



Club  & Perkrville

REFERRALS & RETENTION

Referral campaign examples, retention guidelines you should be following, and a guide to increasing revenue using the resources you already have in your business.

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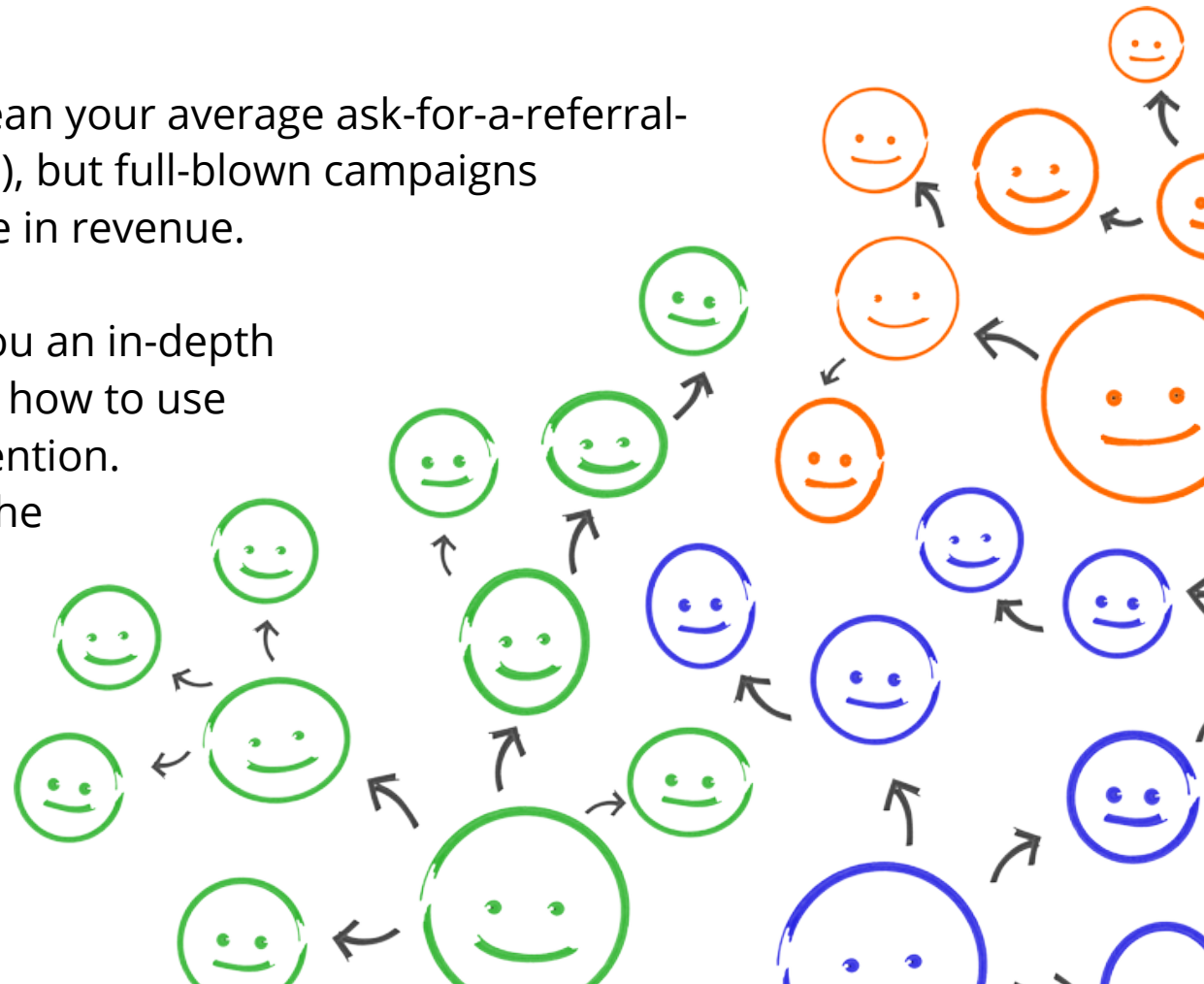
POWER OF REFERRALS

Everyone knows referrals are important, but not everyone implements a referral strategy.

Gym and studio owners and operators know the importance of word of mouth. A lot of business comes from family, friends, and co-workers of current members. What a lot of businesses don't realize is that they can actually harness the "word of mouth" power and ramp up sales using incentives to drive customers to spread the word.

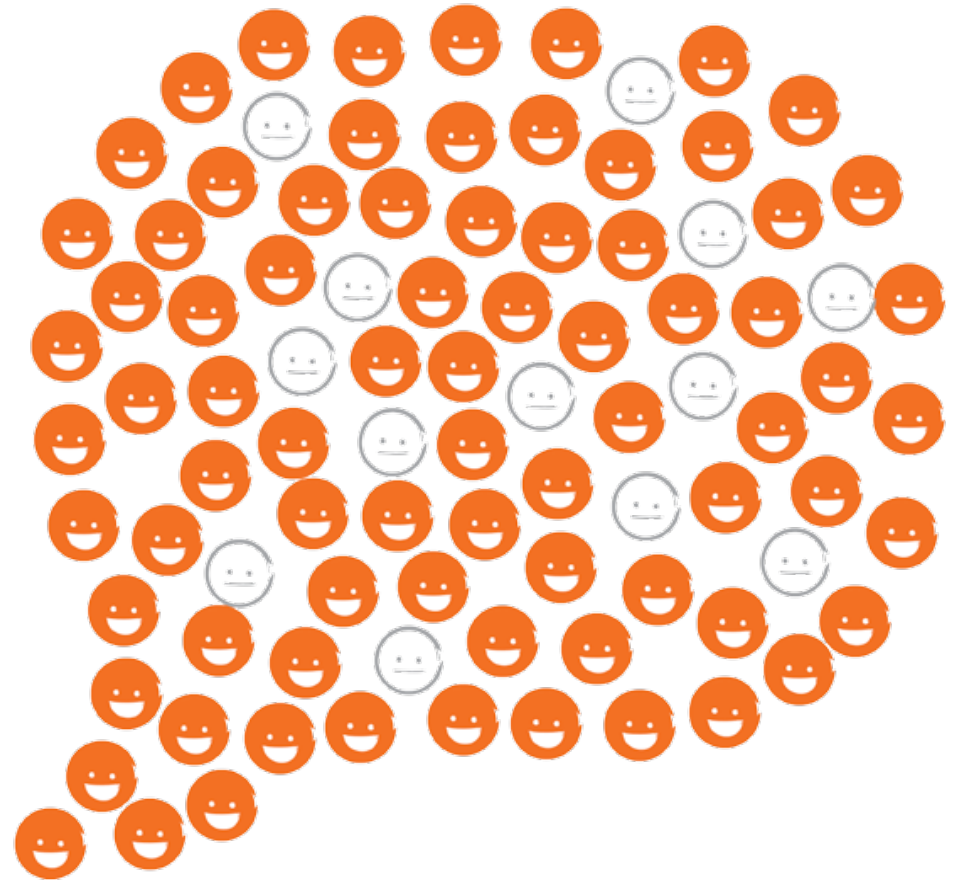
This is where referrals come in, and we don't mean your average ask-for-a-referral-at-checkout move (although those are great too!), but full-blown campaigns from which your business will see a real increase in revenue.

Club OS and Perkvilla have combined to bring you an in-depth overview on how to run referral campaigns, and how to use the same techniques when working on your retention. With the expertise of Perkvilla on referrals and the communication power of Club OS on retention, the combined effort turns into a useable e-book that you can start implementing in your studio or gym right away.



REFERRAL CAMPAIGNS

Running referral campaigns is an absolute necessity for every fitness business. Because it is so necessary, there are multiple ways you can do it to creatively get potential members in the door, and incentivize your current members to refer their friends and family.



A Nielsen study showed that
77% of people are more likely to purchase
something when learning about it from friends or family.

Email campaigns can be one of your most useful and consistent techniques in asking for referrals. Although it may seem mundane, email marketing to your current members is one of the most beneficial techniques when it comes to referrals. Below, we have put together a list of ideas that you can mix and match to create campaigns. For example, you can mix and match these incentives such as a feedback email with a referral link at the bottom, or a email blast to your most engaged members with a contest entailing whatever members brings in the most referrals wins a free PT session!



Thanks for being one of our most engaged members!

We really appreciate how involved you have been in the gym and we are excited to offer you a free month of dues! If you bring in 5 or more friends during this month, we will pay for your dues next month. We can't wait to meet your family and friends!

Ambassador Email

Send an email to your top members – based on attendance or social media engagement – offering them an opportunity for a free month of dues or special prize for bringing in 5 or more friends during one month.




Summer is almost here! You know what that means...

It's time to get fit with your friends! It's always easier to reach your goals when you have friends and family there to support you, so why not bring them to the studio with you? Now is the perfect time to get in the habit of keeping accountability partners! See you soon.

Themed Referral Month Promotion Emails

Whether you're hoping to capitalize on the New Year's resolution crowd or the pre-summer-bod uptick in new members, choosing specific months to develop referral promotion themes – and then sending email marketing campaigns alongside those – can help spur more referrals.




This weeks leaderboard

Stephanie	3
Jamie	2
Kelly	2
Matt	1
John	1

Keep those referrals coming! The competition ends in only two weeks, we can't wait to see who wins our FREE iPad!

Leaderboard Email Campaigns

Competition can fuel more referrals than you think. Mention to your members that you'll be hosting a referral contest over a certain time period, then send them leaderboard updates every week to two weeks.



We value your feedback!

How's it going? We would love to hear your feedback about how we are doing at Fitness Foundation. We love to take feedback from members and turn it into action. Have a friend or family member who would also like to test us out? Simply reply to this email and we can get them set up with a guest pass!

Feedback Email Campaigns

If you regularly send out feedback or survey requests, consider adding a referral link to those emails. This can help prompt your members to send a referral to their friends when they're already thinking about their experience with your club.

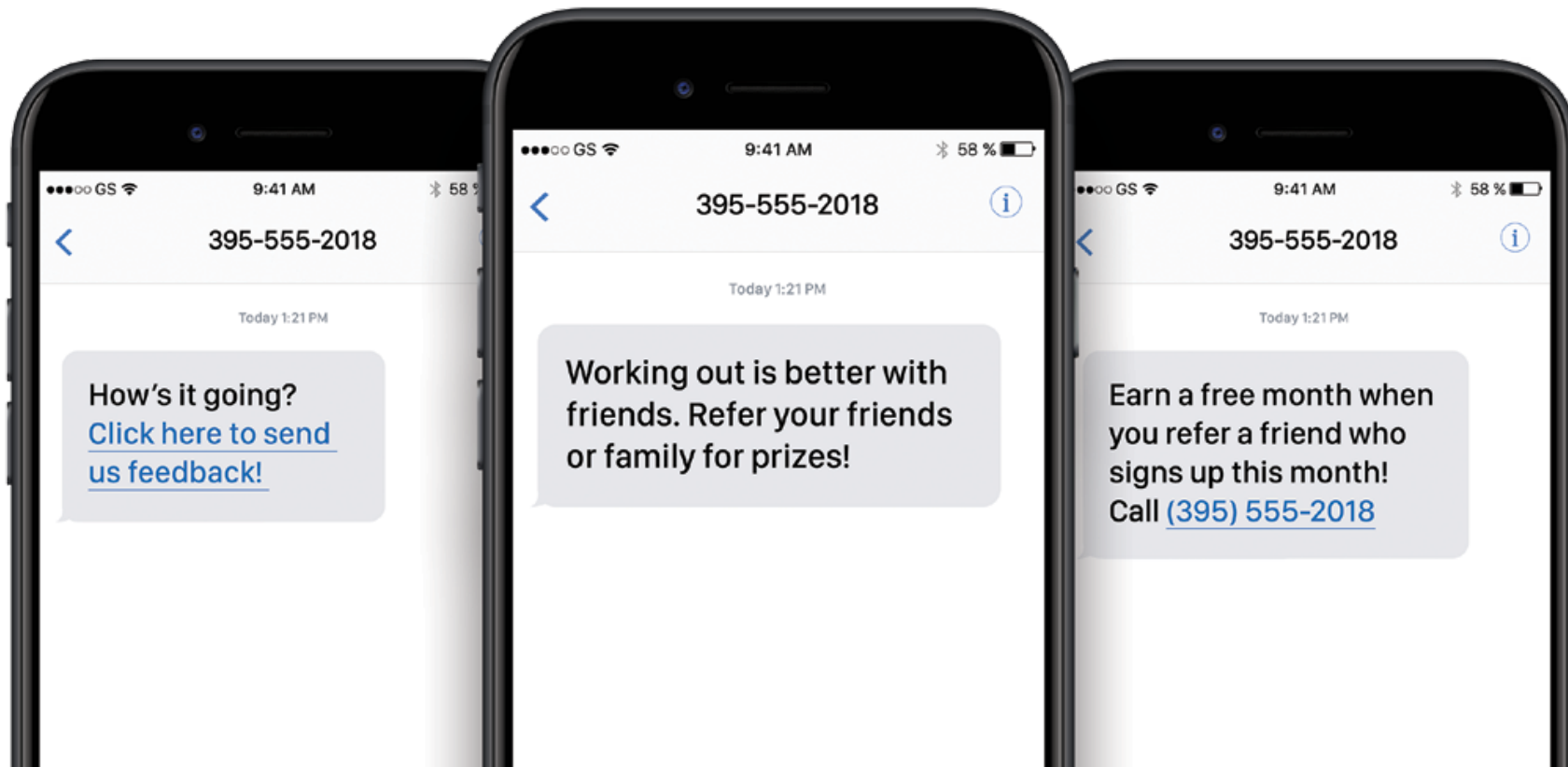
IN-HOUSE CAMPAIGNS

In your gym, when members are constantly coming in and out, what better way to get their attention about a referral campaign than having a sign at the front desk, bulletin board, or even near the equipment? Your members will constantly see your campaigns and are reminded when they come in and leave. The best part about this type of referral campaign, is that you know that your members are seeing it (unlike an email they may not open). Training everyone from salespeople to front desk employees to personal trainers on consistently reminding members about referrals will increase your chances dramatically.

- When someone signs in at your gym before working out, have each of your front desk staff remind them that this month, if they refer a friend, they will receive a \$25 Starbucks gift card. Continue this each month with a different prize.
- If you have a bulletin board or whiteboard in your gym, ALWAYS have a referral reminder posted. Switch out different prizes or giveaways each month and keep it fresh.



Mobile is necessary in today's world. Whether it's push notifications from an app, text message reminders, or text message check-ins, everyone is using their phones and it is one of the best ways to reach them. This means that it is the perfect way to be asking for referrals! Sending your members a text once a month or once every two months with a feedback request, member check-in, or with information about a new feature opens the door for referrals requests. You can also send text messages that tell members about your new referral campaign. See some ideas on how you can do this below!

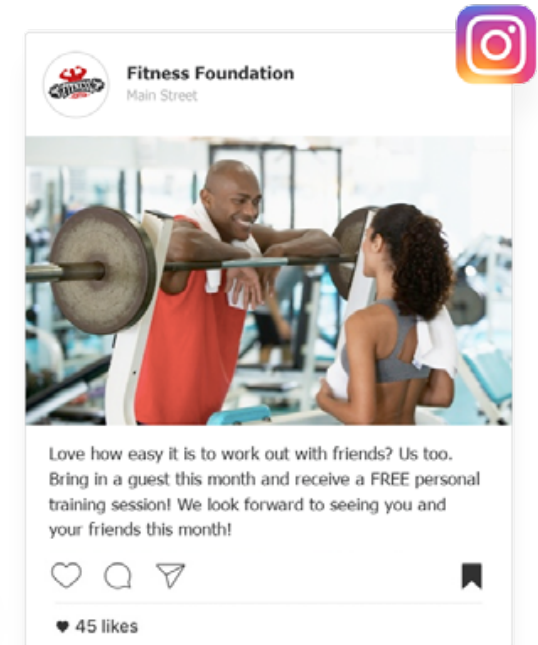
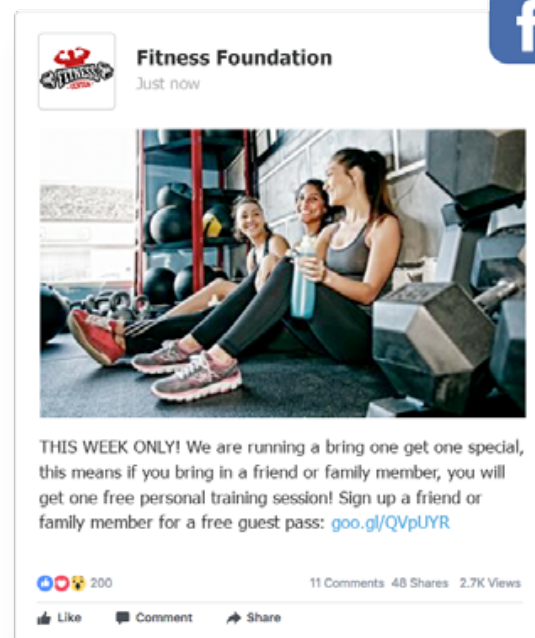


Referrals are also a prime example of how you can use social media as a free marketing tool for your club.

With a rewards program, your members can often do this manually with their own unique referral code. Posting their unique referral code – which links directly to a referral offer for your club, such as a free day pass or week of membership. Once your member's friend takes advantage of your offer, your member will automatically be awarded points for their efforts.

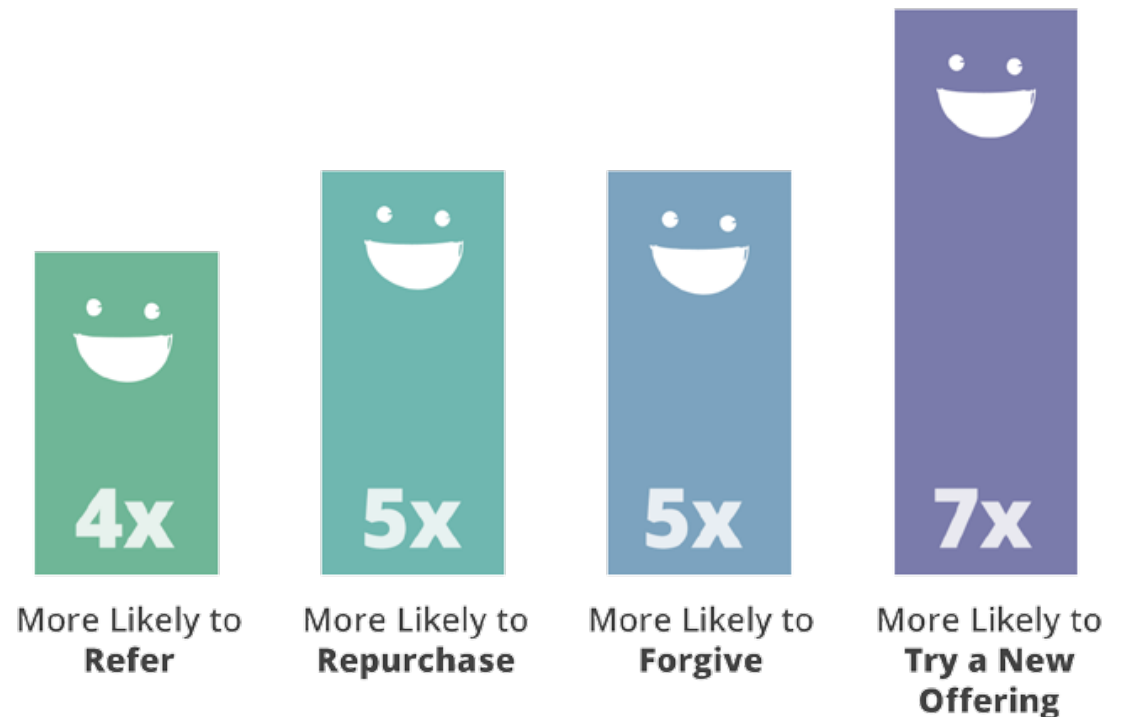
Alternatively, you can create one social referral link for all of your members, and have the new prospects looking to take advantage of your referral offer include the name of their friend during the signup period. This proves to be a bit more manual than an automated solution in your rewards program, but it still does the trick.

Moreso, social media in itself acts as widespread word-of-mouth engine. Even if you don't offer social referral links to your members, you could host a special social media contest with using Facebook photos, Instagram, or Twitter, offering prizes for those members that share their experience at your club with their social networks. All you need is a contest or campaign hashtag that your members can tag their photos with.



Retention is one of those subjects that often everyone hears is important, and a lot of gym or studio owners spend a lot of money creating a great experience in their gym to try and increase retention. The funny thing is, you can have all of the best equipment, group classes, trainers, and atmosphere, but if you aren't treating your members like gold, it could all go to waste. Keeping up with communication, appreciation, and feedback can not only save you membership sales, it can also save you money you might spend on the expensive lights or sound system you probably don't need.

Loyal Customers are...



There are many ways to encourage and increase retention, but it all starts with communication. Actually communicating with your members through email, call, or text plays a huge part in how they perceive your business, just like leads. Communicating new features of your gym, new promotions, or just simply asking how their experience is going will increase your chances at retaining members. Here are some examples of how you can reach out to increase brand loyalty.



We want your feedback!

Hi John,
We noticed you have been a member for 6 months now, and we hope your experience has been a great one so far! We are passionate about improving our studio every day, so if you wouldn't mind, could you give us some feedback? Click the link below and fill out a short survey. We hope to meet all of your expectations and beyond!



[TAKE SURVEY](#)



Big News!

We just started offering group training classes at Fitness Foundation! Starting next week, we will be hosting Zumba, Pilates, and Yoga in the open gym when you walk in the front door. We are excited to bring our members this opportunity and hope to see you there!

[VIEW SCHEDULE](#)

It's no secret that it's cheaper – and, quite frankly, easier – to show your current members that you appreciate their loyalty and continuing business than it is to acquire new members.

In fact, TD Bank reported in 2016 that 77% of consumers like when brands demonstrate their appreciation, making it a useful engagement tool. All you need to do is decide how you'll show your customers you appreciate them. There are a number of ways to do this:



Offer a loyalty program

A loyalty program is the #1 way to reward your members for choosing to work out at your gym. Offering points to your members for completing certain actions with you – such as checking in, booking personal training sessions, and posting about your club on social media – helps show that you appreciate their continued membership and want to add an extra special component to their every day.



Run member appreciation promotions

Whether you offer special giveaways on specific days – such as your gym's anniversary, fitness-related holiday, etc. – or run special weekly promotions for your members in specific groups (yogis, heavy lifters, TRX fanatics), finding unique ways to recognize your members for the time they put in at the gym is easy. You can offer discounts on in-club purchases, give inexpensive merchandise away to the first 100 members to come into the gym that day, or offer special prizes for groups of members who show up with their gym "tribe".



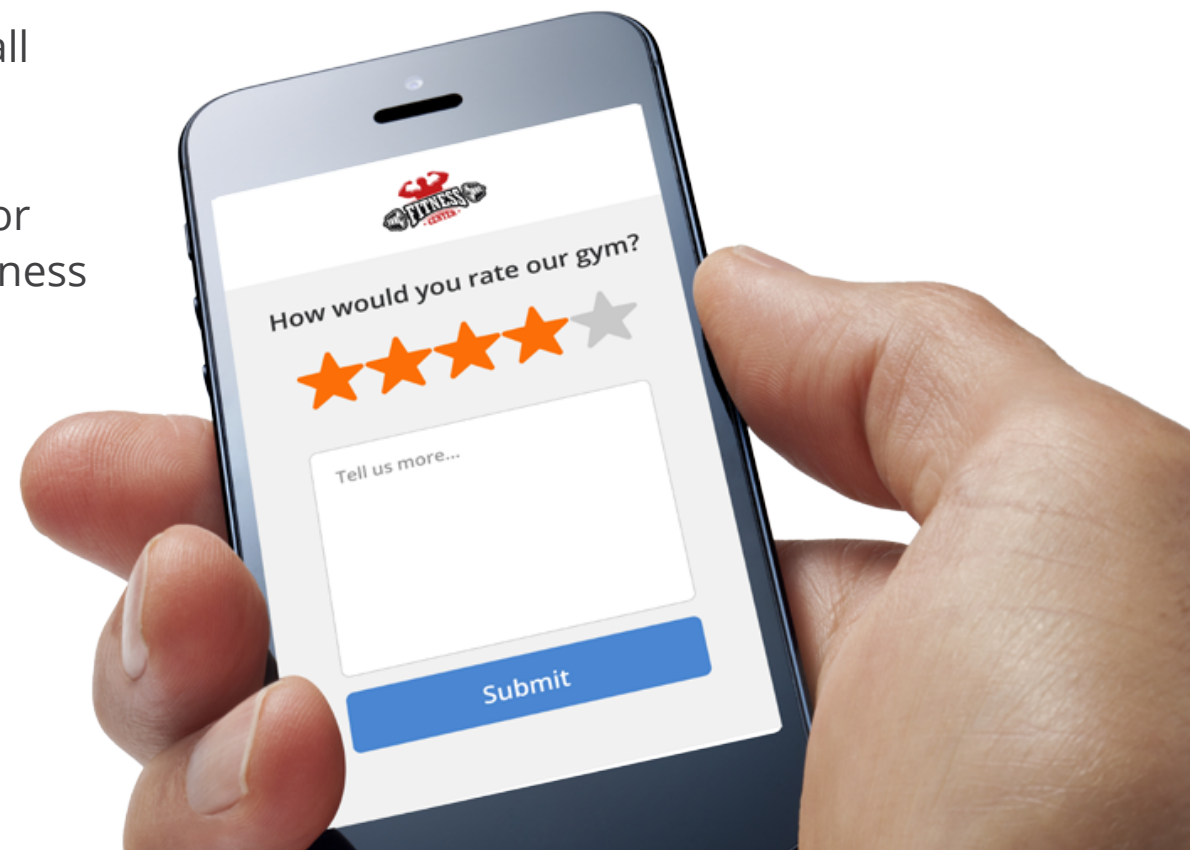
Start an ambassador program

Show your top members your care about their experience by starting an ambassador program. You can offer to let your top ambassadors take over your Instagram or Snapchat accounts, send them a special ambassador T-shirt, or host a special event in their honor. Remember: these people are also most likely to refer their friends to join your gym as well, so the more you can do for them, the more your retention and referrals will increase together.

On top of proactively working to keep your members engaged with your club, you can also consider some reactive measures for retention. An easy and effective way to learn about your customers' thoughts, feelings, and overall satisfaction with your club is to send out a request for feedback or a survey that allows them to share with your team, whether anonymously or not.

You can also incentivize this action to increase participation. By adding feedback to the list of rewarded customer actions (along with visits, referrals, and more), speaking up becomes a regular part of the member experience.

Not only does feedback help you to gauge the overall satisfaction of your members with your club, it also serves as an effective research tool on the health of your business. If you're noticing similar complaints or dissatisfaction, it might be time to change your business model to fit your members' needs. Making these changes shows your members that you're willing to work with them to give them the best gym experience possible – meaning they'll want to stick around longer.



HOW REFERRALS & RETENTION WORK TOGETHER

ClubOS & Perkvilla

Once you have your referral campaigns in place and your retention plan working, you will probably notice pretty quickly how they work together. It's a cycle that once it has started, will basically work for you if you maintain the process. It starts with a referral, and begins to grow the community at your gym or studio. The more people are surrounded by family and friends, the longer they will want to stay and more involved they will be with your gym, thus increasing retention.



Contact us today to see how Perkville and Club OS could help your gym or studio.



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