The Complete Guide to

EMAIL MARKETING

for Gyms & Studios

Club OS

Table of Contents

Before We Begin...

The act of gathering a bunch of email addresses together and sending them something seems simple enough, right? However, you can be sure that if there's something simple out there it's only a matter of time before a marketer comes along and makes it more complicated - though usually for good reason!

Before we get into the more nitty gritty aspects of email marketing, we wanted to take a moment to preface this entire e-book by saying: Try not to feel overwhelmed. Sometimes you simply need to get an email out the door so that you can drum up some new business and we completely understand that. If you read through this e-book and find a lot of the information overwhelming, just try to make a note of whatever information feels the most actionable at the time and use it to get some emails sent. Then, after you've sent a campaign or two, start to incorporate more of the techniques and ideas outlined in this e-book. Remember, the more you send, the more you learn. Just make sure you don't send too often - don't worry, we'll get to that a little later. :)

How to Get Email Addresses

Your Existing Data

If you're using a system to run your gym or fitness business, you'll already have access to some email addresses. It's likely you have enough email addresses to not only segment them into groups such as "clients," "former clients," and "prospects" but to segment them in even more complex groups such as "client that hasn't attended a class in 2-months". However, we'll get more into segmentation of email lists a little later.

Your Website

In addition to having a basic email signup form on every page of your website, consider implementing some automated email gathering tools such as an exit popup (the little "enter your email address" windows that have proliferated websites in recent years). Yes, exit popups can be a little annoying, but guess what? They work. One surefire way to use an exit popup effectively is to display an offer the viewer can't refuse. Consider offering the viewer something of value in exchange for their email address. This is a great place for an intro offer, social proof (ex. 45,000 other people read our newsletter), or entrance into a giveaway. Some exit popup resources include Privy, Picreel, and more.

Advertising

What? Spend money for email addresses? Yes! But in an effective, non-sketchy manner. No matter what level your business is at, sometimes list growth can stagnate. **To get your "give me your email address" offer in front of the right people, you may consider employing a low-spend advertising campaign on various social media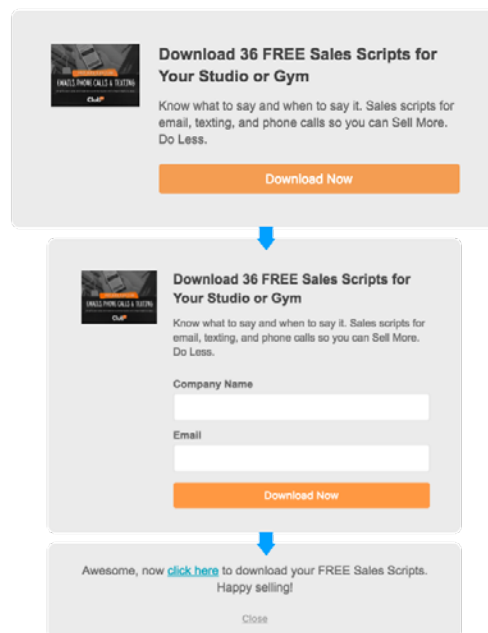 platforms.** Unless you have a lot of social media advertising experience, there's no need to run ads on every platform right away. Start with the platform that you've used the most or had advertising success with already. For example, if you're looking to increase membership numbers by 5% during June, come up with a relevant giveaway or offer that you can put on an ad and get in front of people. Additionally, Facebook also offers an ad product called "**Facebook Lead Ads**." These ads make it incredibly easy for a viewer to submit their contact information to you. If you're using a system like Club OS, that contact information can be automatically added to your sales pipeline and automatically send revenue-generating emails to the recipient. For more on how Club OS works with Facebook Lead Ads, click here.

Social Media

It's not always easy to grow email lists on social media directly, but with the right type of posts and calls to action you can funnel people to pages on your website with email forms. This type of social media email gathering is done via paid advertisements that get in front of the right people and then lead them to a form - whether still on Facebook or the business's website - where they can enter their email address in exchange for something of value (like we've already mentioned - an ebook, the chance to win a contest, a limited time intro offer, etc.).

Public Events

Farmer's markets, corporate events, conferences, and networking events all present great opportunities to grow your email list - especially if the event is targeted to your ideal clients or members. Just make sure you have a professional method of collecting email addresses. We recommend an iPad with a keyboard for the most portable and easy-to-use email collection setup.
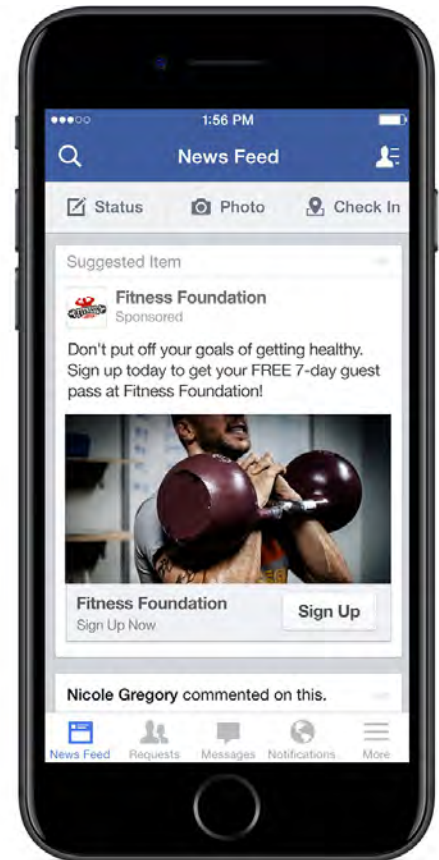
How *Not* to Get Email Addresses

The following methods, while sometimes (though rarely) lucrative depending upon the relevance and quality of the lists you're acquiring, will usually lead to increased unsubscribes, complaints, and hard bounces which is basically a triumvirate of email marketing negativity.

Trading and Sharing Lists

This practice is frowned upon unless there is a clear agreement between companies that are engaged in some sort of comarketing effort. If that's the case, the emails you receive through this comarketing should be somewhat qualified since that's why you've taken part in the comarketing effort to begin with. Just make sure any plans to share or trade lists are outlined in the terms for your subscribers.

Buying Lists

It's nearly impossible to build trust through a randomly sent email by a company the recipient has probably never heard of. It's for that reason alone that we encourage you to avoid the temptation of buying lists. It's possible to acquire lists that are targeted to your ideal client or member, but they'll never be as valuable as building your lists organically. Just like most things in life, there are rarely shortcuts to good email marketing.

Scraping Websites

This is a more advanced option on the "no-no list" but still something many companies employ to easily, and usually superficially, grow their email lists. Scraping a website simply means you have an automated program run through a website looking for predefined information such as email addresses. When the program finds what it's looking for (in this example it's an email address) it copies (scrapes) it and puts it into a spreadsheet or some other type of file for you to then do what you'd like - such as pasting the list into your email marketing software. However, scraping to grow lists is frowned upon just like buying lists and for the same exact same reasons.

Segmenting Lists

You wouldn't send the same birthday card to your grandma as you would to your two-year old niece, would you? The same rule applies to your email marketing efforts.

According to Campaign Monitor, some marketers have seen a 760% increase in revenue from segmented email campaigns.

If your current email marketing strategy entails "blasting" your entire list with the exact same email then have no fear, you are not alone! However, there is a better way of achieving increased success with your email marketing campaigns and that's using data to break up your lists into segments otherwise known as the act of segmentation.

Getting started with segmentation can be a breeze, though we know it sounds pretty intimidating. If you're already using an online-based system to manage your fitness business then you probably have a lot of useful segmentation information about your current and former members and clients. **Data such as demographics, attendance history, length of membership, and more can all be useful in deciding what emails to send to which recipient type and when.** Using that information you can create "buyer personas" for each of your client types. Buyer personas can be as simple or complex as you want, but what you're trying to do is get a sense of who's reading your emails and what that persona type would be most interested in. Then, once you've completed some personas you can start crafting emails as if you were writing directly to them.

Persona Name

BACKGROUND:
- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:
- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:
- Buzz words
- Mannerisms

You can find this information by administering online surveys of your target audience.

> Example of segmentation: Let's say someone joins your mailing list from your website but hasn't taken any other action. After a predefined period of time, that email address would go into a certain "bucket" of emails and should receive only emails relevant to them. Since you want them to eventually spend money with you, you'll want to entice them with special deals, intro offers, or anything else that would take them from unengaged email subscriber to paying member or client.

Email list segmentation ideas for gyms, yoga studios, and more:

Current Clients - Upsells, retreats, new classes, upcoming events, referral requests, anniversary recognition, incentive to leave a review.

Prospects - How you segment your prospects will vary depending upon where they are in the buyer journey. **However, for the most part a simple, easy-to-claim introductory offer is your best bet.** If you have a prospect that's taken an additional step such as registering for a tour, you can move them into another prospect list segmentation group called something like, "Prospect Tour Taken" (or whatever you'd like). You define what stages you place prospects in according to your business setup. Just be sure that no matter what you're sending or what segment you're sending to, your email needs to have a defined goal and every piece of content in the email should help guide the recipient towards completing that goal.

Former Clients - As long as they didn't leave on bad terms, this can be a very valuable list of email addresses. To the right candidate, a well-timed "we miss you, here's a coupon to come back" email can bring back a long-lost member. Think of the ways in which you've gotten clients back in the past. What is currently bringing in new members? Would your former members be enticed by that as well?

What to Send in Your Marketing Emails

We've talked a bit about this in regards to segmenting lists: certain people receive certain emails at certain times that will be more relevant and effective for that particular recipient. However, there are some other considerations and tips that go into deciding what to send your lists.

Before you create an email, decide on the reason it needs to be sent. Why does this email need to be sent to these particular recipients? What is the email's point?

Once you know the reason, decide on a goal. Make it simple and don't give too many alternative options. Your email should focus around this goal and every piece of content within the email should focus on getting the recipient to take the action that results in the goal being achieved.

Another major element of a successful email campaign is a focused, easy-to-use "CTA" otherwise known as a "call to action." A CTA is one of, if not the, most important elements of an email campaign. It's the button the recipient clicks or taps to take the next step in achieving whatever your predefined goal is. Be direct with your CTA language. If you want the recipient to take an action on it, make the CTA button's language clear such as, "Learn More Here" or "Buy Now."

opportunity and hope to see you there!

VIEW SCHEDULE
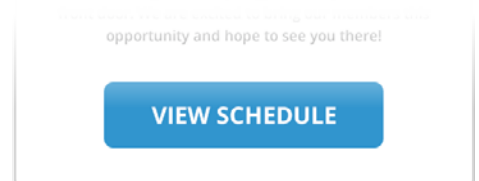
Apply the scarcity principle and create a sense of urgency. If you want people to hand over their contact or payment information you'll need to provide them with some inspiration. Channel your inner-Godfather to make an offer they can't refuse. Going back to the importance of list segmentation for a moment, a truly successful email will be targeting only those recipients for which it is most likely to inspire action. **For example, if you wanted to send an email to all former PT clients you could send them an email with a "first session on us" offer which expires within three-days if not redeemed and scheduled. This will inspire the recipient to take action instead of writing it off.** Other methods include using tried and true phrases such as "limited time only" or "only __ mats available" or "price goes up on the 26th" etc.

Keep your copy (the text of your email) to the point. There's no need to provide more information than is necessary. **Write in your brand's voice, but try not to sway too far from the reason you're sending this email and the associated goal you hope to achieve by sending it.** And don't talk at your recipient. Remember, people have emotions and desires. They don't necessarily care about the new class you've recently added to the schedule, they probably care more about what the new class can do for them. Does it offer a guaranteed way to learn new dance

moves? Does it burn more calories than most of your other classes? Is the teacher being flown in from Sweden to teach it for a limited time? Tell the recipient!

Make it look professional, on-brand, and use photos of people if warranted. If you're trying to showcase a new piece of equipment at your gym, have some professional photographs taken of a happy member enjoying it and include a photo or two in the email. Make the recipient jealous that they aren't there taken advantage of the new equipment. Bonus: We've already done some research on how to take the best photographs at your gym or fitness business.

Use social proof. Social proof can be defined as any number of things that help you impart a sense of validity and, well, proof to what your business does or offers and any claims that are made. Social proof can be client and member testimonials, trust badges such as that of the Better Business Bureau or McAfee Security, reviews people post to review websites like Yelp, or any official accreditation or certification badges from professional organizations you may belong to.

Make it mobile-friendly. If your email isn't mobile-friendly you might as well not send it. According to Litmus, "51% of consumers have unsubscribed from a brand's promotional emails because their emails or website didn't display or work well on their smartphone." This can be as simple as making sure your fonts don't display too small and your CTAs are large enough for a finger tap instead of just a tiny mouse click.

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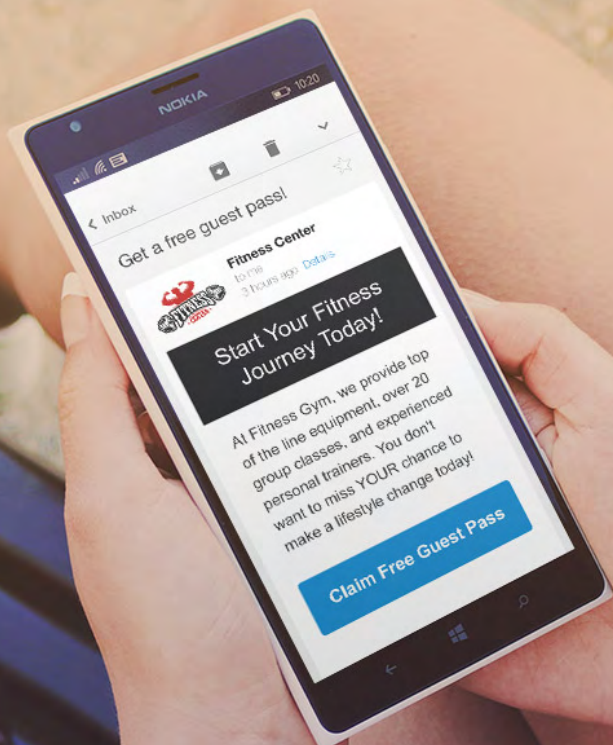
When to Send It

There is not a magic day or time to send marketing emails, though many have tried to figure it out. According to [MailChimp](#), the most general "when" to send a marketing email is midmorning during the work week (Tuesdays are best, but only slightly). However, if you know things about your recipients, the general "when" is probably wrong as you can segment what and when you send based on knowledge and data. Who knows, maybe your clients or members will respond better to emails sent on Mondays at midnight. You won't know until you start testing things which we'll get into in our section on A/B tests a little later.

The best send times can also depend on your message, goal, and, most importantly, when your ideal recipient is typically reading email. If you know most of your clients have busy home lives you may not want to send emails before 10am and no later than 4pm. Before you have data to backup your send times just use your best judgement alongside any data you already have.

The Best Day To Send Email Is...

S M T W T F S

Tuesday #1 — The best day to email is by far on Tuesday.

Thursday #2 — If you send two emails a week, choose Thursday for your second day.

Wednesday #3 — While Wednesday wasn't the most popular, it was mentioned several times.

CoSchedule

Club OS
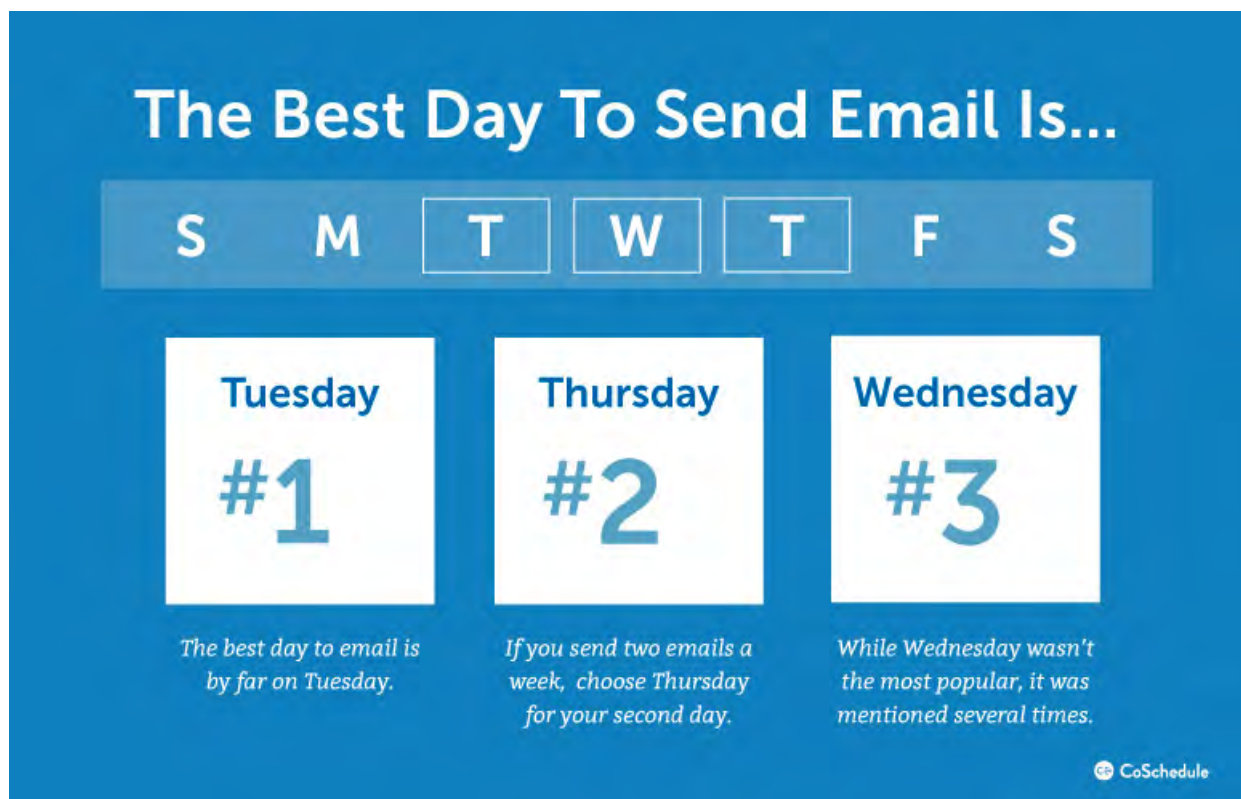
After the Click

As we learned earlier, anytime a recipient clicks or taps on a CTA, or goes to another page related to your business after receiving your email, then that counts as a click-through. But where should your CTAs send these people that have been so inspired by your email that they've actually clicked or tapped to learn more?

This can depend on the goal of your campaign, but most of the time you'll be sending them to the location where they can easily take the desired action. As we mentioned before, if your CTA references a free class then you'll want to link the CTA to the page on your website or booking software that most easily allows them to take advantage of the free class. Just ensure it's clear how they obtain the deal such as inputting a special code or having to fill out a special form or even calling you on the phone - how the deal is claimed is up to you. However, the less barriers of entry, the more successful your campaign will be. Make it easy for recipients to take the desired action, don't make them hunt for why they should care about your email and don't make them click or tap too many times to take the action.

Whatever you do, don't let them down by sending them somewhere unrelated to the email they just received and the CTA they just clicked. If you mentioned a free class then where you send them after their tap or click needs to talk more about that free class. No bait and switching!

UTM

Otherwise known as "Urchin tracking module," UTM is a method by which useful tracking information is added to the end of URLs within email campaigns, social media posts, advertisements, and more. **When UTM information is added to a URL, and that URL is clicked, the UTM information is logged within the analytics software you're using - whether that's Google Analytics, HubSpot, MailChimp or any other software that tracks analytics.** As defined by Buffer, UTM data can tell you *where* traffic is coming from, *how* it's getting to you, and why is it coming to you. A lot of modern email marketing software automatically apply UTM information to links within emails, but just in case they don't, here is how you can access Google's URL (UTM) builder.

The Importance of Subject Lines

Subject lines are sometimes viewed as afterthoughts in the email marketing campaign workflow. Many marketers are known to complete an entire campaign before starting to focus on what the subject line should be. However, we think they're so important that we're dedicating an entire section to them.

Shorter the better. Ideally 35-45 characters or less.

Provide relevant and informative information. **The subject line should give an idea of what's contained within the body of the email.** It should also entice the recipient to open the email. The use of a little psychology can go a long way. Instead of saying "How to stick to your fitness goals this winter" you can try "4 ways to ruin your fitness goals this winter." No one wants to feel like they're going to ruin something, so in a way you've playfully challenged them into reading your email. Since you've applied some segmentation (right? right.) it's also an email the recipient will most likely be interested in. If you're following along, that means with a good subject line, relevant content encouraging the recipient to take a desired action, your email will help the recipient realize how your business can help them and they'll convert. Win/win! **With a subject line you want to capture the reader's attention, keep it related to the email content, and be short** enough that they can see a lot of it when previewing in their email client (Gmail, Apple Mail, etc.)

Use emojis if you want, but sparingly and to avoid issues with those that are emoji-less. Example: If you want to say that it's shark week you wouldn't want to just use the 🦈 📝 emojis to express that in case someone viewing your subject line does not have emojis turned on or available. Instead of just you'd want to write "Shark Week" in case the emojis don't load.

Test your subject lines. Pit two subject lines against each other and see which one results in more conversions then only use that one until you find another subject line that's even better. We expand on this a bit in our section on A/B testing below.

Spam Avoidance: We touch on this a little later in the e-book, but an important rule of thumb with spam triggering in subject lines is to avoid the following: exclamation points, sales-type words, using all capital letters, sending from a "no-reply@company.com" email address. Regarding that last no-no, we recommend making your "sent from" email address one that is monitored by someone at your company. Recipients really do reply to marketing emails looking for more information, so don't rob them of that ability with a nonexistent email address.

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A/B Testing and the Success & Failure of Email Marketing

As we mentioned earlier, you can't test or learn things about the success or failures of your email marketing campaigns without knowing what you're testing for. Of course, that brings us back to needing to define a reason for sending and a desired goal you want to achieve, or action you want the recipient to take.

What you test can vary. Some tests will focus on the design to see if adjusting the color of a CTA (call to action) increases the click-through rate, some tests will look at the copy by pitting one headline against another, while others will analyze subject lines. **However, all tests should point back to how the results affected the achievement of the email's goal and how they can be improved using any valuable conclusions that can be made using the test results. This type of testing is typically referred to as "A/B testing" or "split-testing."**

A/B testing has become quite the buzz phrase over the last few years, but that's because it can produce some amazing results and make marketers look like soothsaying wizards. For a more general definition of A/B testing we'll turn to Oracle who says, "*A/B testing is where you test a control version A against a different version B to measure which is the most successful.*"
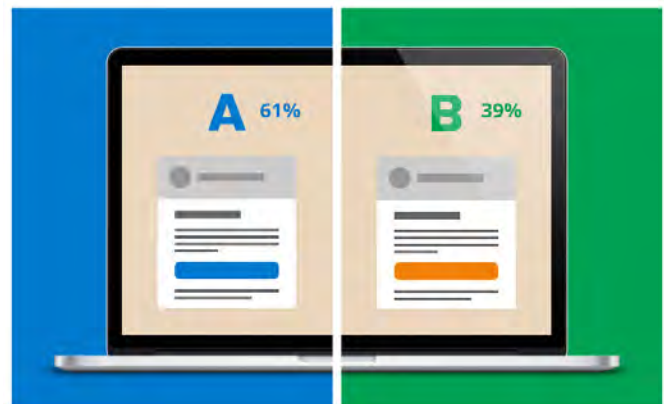
Great value and knowledge can be found in a properly run A/B test, but if you're not sending each test variation to at least 1,500 recipients (3,000 total recipients split between two variations) you may not receive much useful data.

When A/B testing, you only want to test slight variations between emails and not two completely different emails. An example of what you'd look for in an A/B test are things such as an increased click-through rate when the CTA (call to action) is green instead of blue. So after running the test, and seeing an obvious increase in conversion rates, the takeaway from the test would be "from now on, let's make CTAs green as the green CTA in this email resulted in more conversions than the blue CTA." Note: It's important to keep in mind that results can change, so even though in the example the green CTA is providing better results now, it may not in the future. Keep testing!

You can also test your subject lines by sending the exact same email, but with two different subject lines. Once you send both emails, you can watch the metrics to see if one email received higher open rates than the other. If the difference in open rates is obvious, you know what email subject line to use for future sends.

Avoiding Spam Filters

We've always found that the most important part of sending email is that the other party receives it. :) But seriously, there are ways in which an otherwise perfectly good email can be ruined with bad copy, overzealous punctuation, and random send times.

Cool it with exclamation points!!! Especially in subject lines.

No-no subject lines include things such as: free, sale, buy, $$$, cheap, 100%, etc. You get the idea. Don't be cheesy and don't sound like a used car salesperson from the 1970s.

As we mentioned earlier, don't use a "no-reply@" email addresses as your "sent from" email. Make an address that people can respond to and better yet make it a personal sounding email with a real person or department's name.

Don't sent too often. Sending too many emails and having more than a few recipients file complaints about said emails will not bode well when it comes to your staying off the dreaded blacklist. MailChimp defines a blacklist as "a list of IP addresses or domains that are suspected of sending spam. Email servers use blacklists to help decide if they should accept or reject an email. When used correctly, blacklists help keep the bad stuff out of inboxes."
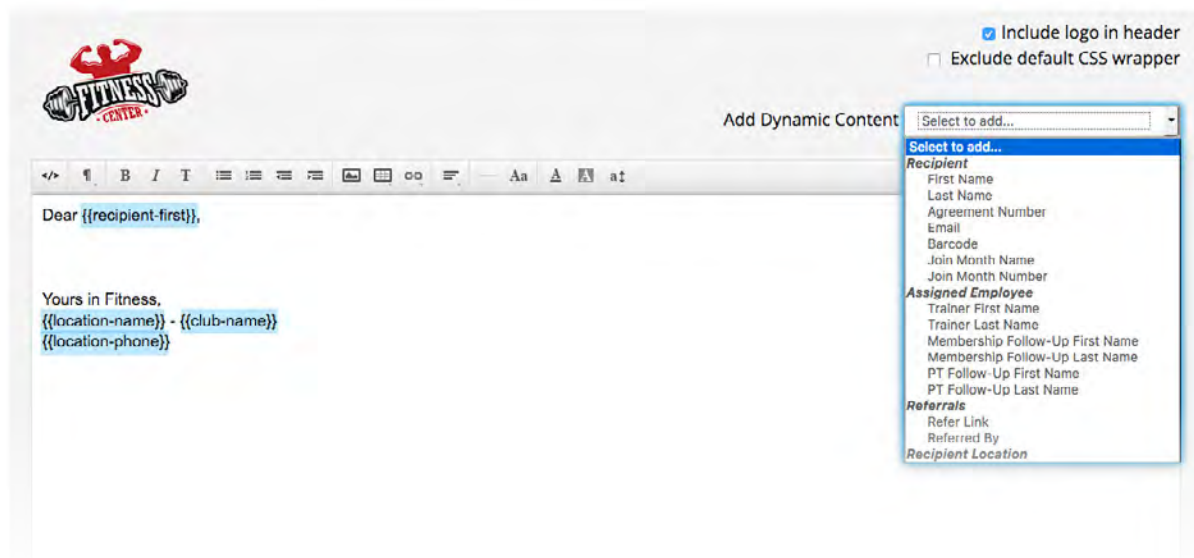
Email Customization

A great way to increase open, click-through, and conversion rates is with email customization. **This can be as simple as including the recipient's first name in the subject line or email body (or both) and as complex as providing details as to the recipient's last interaction with your business.**

With this type of simple customization magic you're able to use predefined text as a placeholder for what will eventually turn into the placeholder text's value.

For example, if you're using Club OS to design a new email campaign and wanted to add the recipient's first name to your opening text you'd put something like, "Hi {{recipient-first}}," where {{recipient-first}} is the customization placeholder which means if the recipient's name is Greg, and after the email is sent, the customization placeholder automatically changes to "Greg" thus displaying "Hi Greg" when taking the "Hi" into account.

Of course, the customization will only say "Greg" if 1) the first name is being stored in the email software's system and 2) the marketer included the correct customization placeholder to make it happen. Another recipient of that exact same email will see a different first name depending upon what is stored in their Club OS profile along with their email address.

Most email marketing software platforms have the option of adding this type of customization, but they all call them different names such as "merge tags," "personalization tags," "greeting variable," "replace phrases," or something similar. No matter what they're called, this type of simple, yet very effective personalization can deliver great results for your email campaigns.

Automation: Send Smart Emails While You Sleep

Alongside segmentation and customization comes automation. Once you have some segmented lists and have applied some customization it's a great time to start thinking about automating what and when emails are sent. For example, if you have a mailing list and gain a new subscriber it might be beneficial to automatically send that new person a series of relevant emails over the next couple weeks. This works especially well if there are onboarding activities awaiting the person. If they've bought an intro offer but haven't scheduled it, then this person would be a good candidate for a follow-up email series. **This type of automated emailing is usually referred to as a "drip" since it happens over a set period of time and sometimes as a result of recipient actions or non-actions.**

If you're using a system like Club OS, you'll have the ability to create drip campaigns with ease. This is because all of your current sales and pipeline data is within the same system and can be easily accessed.

Once you've tested some regular campaigns you can start incorporating what works into your drip campaigns. Things like the best color CTA, the best copy to get the person to take the desired action, etc.

Which Metrics Matter (and Which Don't)

Open Rate - While it may sound important, the open rate doesn't really tell us much. Actually, the only useful pieces of information an open rate can provide are 1) The success of the subject line since since an opened email means the subject line is most likely what got them to open it and 2) You'll be able to get an idea of what day of the week your emails are most likely to have higher open rates than others.

Unsubscribe Rate

This metric is not as important as it may sound. Just because a current subscriber hasn't unsubscribed from your list doesn't mean they're not mentally unsubscribed. As in, it's better to focus on the engagement of your list rather than the unsubscribe rate. There are cases where it's even advisable to unsubscribe people yourself that aren't engaged with your list - they don't click on anything, don't share, don't convert, etc. The more emails you send to recipients that take no action, the more likely you are to hurt your overall email deliverability. Of course, keeping an eye on your unsubscribe rate can give you some interesting information over time as far as general unsubscribe trends, but even that isn't always valuable as it only accounts for those list members that have taken the time to click the unsubscribe link.

Click-through Rate

This is a very important metric to track. A click-through rate is the rate at which recipients that have opened your email have also clicked on something within the email. The best click-through rates are had by sending relevant content and by focusing the email around the recipient completing a single goal - click a button, reply, share with a friend. If your click-through rates are high, but your conversions are low, that can help you shine some light on what happens after a link is clicked and help plug any holes in your sales funnel.

Conversion Rate

This is where email marketing can put its time and money where its mouth is. Before we get ahead of ourselves, a conversion doesn't always mean the person is opening their checkbook. A conversion can indeed be defined as a monetary transaction, but conversions can just as soon be defined as having someone fill out a form on your website. If gathering someone's information is the focus of an email campaign, then there's no reason you can't count each submission as a conversion. As we mentioned in our section on testing, a great and reliable way to increase conversion rates is by applying some A/B tests to your various email campaigns.

Overall ROI

This is the metric that can tell you if your campaign was a monetary success based on how much new revenue was generated. To figure out your ROI simply use this formula. (Note: This is a simple ROI formula. They can get very complex.)

(Money gained from campaign - Money spent on campaign) ÷ Money spent on campaign * 100 = ROI as percentage

> Example: You decide to run an email campaign to a segmented list of your members. Your goal is to increase PT (personal training) sessions among existing members at your gym. To get the email ready, you spent $450 on the design and copywriting and $250 on some new photography. After sending the email you look at the data and see that you've sold $2,500 worth of PT sessions as a direct result of the email.
> **This means the (simple) ROI formula would be: (2500 - 700) ÷ 700 * 100 = 257.14% ROI**

Lists Growth

Depending upon how large your business is, or how large you want it to become, your idea of a healthy email list growth rate is entirely up to you. However, since email marketing has such higher conversion rates than social media we think it's always a good idea to collect emails whenever possible.

Bounce Rate

Beware the hard bounce! A hard bounce simply means you've sent an email to a fake or closed email address. This is bound to happen to all email marketers. A hard bounce is frowned upon by ISPs (internet service providers) when evaluating email sender reputations.

How to reduce hard bounces:
- Have double opt-in for new subscribers so that they have to verify their email address. A double opt-in simply means that anyone added to your list receives an email confirming their intention and requires them to click a link to verify their subscription.
- Use an email marketing service that automatically removes email addresses that have caused a hard bounce.
- Manually check your hard bounces after each email and remove them.
- If collecting emails manually, or performing manual data entry, keep in mind that according to Experian, "human error accounts for 64 percent of invalid email addresses obtained at point of capture."

Complaints and Spam

Wow, someone had the nerve to complain about one of your emails! How dare they?! Unfortunately,

this is yet another unavoidable and sometimes ego-hurting metric brought to us by email marketing. Email recipients are going to complain about your emails from time to time, however, if you concentrate on sending the most relevant information at the right time and day, and not too often, you can improve your chances of avoiding those pesky complaints.

Where You Stand

If you've already done some email marketing, or if you're simply wanting to know what some baseline industry metrics are before you even get started, MailChimp's "Email Marketing Benchmarks" page may be helpful. We've gone ahead and pulled out the data for the most relevant industries, but as you can see they're not exactly conclusive and the industries are broadly defined. However, we understand the desire to see how you compare against others doing email marketing. While this data can't really help you shine much light onto what your own email marketing efforts should entail, they can help you relax in knowing that even the best email marketers are sometimes getting low click-through or high hard bounce rates and that it can vary drastically by industry.

| Industry	Open	Click-Through	Soft Bounce	Hard Bounce	Complaint	Unsubscribe
Beauty & Personal Care	18.48%	1.96%	0.38%	0.38%	0.03%	0.32%
Health & Fitness	21.93%	2.57%	0.43%	0.44%	0.03%	0.39%
Retail	20.96%	2.50%	0.35%	0.30%	0.02%	0.28%
Sports	25.41%	3.19%	0.46%	0.41%	0.02%	0.29%

Source: Mailchimp

What Now? How to Get Started.

Email marketing is one of the most lucrative marketing activities available. **It consistently produces some of the highest conversion rates out of any marketing activity and is something even the most non-technical person can do.** We realize a lot of what we talk about in this e-book feels like the exact opposite of "non-technical," but rest-assured that even the best email marketers have to start somewhere.

And hey, sometimes with email marketing you just have to cut through the noise and get some damn emails out the door! Try your best with the knowledge we've imparted above. Do some basic list segmenting, set up an automated "Welcome!" email to send to new subscribers - basically, just do the things that you can do instead of being overwhelmed by all the things you could do.

If you put the time and effort into understanding what makes your email marketing tick, you'll see results that generate revenue, brand awareness, and member/client retention for years to come!
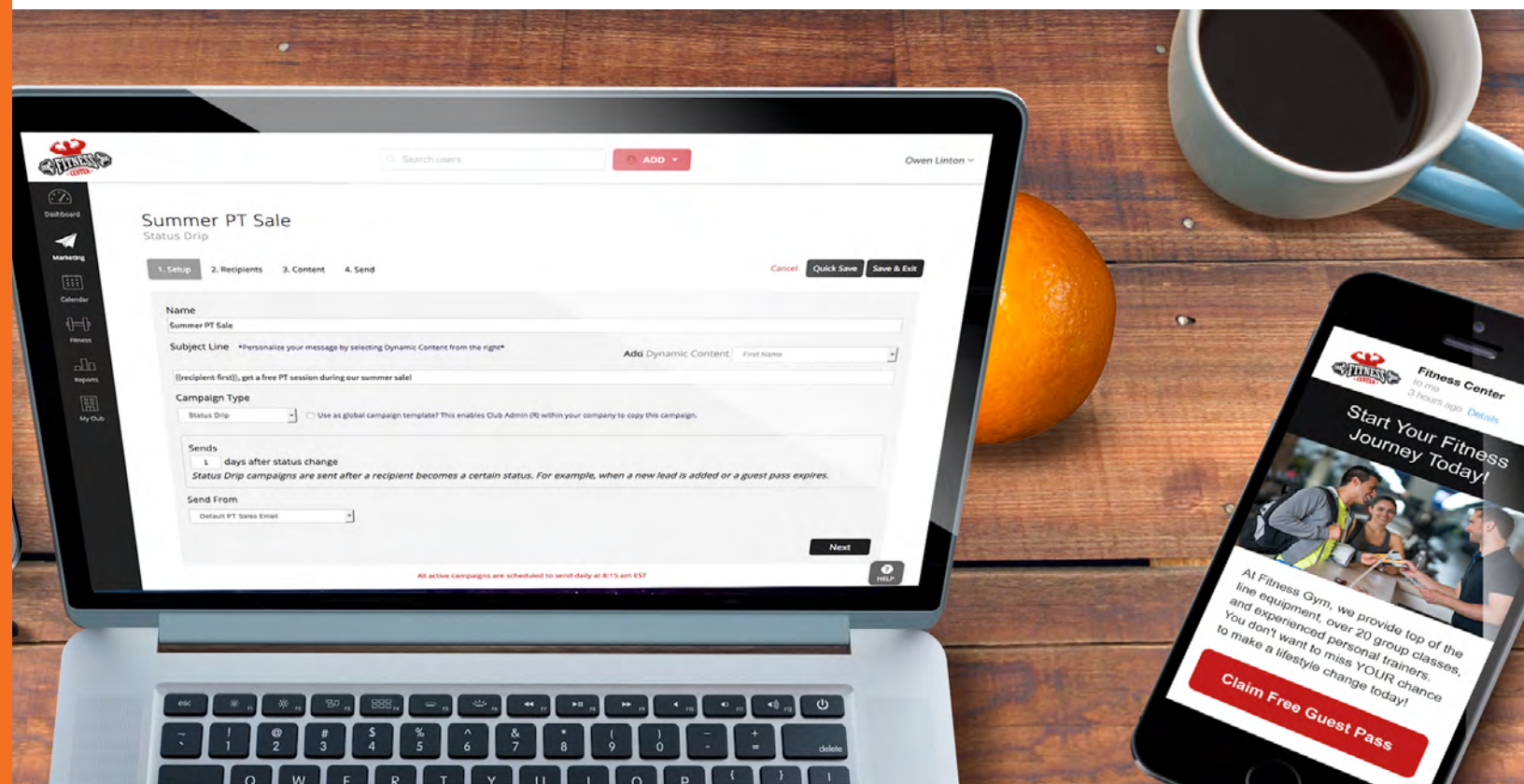
Email that increases revenue from all aspects of your gym or fitness business? Club OS knows a thing or two about that.

Dynamic and automated email marketing. Uses information you already have to help create the most successful campaigns possible. Integrates with other industry-leading software.

Find Out More

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