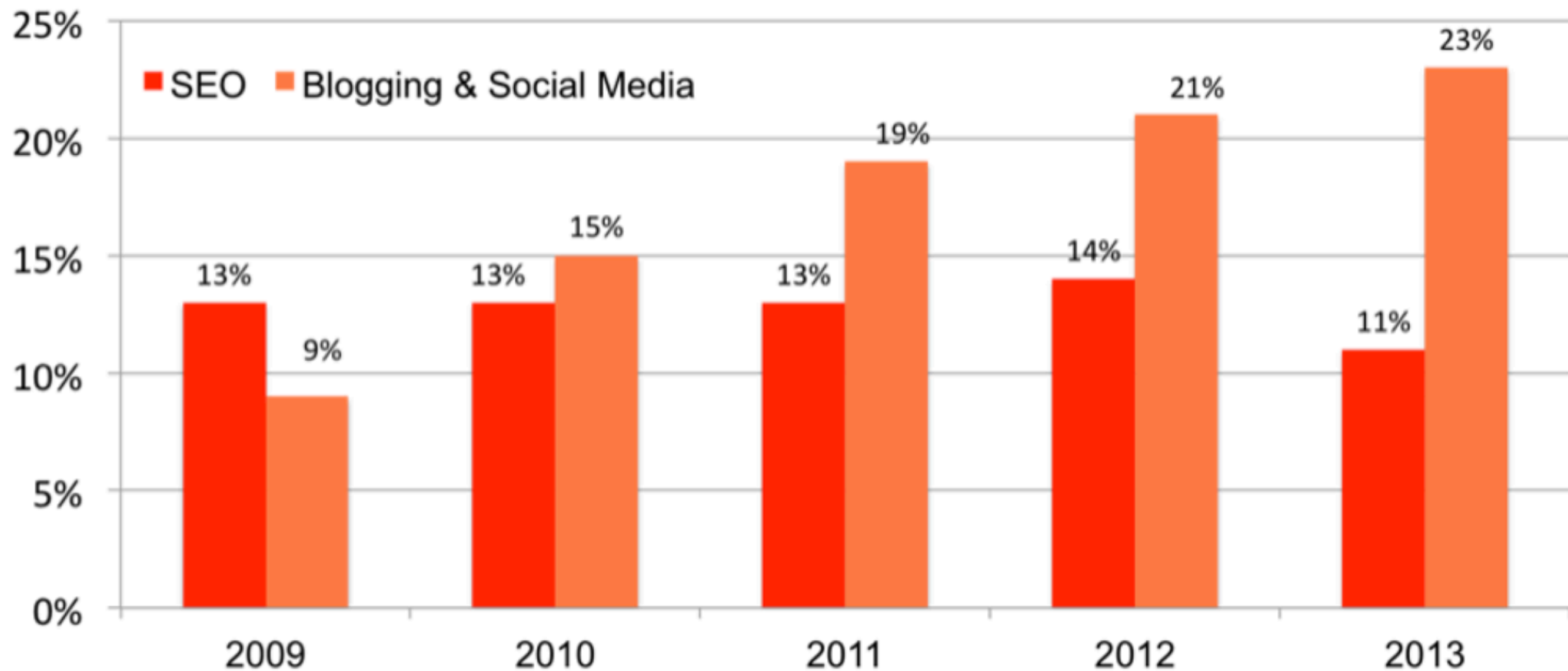


The average company
that blogs generates
55% more website visitors

Source: HubSpot

Marketers Continue to Dedicate More Budget to Blogging & Social Media

Q: What percentage of your company's annual lead generation budget will be spent on the following?

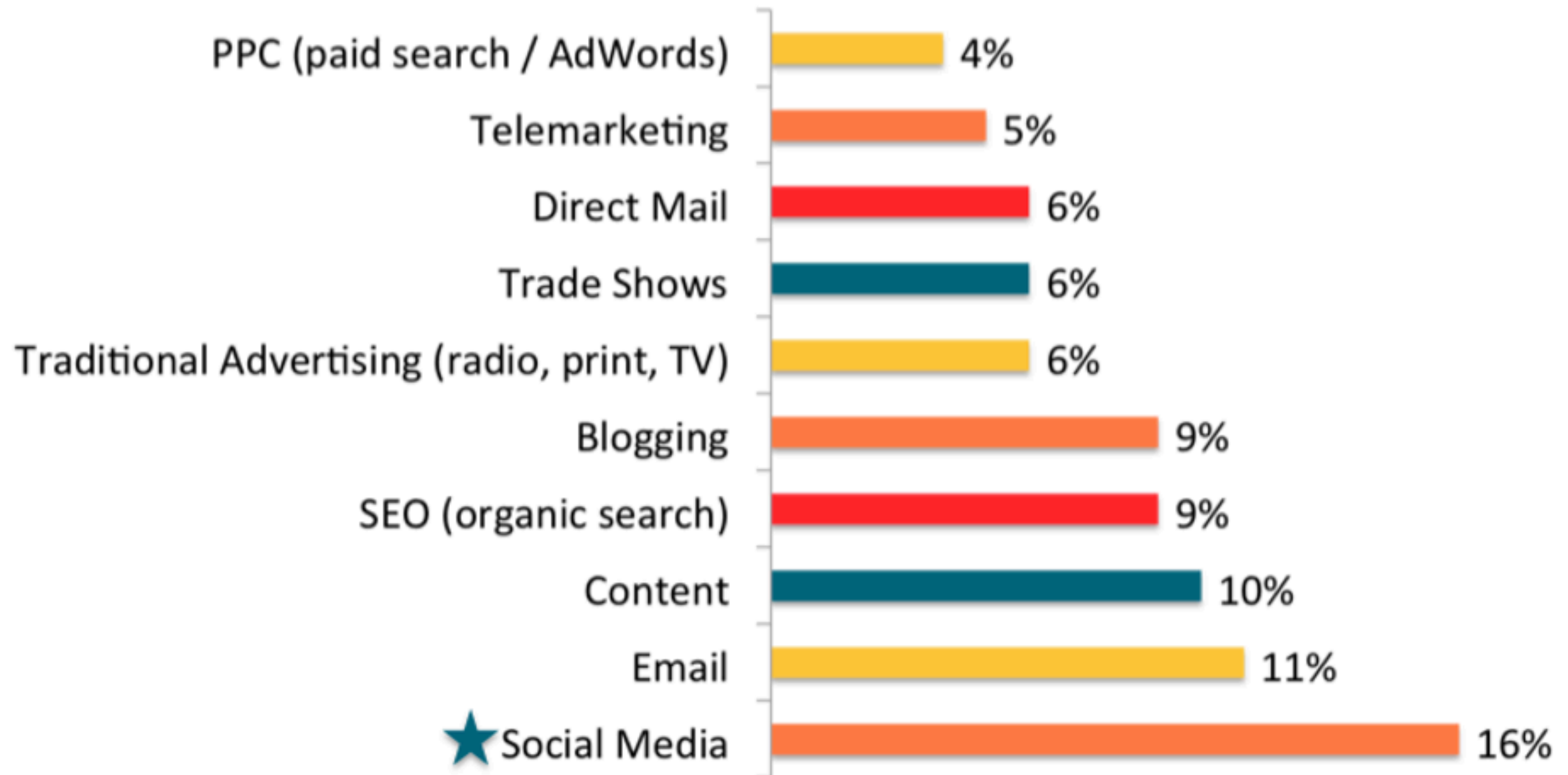


Note: Graph excludes "email" and "don't know/not applicable" responses.

Survey N = 3,339

Source: HubSpot

16% of Marketers Allocate a Full-time Employee to Social Media

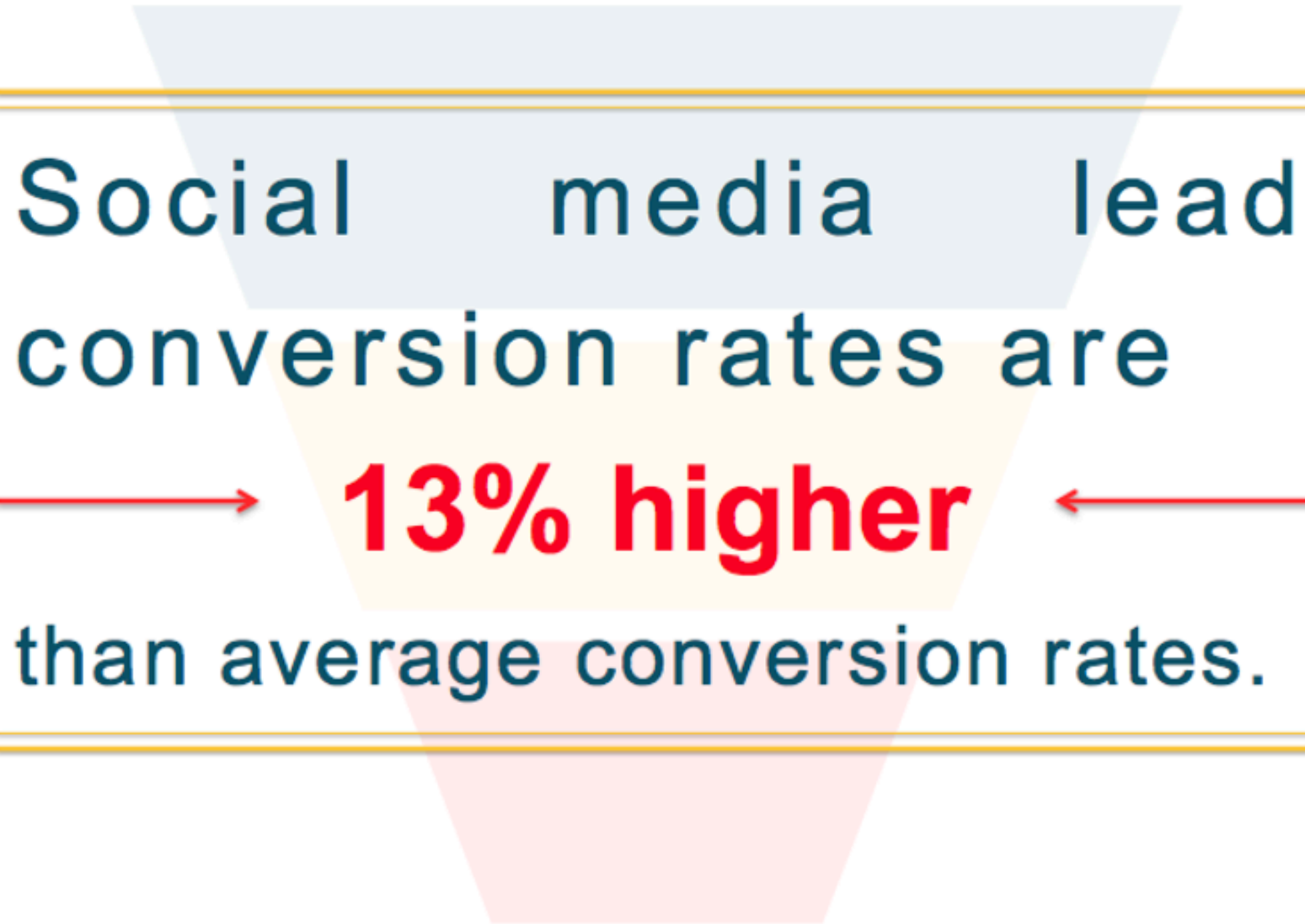




Social media produces

2X

the marketing leads of
tradeshows, telemarketing,
direct mail, or PPC.

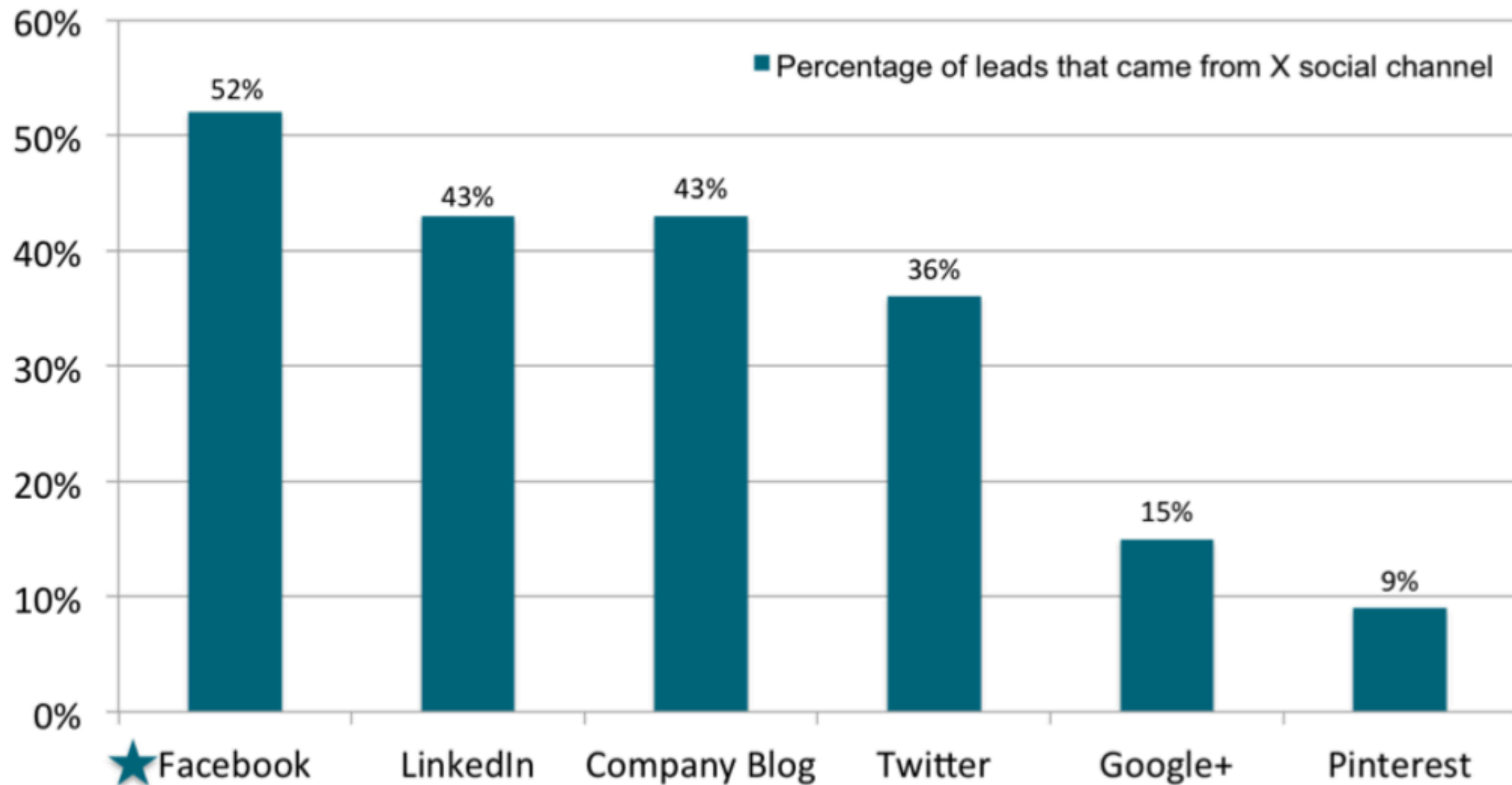


Social media lead
conversion rates are

→ **13% higher** ←

than average conversion rates.

Facebook Is the Top Social Channel for Generating Leads



Survey N = 3,339

Source: HubSpot

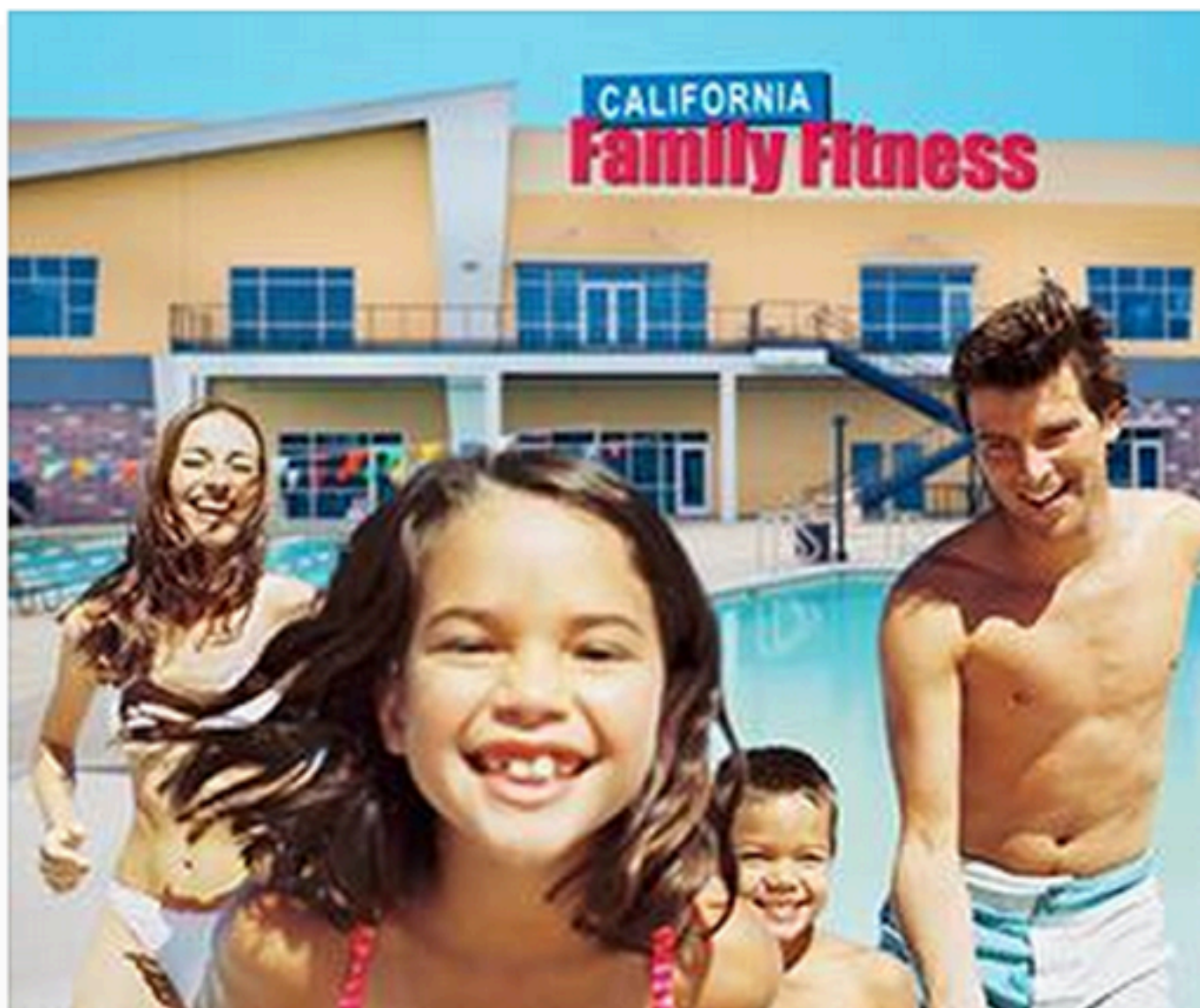


California Family Fitness

Sponsored · Edited ·

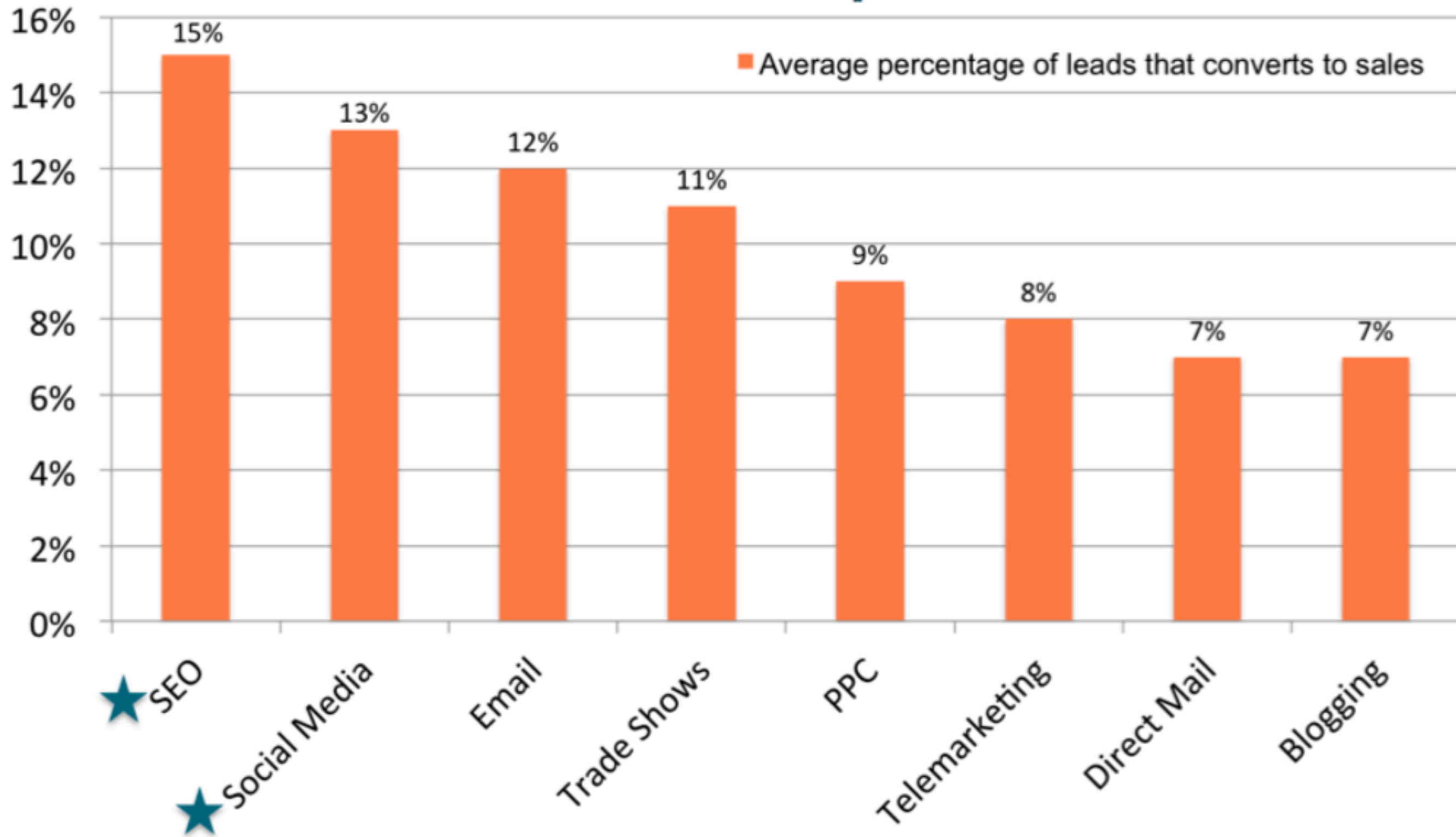
Like Page

We know it can sometimes be challenging to keep your kids active all Summer long. Here are some fun and exciting activities for your kids to do for the next few months <http://bit.ly/KidsSummerFun> - The bonus, you can do these activities with your kids!



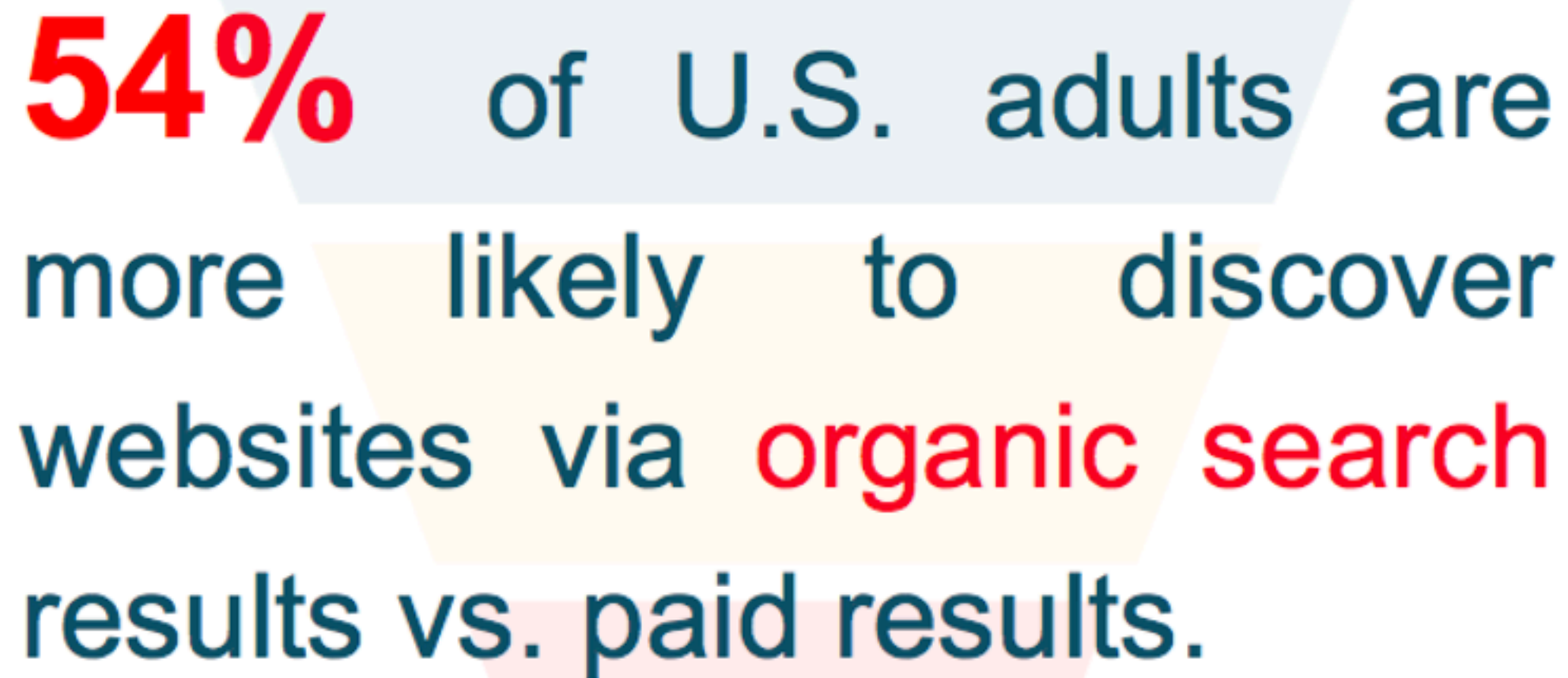
Share · 491 7 1

SEO, Social Media Play Key Roles in Customer Acquisition



Survey N = 3,339

Source: HubSpot

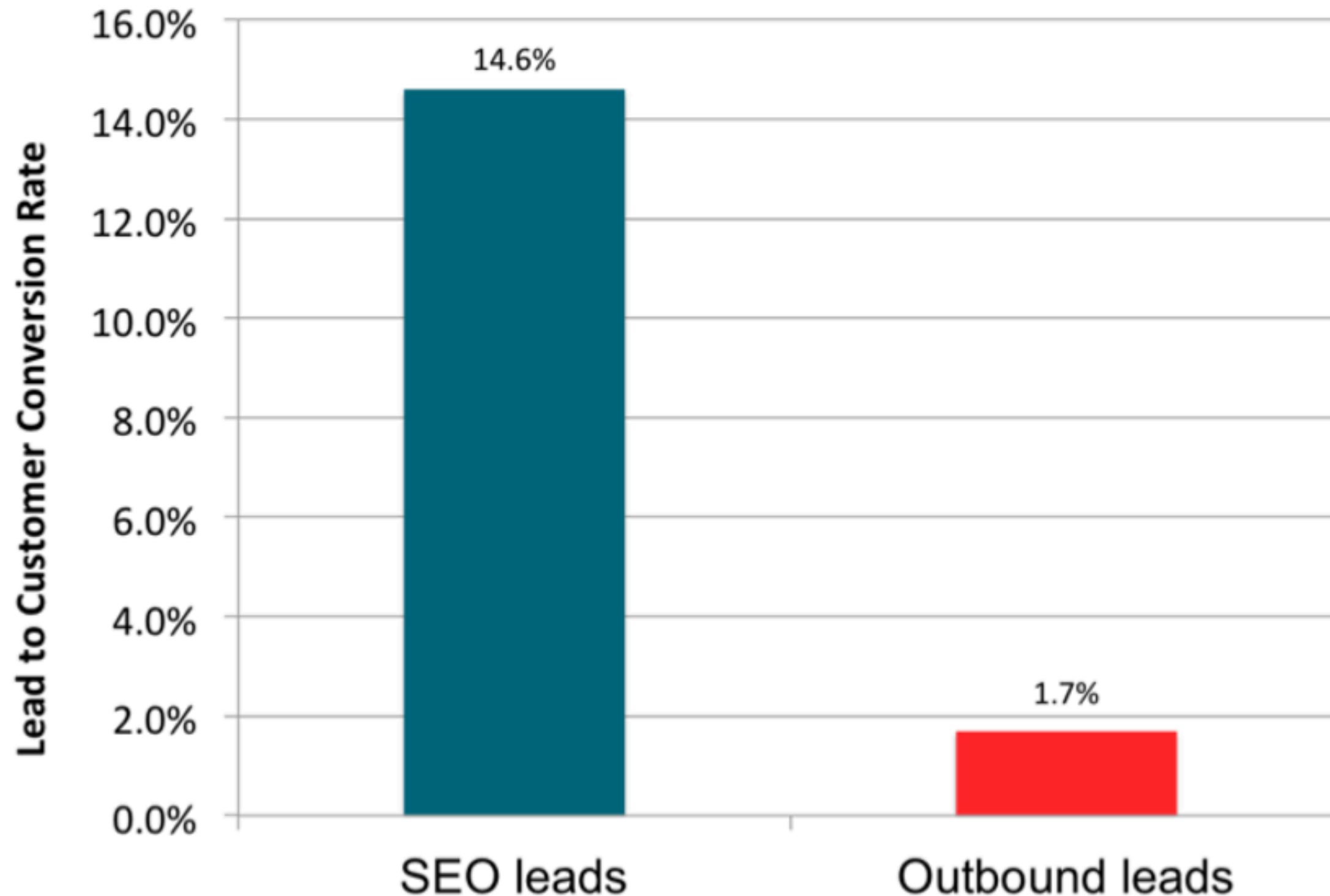


54% of U.S. adults are more likely to discover websites via **organic search** results vs. paid results.

Source: Forrester Research

SEO Leads Have a 14.6% Close Rate

Outbound Leads (e.g. Direct Mail, Print Ads): 1.7%

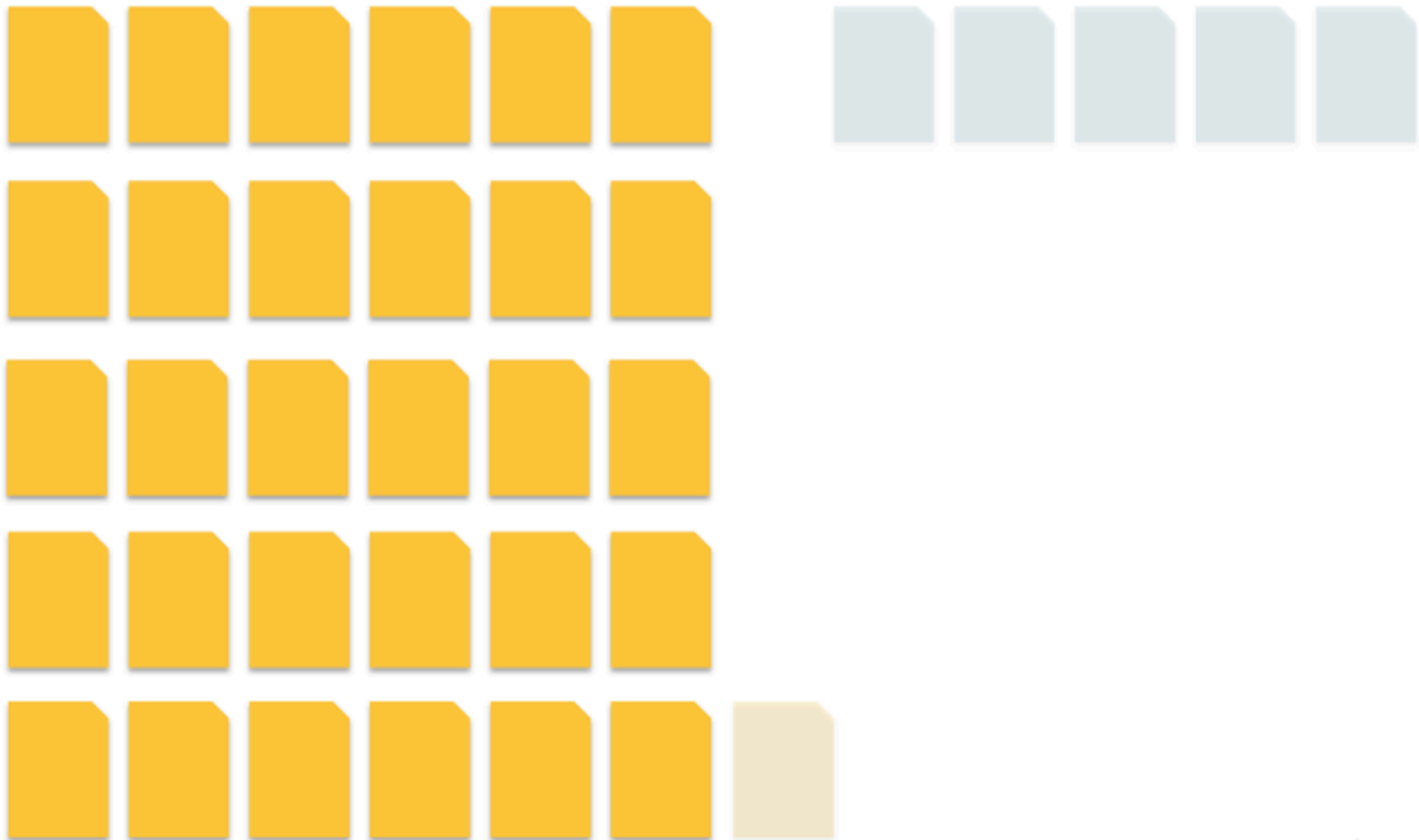


Source: Search Engine Journal

MIDDLE OF THE FUNNEL

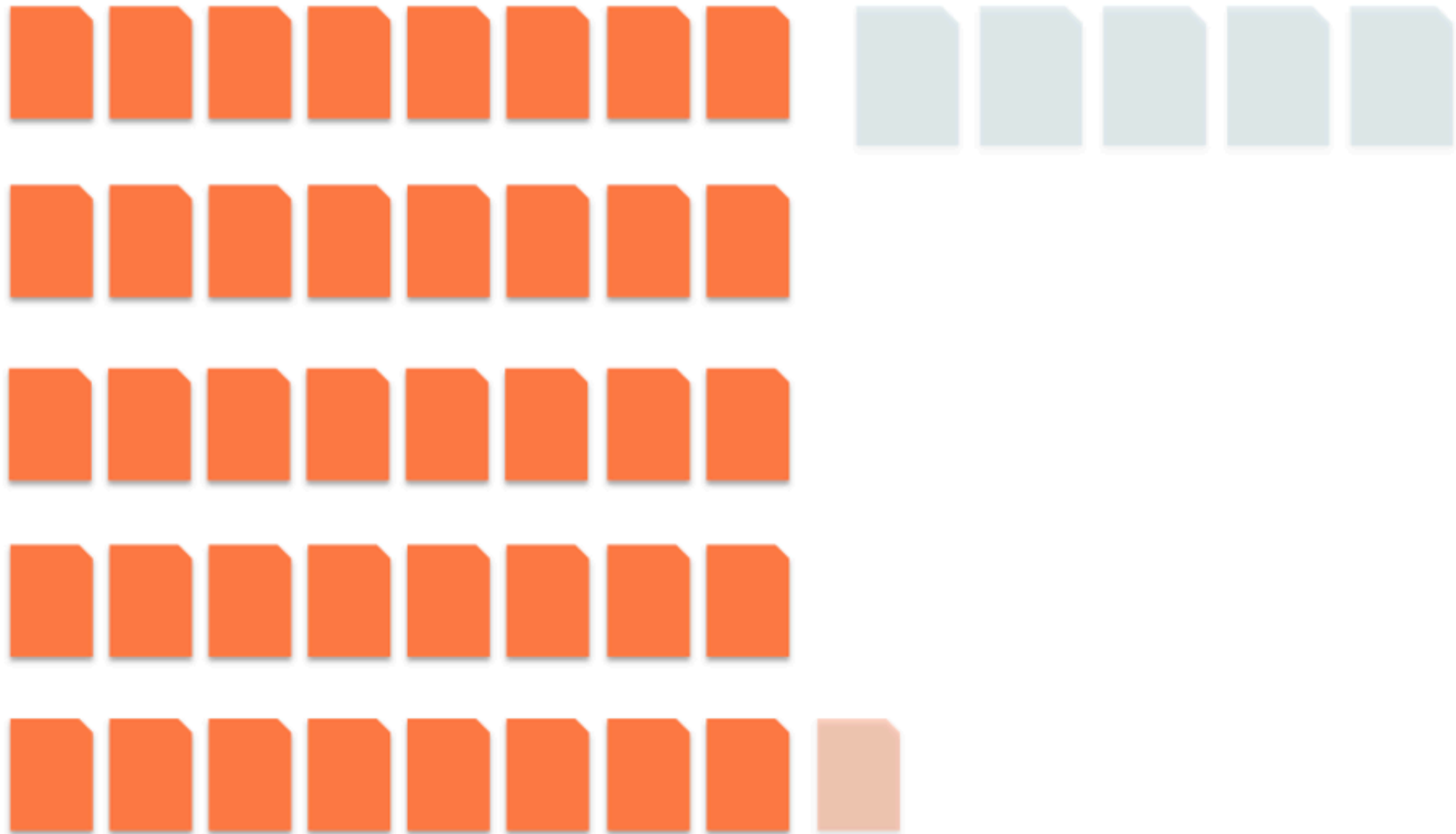
- Landing Pages
- Calls-to-Action
- A/B Testing

Companies With 30+ Landing Pages Generate 7 Times More Leads Than Those With 1 to 5 Landing Pages



Source: HubSpot

Companies With **40+ Landing Pages** Generate 12 Times More Leads Than Those With 1 to 5 Landing Pages



Source: HubSpot

FREE MOM'S SUMMER GUIDE TO A HEALTHY FAMILY



Mom's Summer Guide to a Healthy Family is your manual for a healthy, fit, and exciting summer. We have put everything you need to get active as a family into one, easy to navigate download including:

- Easy to make nutritious & delicious meals
- Fitness ideas and workouts for Family, Kids, and Mom
- Summer activities for Toddler/Preschoolers, School-aged Kids, Tweens/Teens, and Moms
- And so much more!

Enter your information to get started with your download!

FIRST NAME *

LAST NAME *

EMAIL *

PHONE NUMBER *

I'M A *

- Please Select -

**WHICH CLUB IS MOST
CONVENIENT FOR YOU? ***

- Please Select -

SUBMIT



California Family Fitness

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👍 Like Page

If you believe fitness should be fun and involve the whole family, you won't want to miss this.



FREE GUIDE For Moms

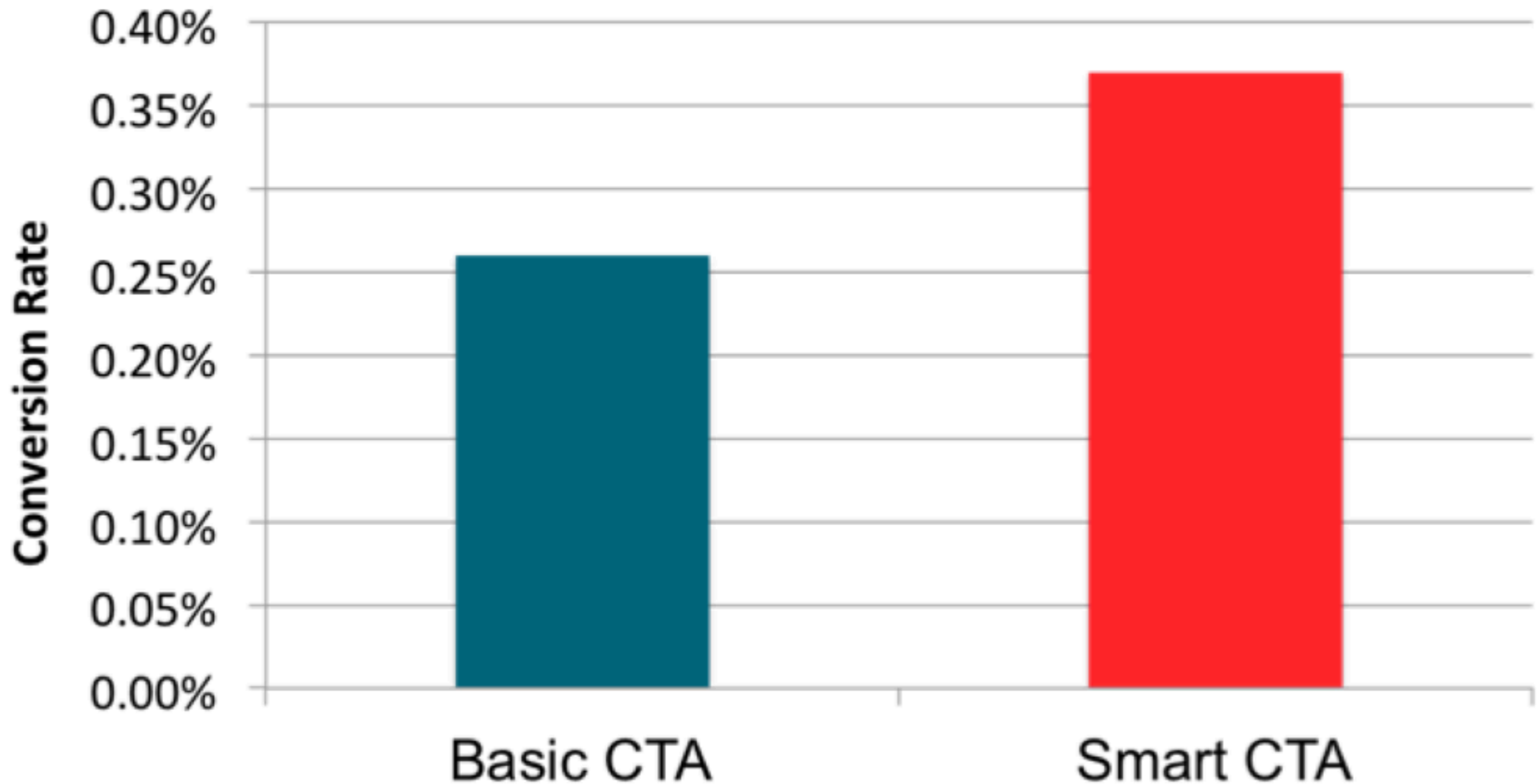
Summer Guide to a Healthy Family

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Download

Share · 👍 96 💬 2

Targeted CTAs Convert 42% More Visitors Than Untargeted CTAs



No Guilt Mom-Time: Why it's important to spend time without the kids

We know you love your kids and value the time you spend with them. But sometimes it's okay to spend time sans kiddos to remind yourself that there is life beyond snack time, nap time, playtime and bedtime. In fact, as a mom, you probably need time away for your children once in a while to remember the amazing woman you are and the immense possibilities that, in fact, did not disappear now that you're a mom.

Why It's Important to Spend Time Without the Kids

Before you had kids, you may have defined yourself by your favorite hobbies, pastimes or dreams. Just because you're a mom now, doesn't mean that person doesn't exist anymore. It just means you've added another character layer to the amazing person you already are.

It's also a great way for your kids to learn the art of independence and self-control. When they are with a sitter, day care provider, family/friends, or at school, they are responsible for applying all those life lessons you've taught them in the real world. "Because I said so" takes on a whole new meaning when it's someone else saying it too!

No Guilt Mom-Time

Set up a regular time for no-guilt mom-time. It could be weekly, biweekly, monthly, or however often you need to recharge and rediscover yourself beyond motherhood. Meet up with your girl friends and relax by the pool or spa. Set up a date night with your significant other to have kid-free and cell-phone free time to yourselves. Or spend some time by yourself; at the gym, in a bubble bath, or with a good book.

Mom-Time at the Gym

Here at California Family Fitness, we want to inspire you to embrace your guilt free mom-time and challenge yourself through [group fitness classes](#), [personal training](#) opportunities, and all-inclusive [gym amenities](#). Plus, we make the process a breeze by providing your kids a safe and fun place to play in our [Kidz Klub](#) & Child Care while you exercise.



FREE EBOOK: MOM'S GUIDE TO A HEALTHY FAMILY

Learn how to keep your family healthy, active and fit this summer with tips, how-tos and ideas from California Family Fitness.

[Download Healthy Family Ebook »](#)



FREE EBOOK: MOM'S GUIDE TO A HEALTHY FAMILY

Learn how to keep your family healthy, active and fit this summer with tips, how-tos and ideas from California Family Fitness.

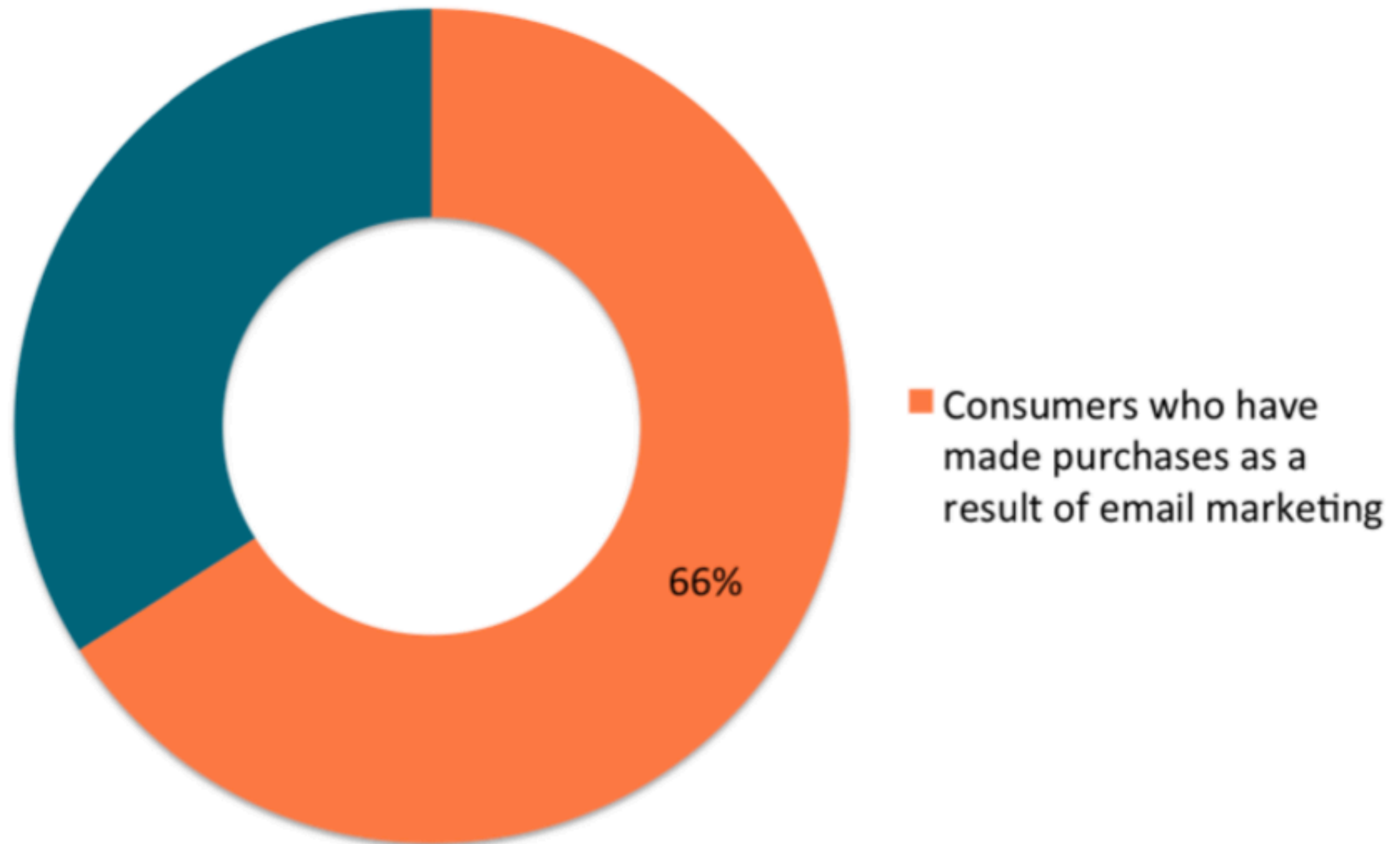
Download Healthy Family Ebook »



BOTTOM OF THE FUNNEL

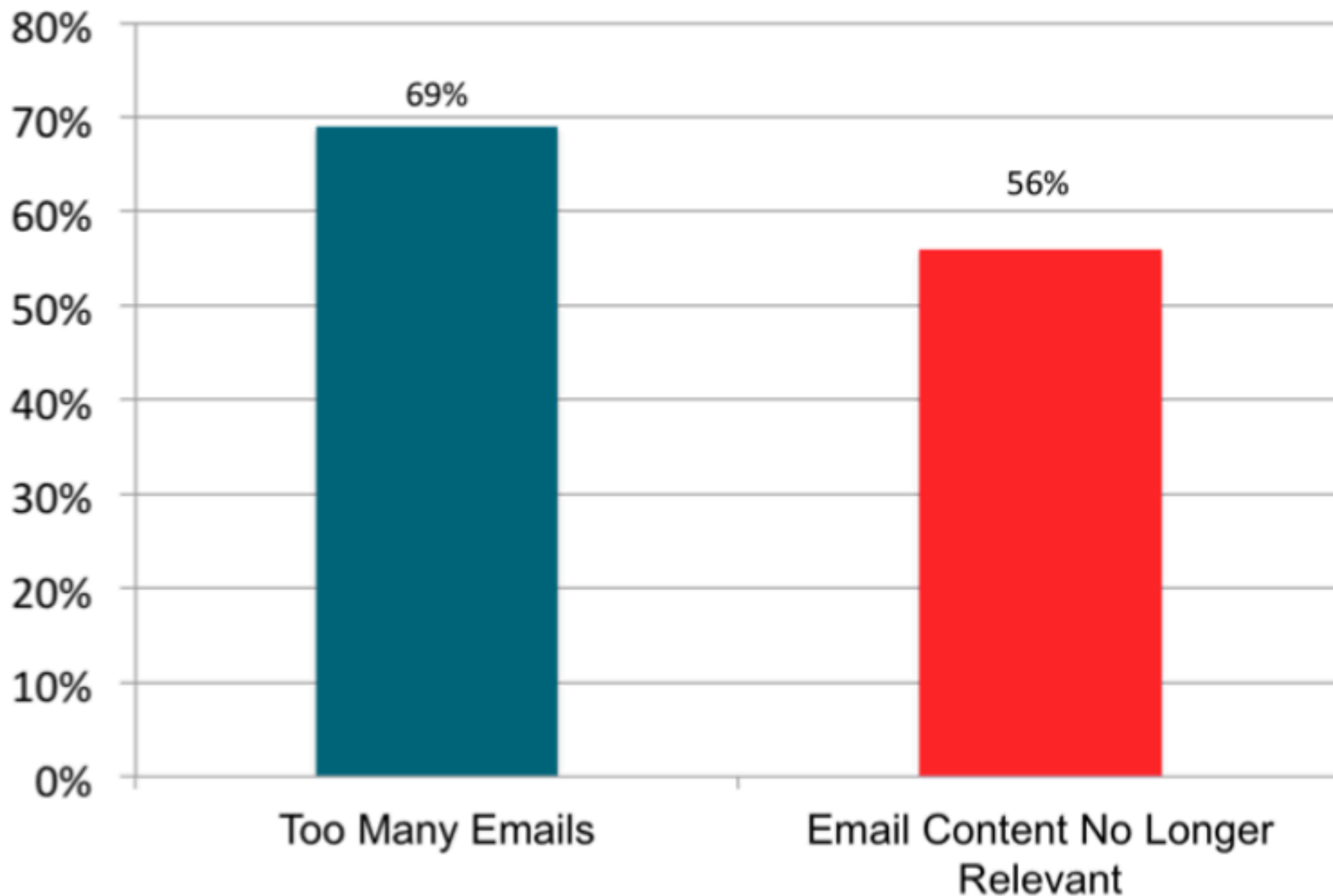
- Email
- Lead Nurturing
- Marketing Automation

66% of Consumers Have Made an Online Purchase as a Result of a Marketing Email

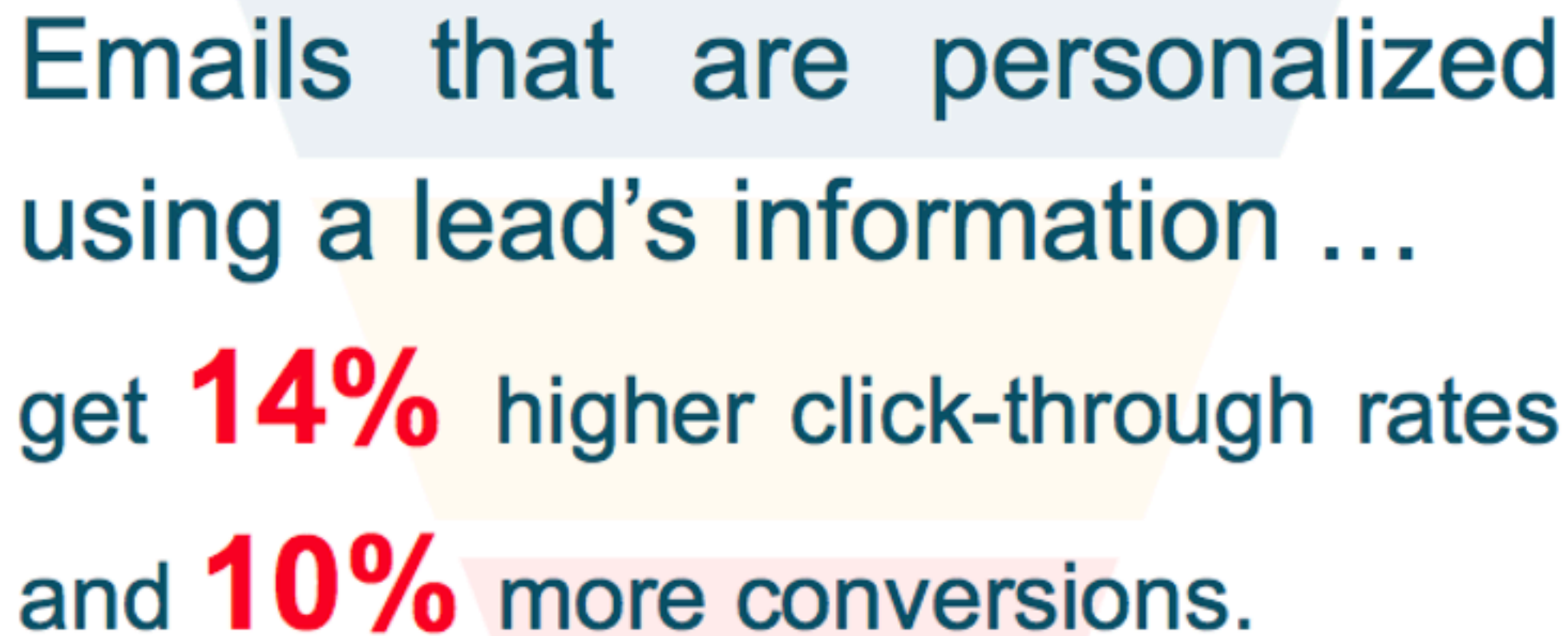


Source: Direct Marketing Association

The Top 2 Reasons People Unsubscribe From Business Emails: Frequency & Relevancy



Source: Chadwick Martin Bailey

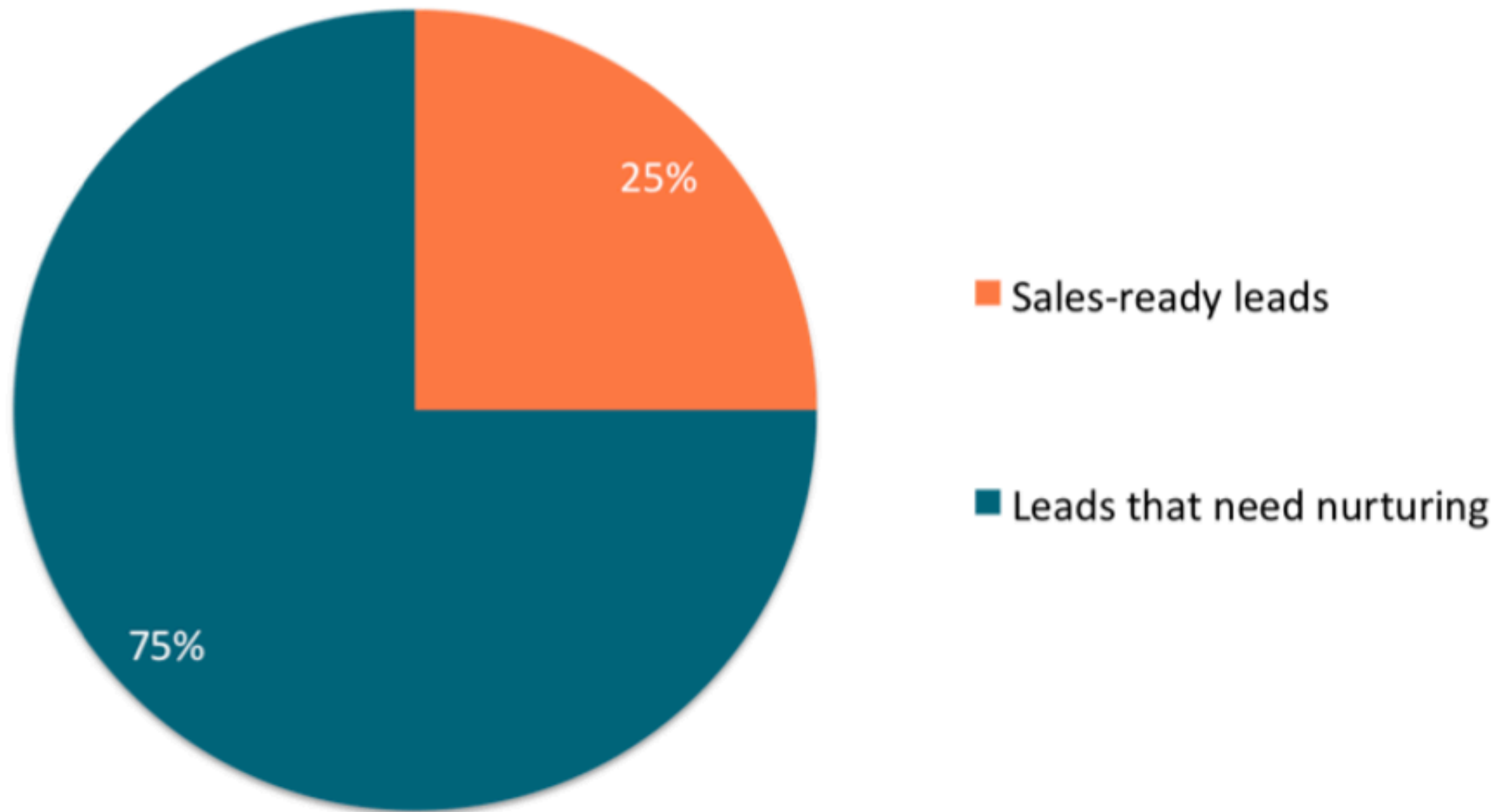


Emails that are personalized
using a lead's information ...
get **14%** higher click-through rates
and **10%** more conversions.

Source: Aberdeen Group

Only 25% of Leads Are Sales-Ready

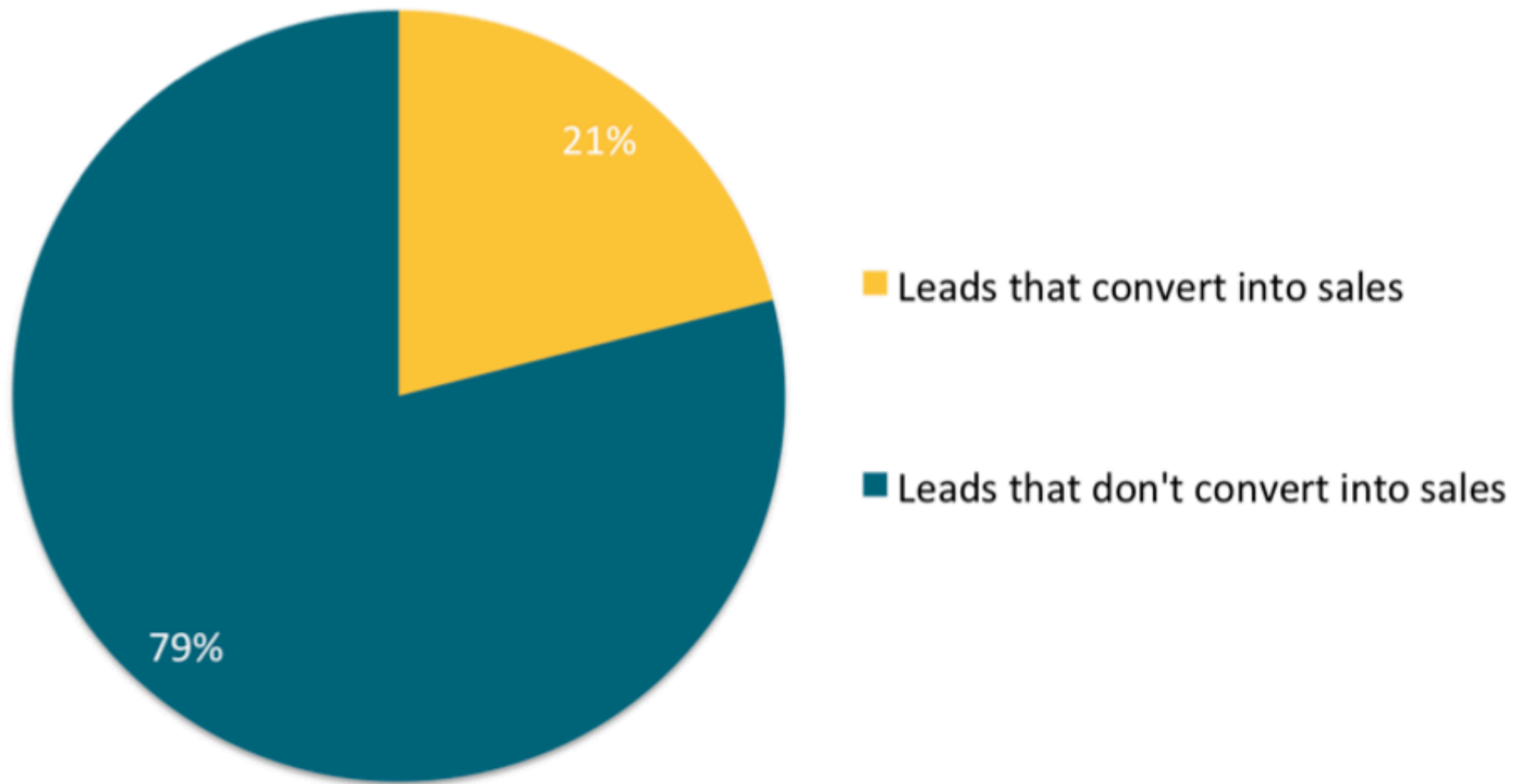
The Other 75% Need to Be Nurtured



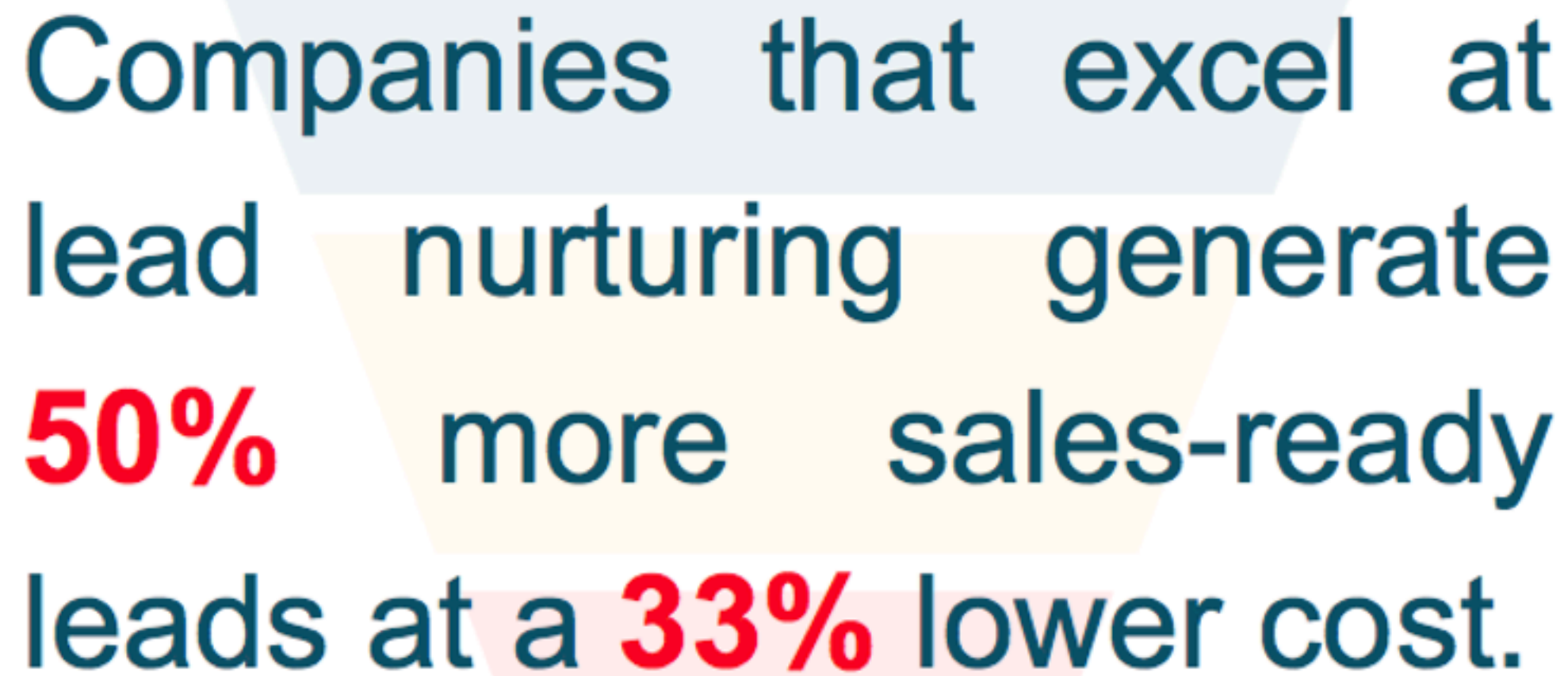
Source: Gleanster Research

79% of Leads Never Convert into Sales

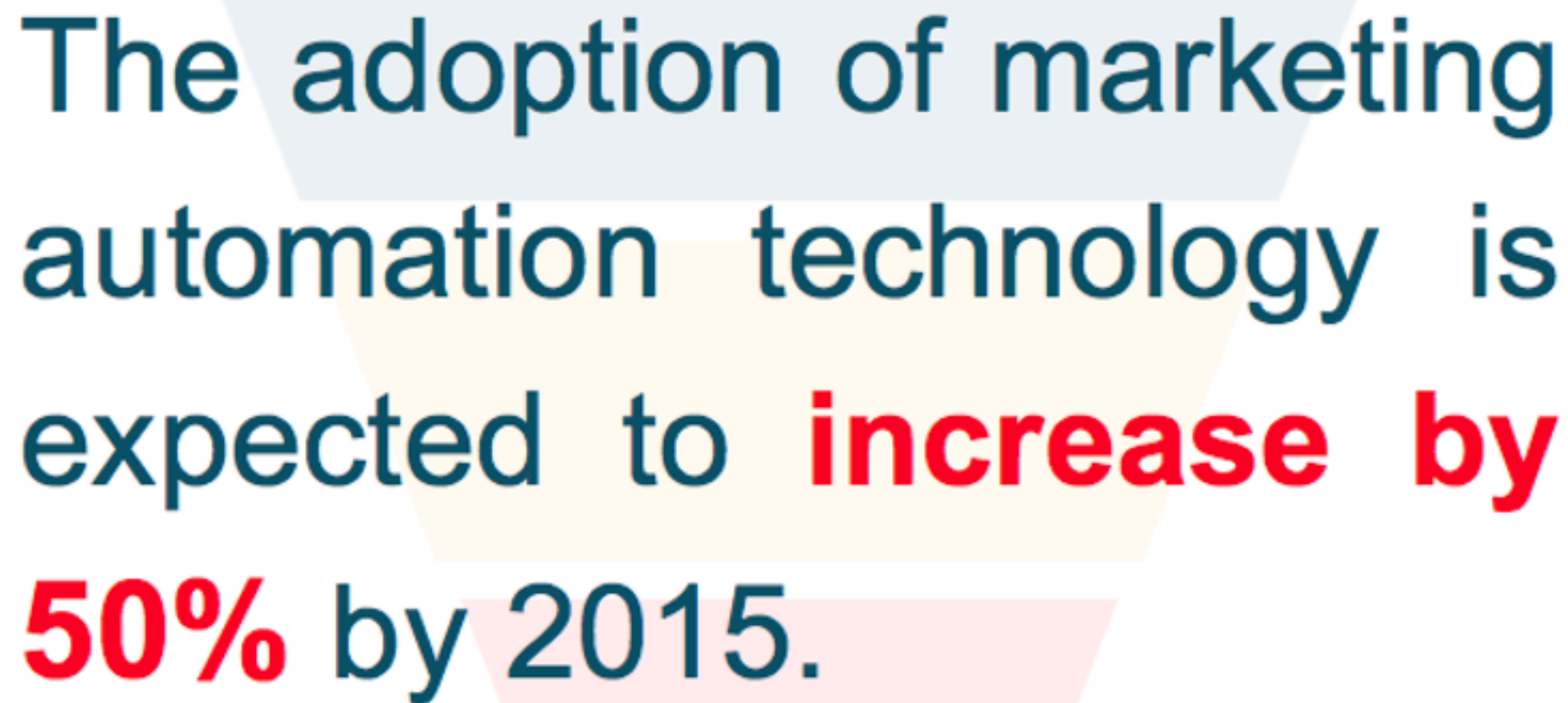
Lack of Lead Nurturing Contributes to This Problem



Source: MarketingSherpa

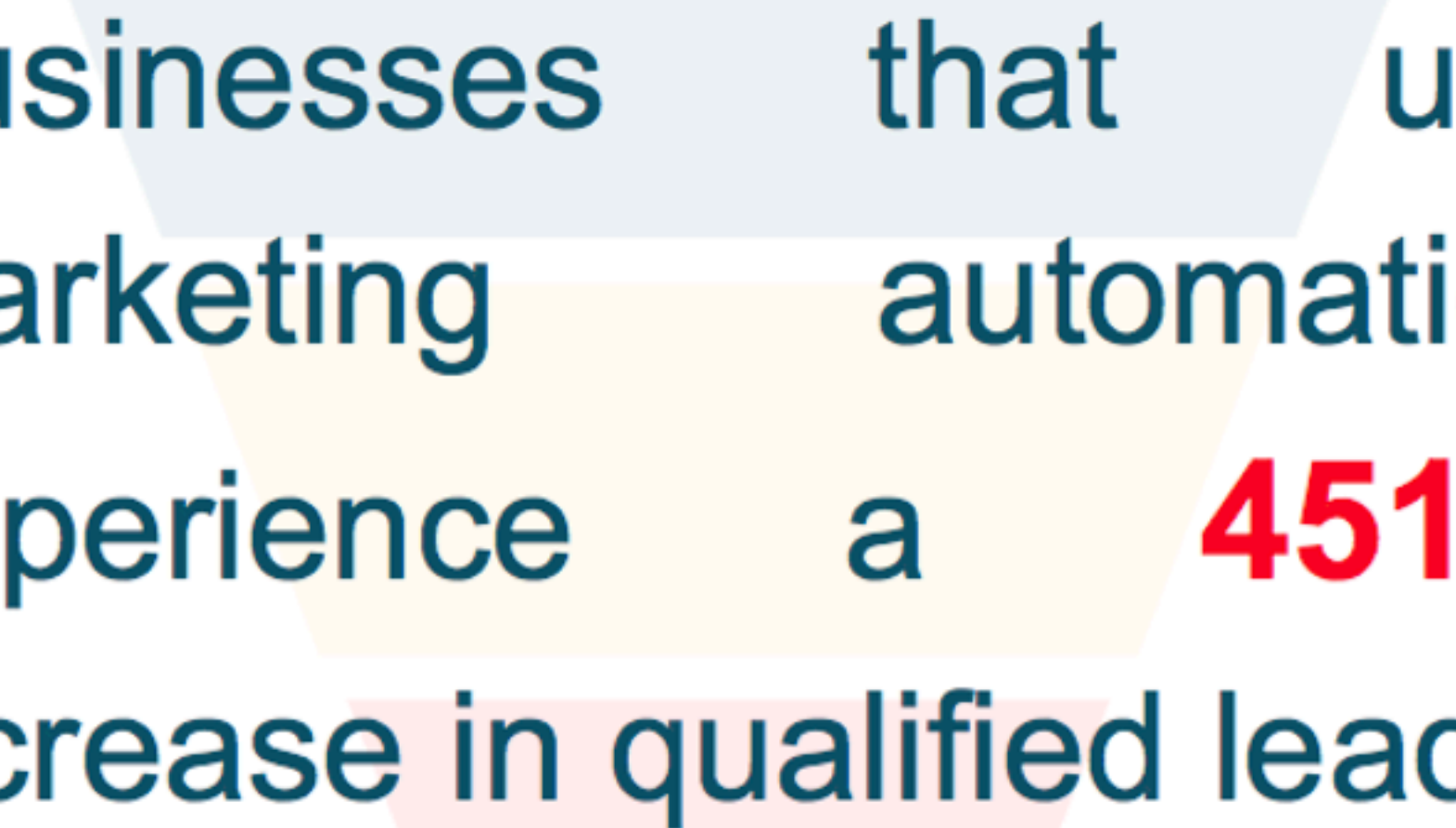


Companies that excel at
lead nurturing generate
50% more sales-ready
leads at a **33%** lower cost.



The adoption of marketing automation technology is expected to **increase by 50%** by 2015.

Source: Sirius Decisions



Businesses that use
marketing automation
experience a **451%**
increase in qualified leads.

Source: The Annuitas Group

End Result

2 Years Out

Windfarm via social-inbound efforts has helped us achieve **hundreds of monthly sales leads**.

We also **average anywhere from 40 to 140 new memberships** from our social/inbound efforts monthly.

Not all of these sales can be attributed to that month's campaign however.

Many memberships realized in a certain month may have started many campaigns prior and were nurtured into memberships later.

It's not a sprint. It's a marathon.

Member **retention has improved** slightly as well.

Whereas there is not specific way to directly attribute the social efforts to this, it is coincidental that as we write more memberships through social channels and engage our members more as we grow our FB Fan numbers, that our attrition number has shrunk.

Thank you!

josh@windfarmmarketing.com

windfarmmarketing.com

916-749-2664