

Club OS

18 Cool Things You Can Do With The New Club OS Email Builder



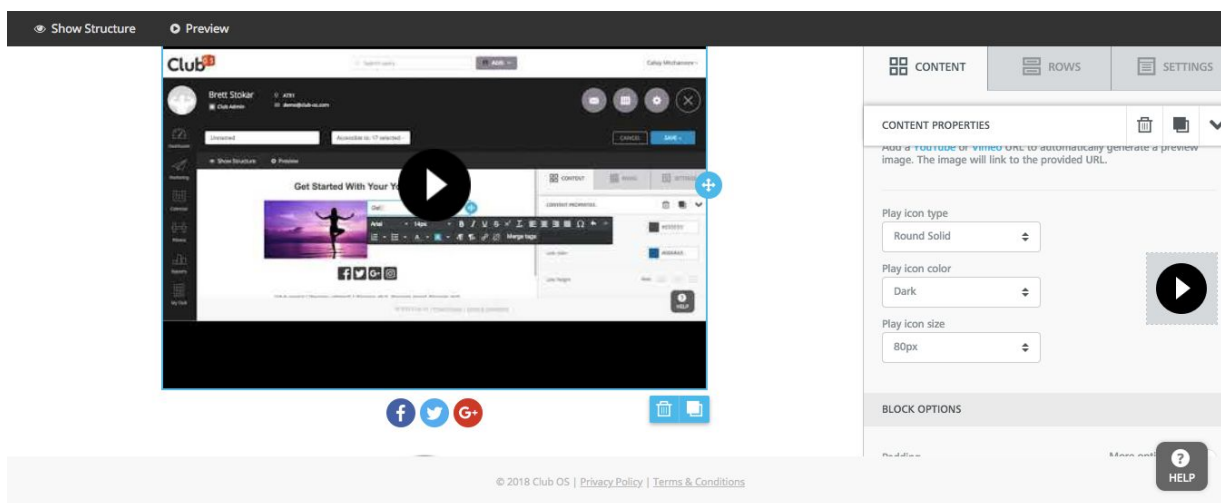
18 Cool Things You Can Do With The New Club OS Email Builder

Build Emails With a Drag and Drop Editor

Easily drag and drop images, text boxes, videos, clickable buttons, and more into your email design. This allows anyone and everyone to create beautiful, creative email marketing designs.

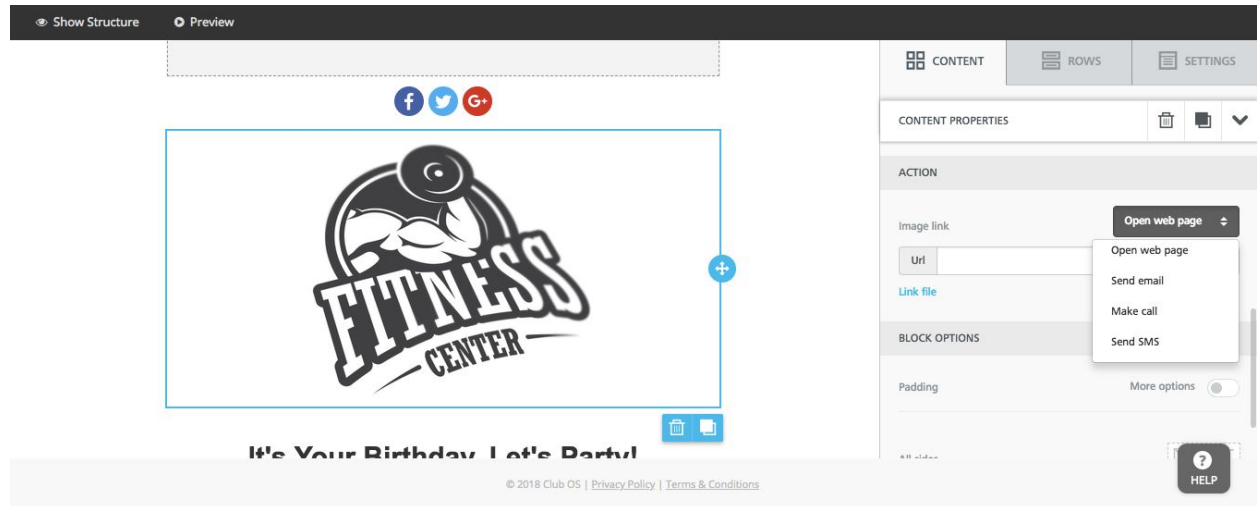
Add a Video Into Your Email

Want to show off a new workout routine or an awesome video of the inside of your gym? Now you can! Simply add in a YouTube or Vimeo URL and a video preview will automatically be inserted. The best part? A custom play button is added to the image so your readers know it's a video.



Attach a PDF to an Image or a Button

Create a button or an image and attach a PDF of your class schedule, upcoming promotions, nutrition plans, and more. Because you can attach a PDF, you can keep your emails shorter and more focused, while providing more detail in a PDF.



Click-to-Call From a Button or an Image

What if you could insert a button that said “Call Me Now” for your personal trainers, and if someone clicked, it would automatically start calling? Well, now it’s possible. We have enabled a click-to-call feature on all buttons and images. This feature only works if the reader is on a mobile device or has a Google Voice number connected to their computer.

Click-to-Text From a Button or an Image

Similar to the above, you click a button or an image and it automatically prompts a text message to whatever number you specify. This is a great way to get customers or prospects to interact and respond to your marketing. **Important:** *Gmail does not support click-to-text. This means if you add a click-to-text and someone opens it in Gmail, nothing will happen.*

Click-To-Email From a Button or an Image

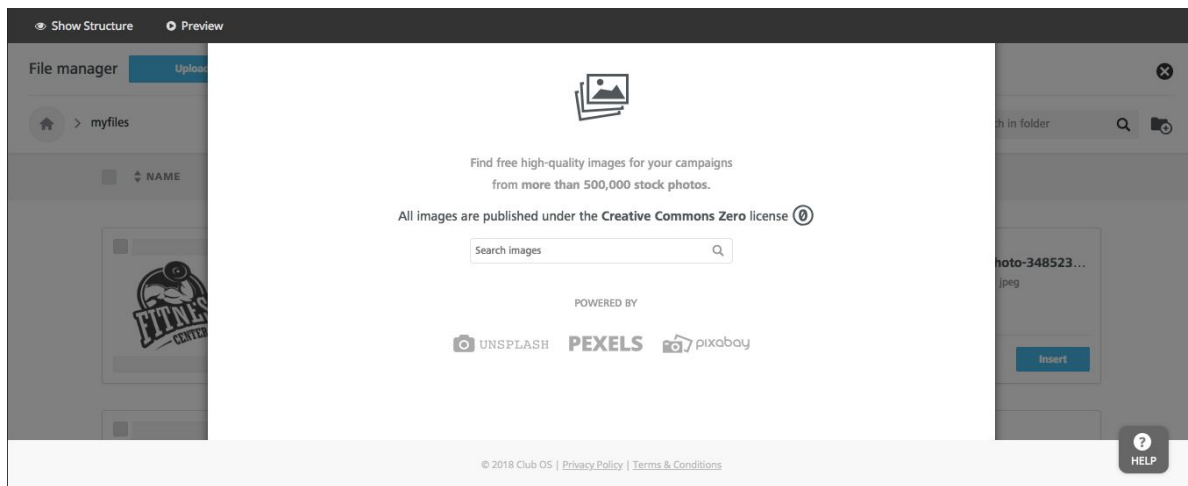
Another option from a button or an image is click-to-email. For example, you can create a button that says “email us about this promotion” and if someone clicks, it automatically pulls up a pre-written email (that you created), addressed to your team, and all the member or prospect has to do is press send.

Host Files Inside of Club OS For You And Your Team

No more losing files on your computer and sending images back and forth between your team, you can now host your images inside of Club OS so they are easily accessible. You can easily click upload images into your shared files and use them for different email marketing campaigns.

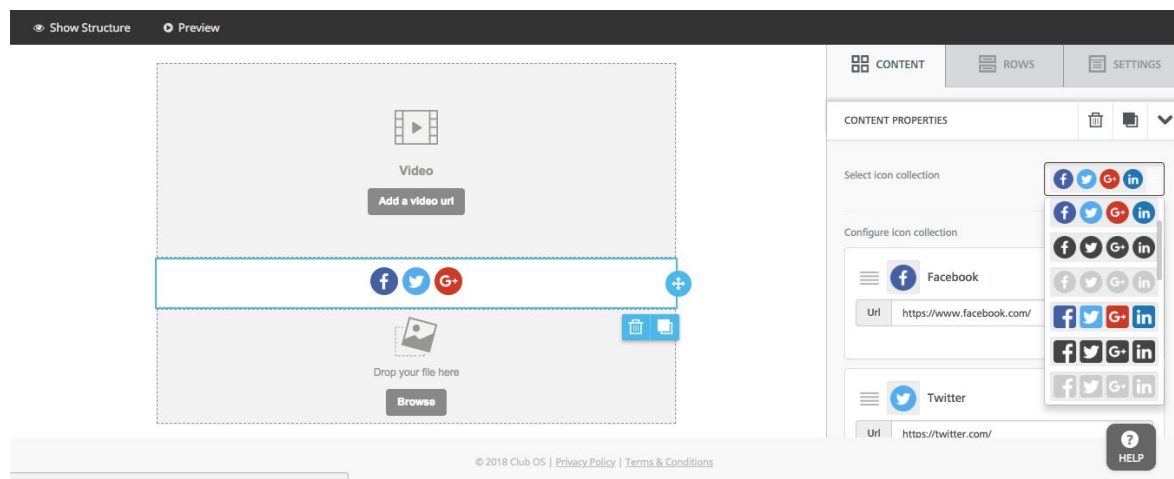
Have Access to 500,000+ Free Stock Photos

No one has time to take professional pictures every month, that's why we give you over 500,000 free stock photos to choose from. Simply insert a search term like "fitness" or "birthday" and free stock photos will appear. Create emails with beautiful images without having to host your own photo shoot.



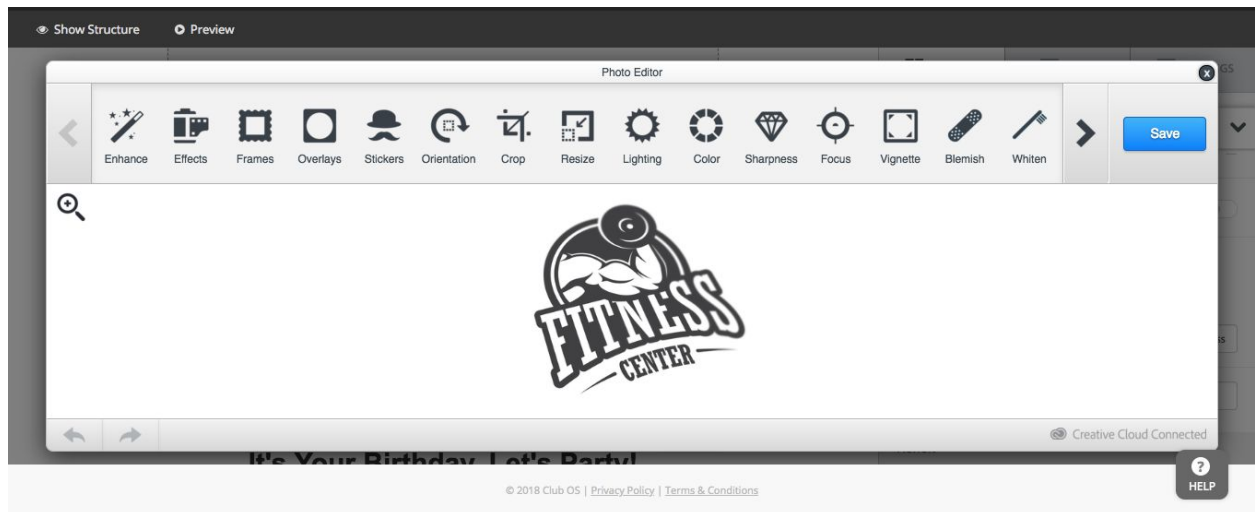
Add Custom Social Media Links

Want people to follow you or share your information on social media? Easy enough. Add in our pre-built social media icons and link them to your pages. Change the design and color of the icons to match your brand or email campaign. Also, you can pick and choose which social media platforms you want to use.



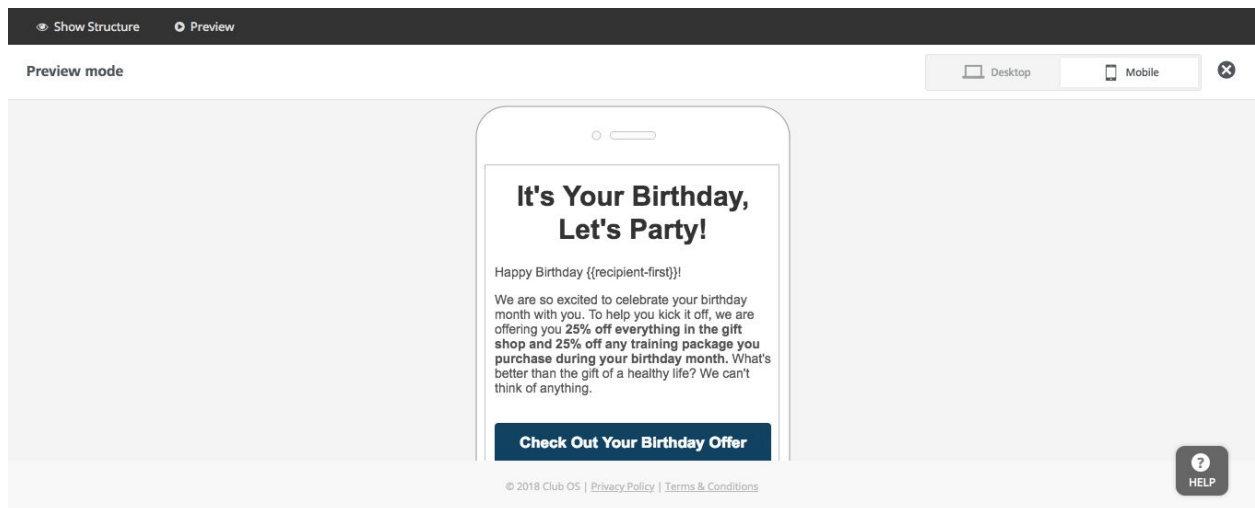
Create Beautiful Images With an Image Editor

You can take an image that you have uploaded into your email and edit it within the builder. Overlay text, change the color, add filters, crop, and more. You can completely edit your images without having to leave Club OS.



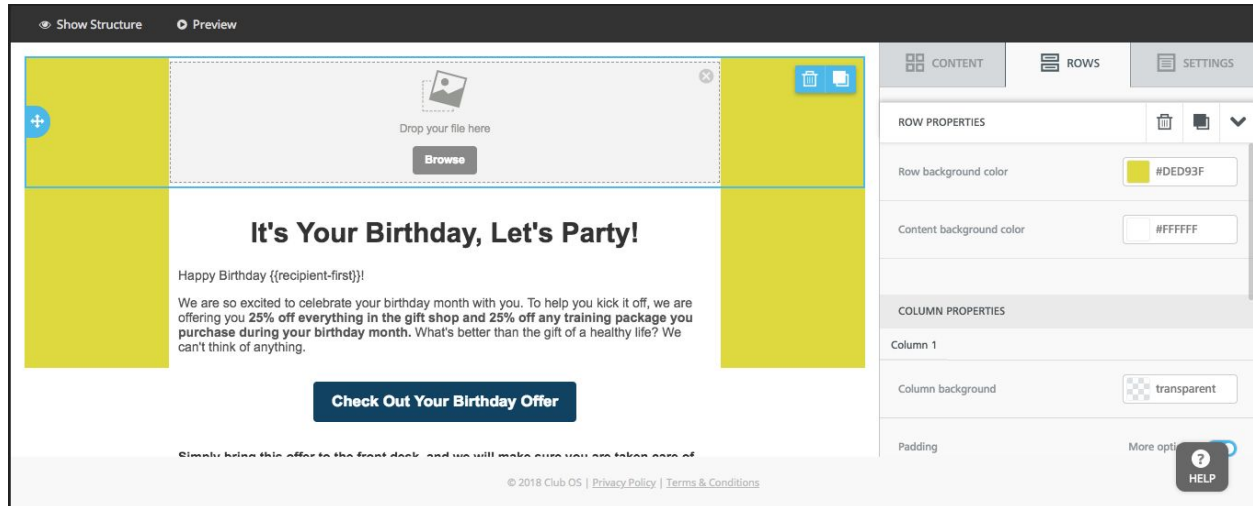
Preview Your Email in Desktop and Mobile Views

Ever wondered what your email would look like once it gets to your prospect or members inbox? We have you covered. You can now preview your email in a desktop and a mobile view. This means you can see what your email will look like when someone opens it on their phone VS. their desktop.



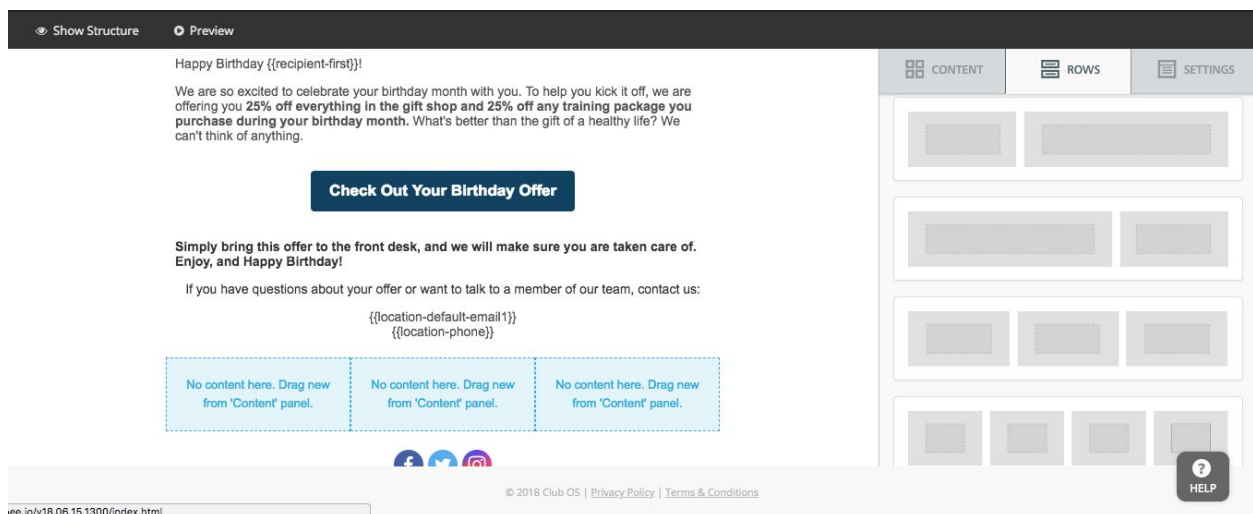
Add a Background Image or Color

Spice up your email campaigns by adding a background color. This means that behind your email content, you can add your brand's colors, accent colors, and more. We recommend keeping it simple so that the email doesn't become too busy.



Create Rows Within Email

You can now add rows within your emails. This means that you can add three columns next to each other where you can put text, video, images, or a button. Sometimes columns can be tricky for mobile, so be sure to preview your column in a mobile view before sending.



Use Merge Tags to Personalize Emails

Address your customers or prospects by their name, add in their agreement end date, remind them of the location phone number, or even let them know who referred them with merge tags. A merge tag is when you insert a tag similar to {{first_name}} and the email builder automatically pulls in that information. Because the email builder is connected to your CRM, you can get even more personalized with your emails.

Edit And Create Emails With HTML

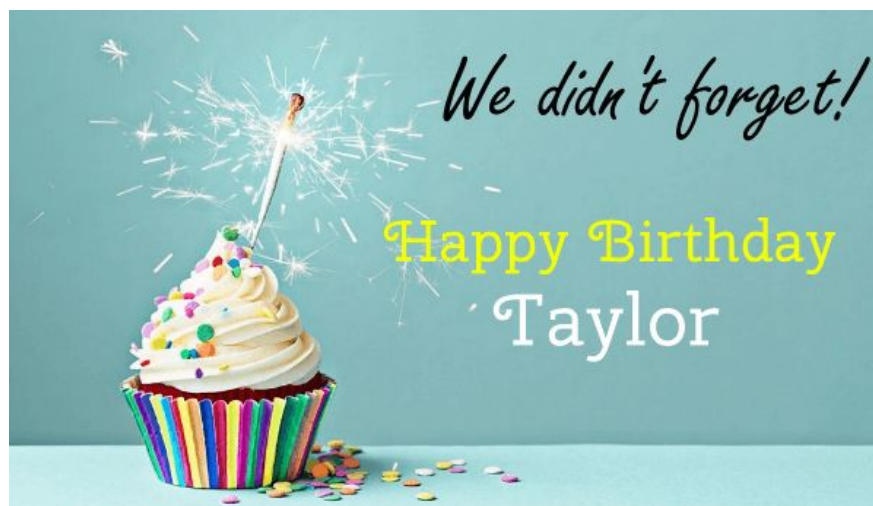
You can make changes and build emails using an HTML builder. This is a feature recommended only for those who know how to use HTML, as it can create problems if something isn't created correctly.

Customize Recipient List By Status

One feature that sets you above the competition is your ability to customize your recipient list by web leads, referrals, no check-ins, and much more. For example, you can create an automatic "Welcome" message that goes out once someone's status changes to "member" in Club OS. Less manual work for you, better communication for your members.

Add Dynamic Images

With dynamic images, you can add a specific image URL that changes depending on the merge tag you specify. For example, you could have an image that says "Happy Birthday ____" and it inserts the prospect or member's name. For more information on this [click here](#).



Get Email Success Reports

After you send an email you can view the success of that email with Club OS reports. View open, click, and unsubscribe rates. Once you see your results, you can make changes based on how successful the email campaign was.

Put Your Fitness Business On The Map. Schedule a Demo Today.

Email: hello@club-os.com

Phone: (888) 812-2158

