



32 Actionable Ways to Increase Online & Offline Presence

For Your Gym or Fitness Business

Club 



Greetings! This is our “rough and tumble” resource where we list out a bunch of ideas, techniques, and advice that we think are incredibly helpful to gyms and fitness businesses of all shapes and sizes.

Some of the lessons and ideas that you’ll read below took us years (and \$) to learn the hard way, so that’s why we wanted to impart this wisdom to you.

**Some of the items below stretch into multiple numbers so that we could expand upon them.*

1. We are assuming that your business is already on **Google Maps** and **Yelp**. If it isn't, you're in luck! Check out the blogs we wrote which can help: [How to get your gym or fitness business on Google Maps.](#) and [How to get your gym or fitness business on Yelp.](#)
2. If your business *is* on **Google Maps**, but you're not the one that put it there, you need to take back the control. [Do that here.](#)
3. Same thing for **Yelp**. [Do that here.](#)
4. Collect as much “**social proof**” as possible. Consider “social proof” the closest you can get to word-of-mouth advertising without it being word-of-mouth advertising. For our purposes, social proof is anything that allows others to read the thoughts of someone that’s already using your services. Said simply: Get as many positive quotes about your business as possible and use those quotes wherever you believe they’d generate the best results. Be strategic about it. We suggest using social proof on your contact, sign up, pricing, and/or schedule pages. Basically, use them anywhere you think someone might need a little extra push.
5. Want more Google Maps, Yelp, etc. reviews? At a predetermined stage in a client or member's "buyer journey" (how long it takes them to go from prospect to member and beyond), send them an email asking if they'd **leave a review** on your desired platform(s). Reviews do "just happen" but they'll "just happen" a heck of a lot more if you put an outreach plan in place. We have seen businesses go from 0 to 100+ positive reviews in a couple days with this method.

6. How to know if someone should receive the above email: **Prequalify them** by reaching out to see if they have any questions, or if there's anything you can help them with regarding their experience at your business. If they respond positively, you can send them a follow-up asking if they'd be willing to leave a review on whatever platforms are the most beneficial to you. However, don't overwhelm them by asking for too much.
7. Don't forget about the **power of the sandwich board**. Some businesses rely on this seemingly insignificant and overly simple method to draw people inside. *Don't be afraid to get weird with it*. It's not just the act of putting out a sandwich board that will help, it's really thinking about it and trying to differentiate your business from the others around you - even non-competitors as they're still distracting your potential new members or clients. (Note: If you don't get a lot of foot traffic in front of your business this isn't going to be as valuable.)
8. Always think about where you're posting something before you ask yourself what or how you should post it. Sites like Google Maps and Yelp are so *extremely* important to fitness and gym businesses because they show intent on the part of the searcher. If someone in your area searches Google Maps for "gym," you want to be at the top of the results because the person who searched that is showing an **intent to buy** what you're offering.
9. [Take Yelp Biz on the go by downloading their app](#). You can manage your **Yelp** listing and reviews right from your phone.
10. Almost nothing in marketing is "set it and forget it." Even when it comes to reviews, you can't forget to ask for them and you certainly can't forget to "review the reviews" from time to time. **Don't allow negative reviews to go unanswered!** And remember, whatever you say in response will most likely be public and able to be read by current and future members.
11. Take Google business services on the go by downloading their app. You can manage your **Google Maps** and other Google business services all from your phone. [iOS app](#) | [Android app](#)
12. **Foursquare and Swarm**: If you've never heard of these two companies that's alright. They're technically the same company, but a few years ago Foursquare decided to break their app in two and created Swarm. However, if your business is on Foursquare then it's automatically on Swarm.

Foursquare/Swarm can be quite lucrative if used correctly. There isn't much of a difference in "find what you're looking for" functionality between these services and Google Maps or Yelp except for the fact that their demographic skews *much*

younger. So, if your business has a lot of millennial clientele, you'll want to invest some time into Foursquare/Swarm. [Here's a link on how to get started.](#)

13. Have a **mobile-friendly website**. In today's world it is simply a necessity. If a potential client or member can't easily search for a business like yours, find your awesome website, and then have an easy, informative experience - all from their phone - then they'll simply close the webpage and go back to the search results to find another business. Need to test your website to find out how mobile-friendly it is? [Google can help.](#)
14. Additionally, every single **email** you send needs to be mobile-friendly. This is an absolute necessity. You may be saying "I know this," but have you actually tested what your emails look like within the most popular email services? You may be surprised.
15. **Geographic targeting** in online ads can be incredibly useful and a great way to avoid wasting money on ads that won't be seen by the right people. With the right geo-targeted ad, you can spend way less money and achieve considerably higher returns. Using your current member or client data, do a search for zip codes and do your best to plot out where most of them live in relation to your location (cool rhyme!) and then transfer that knowledge to an appropriate online ad. [Learn about Google's geographic ads.](#) | [Learn about Facebook's geographic ads.](#)
16. **Direct mail isn't dead!** [We wrote an entire blog about it which you can read here.](#) Direct mail doesn't have to be overwhelming and you never have to go to the post office. When done correctly, there's a chance you'll see an ROI beyond anything you do online.
17. **Apple Maps** is growing. You need to ensure your business is on it. [Check to make sure. We even wrote a blog about Apple Maps and how to do this.](#)
18. Define and use **keywords**: If you want to rank at the top of Google search results, you have to define what it is people are searching for that relates to your business and then you need to strategically use those words (known as "keywords") throughout your website. Sneaky SEO techniques no longer work. Google is all about organic content that's relevant to the person searching. So, if someone searches "gym with clean locker rooms" on Google, and you've specifically mentioned in various (relevant) places on your website that you have "clean locker rooms," there is a much higher chance of you showing up in Google search results before any of your competitors that ~~have dirty lockers~~ don't mention their clean lockers. Learn how to find the keywords you should be using [here](#).
19. **Remarketing**: You've spent time and probably some money getting people to your website, but just because they've arrived doesn't mean they're going to take the

desired action. When this happens, you don't want the last interaction to be when they close their browser window. To prevent this, you can "follow them around the internet" with relevant, non-intrusive ads. It seems weird and a little creepy, but it can work. A service called [AdRoll](#) can help. Our suggestion is to start small and use remarketing strategically. Not every page on your website needs to trigger a remarketing cookie in the visitor's browser. However, if they land on your homepage and then navigate to your services or membership page they will be a much better candidate to receive remarketing ads as they've shown an intent to buy. Remarketing ads aren't annoying to the viewer if you target the correct audience.

20. What better way to get in front of your local and ideal clients than with a **local newspaper or magazine**? Depending on who your ideal clients are, you could take out an ad in a local newspaper or a local health and fitness magazine should one exist. Either way, you're reaching people who live in your desired areas. A local weekly is a great idea as it has a large circulation, is free, and sits on newsstands much longer than standard newspapers.
21. **Partner locally.** Look for businesses that align with yours, or are compliments to what you offer. Juice bars, health food stores, etc. But don't neglect the places where people may be looking for inspiration or life changes!
22. If possible, put your **physical address** on every single page of your website. This will go a long way with geo-based Google Maps results. The footer is a great option.
23. Don't spend all this time and effort promoting your business just to let after-hours calls go to **voicemail**. [Use a service like GymPhone to prevent this.](#) A lead is a lead even if it comes in at 3am.
24. **Google AdWords** can be valuable even with a low spend. One tip we'd like to impart is to always have an ad running targeting your own business name. What we mean is that every keyword in that ad should be your business name. The ad copy itself should contain your business name in the title and then something related to what you offer. This ad will have an incredibly high quality score which is important when it comes to how often and where Google AdWords ads show up in search results. Also, there's always the chance your competitors are already bidding on your name... don't let them win.
25. Do you get a lot of unique visitors to your website (i.e. people that haven't visited ever or in a long time), but people aren't turning into leads or members/clients? That's a problem, but one you can isolate and correct. Figure out what page is not converting these people and start adjusting things. Even if you can't get fancy with A/B testing (when you test and compare two slightly altered versions of the same

page), you can still **make gradual changes**, wait a couple weeks for improvement, and if you don't like the results you can try something else.

26. **Keep. Your. Prospect/Lead/Contact. Forms. Short.** Did the dramatic writing of that sentence help get the point across? The shorter the form, the more likely someone is going to be to fill it out. Think about the information you actually need in order to contact the person that contacted you Vs. the information you can find elsewhere or later without requiring them to provide it. Short form = more forms being filled out.
27. If you send a promotional email, don't confuse your recipients by giving them too much information, or information that's unrelated to the main goal of the email. Keep things **focused** with a single "call to action" (CTA) button or link.
28. ...and regarding the aforementioned CTA, it needs to link to a page that's not your homepage. For example, if you're running an ad for personal training, your ad or email CTAs should link to a page on your website that talks **specifically** about your personal training offerings. This type of page is commonly referred to as a "landing page."
29. ...and regarding the aforementioned landing page, it should be similar to the email strategy in that you don't want to put **too much information** that isn't relevant to why the person is on the page. Don't let them get distracted! They're on the page for a reason, don't confuse them with irrelevant information.
30. If you have a limited amount of money to spend on ads, don't let your **daily budget** drain too quickly. You can set ads to only run only during your business hours. If you're using Google Analytics you can run through your historical data to see when people usually visit your website as that may also give you an idea of when to run your ads.
31. Use **Google's "Sitelink Extensions"** which are links that show up in Google search results that give your listing way more screen real estate and allows people to click right to what they're after without having to first go through your homepage. [Find out more about sitelinks here.](#)
32. Organize and attend **community and local events** such as farmer's markets, or even host your own event at your facility. If you want to qualify attendees as much as possible, you can always set an entry fee and donate it to charity, or keep it (hey, this is work!), or apply it to any attendee membership fees if they become a member as a result of the event.

If you found the above ideas helpful, [check out our other free resources here.](#)



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(888) 812-2158



hello@club-os.com

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