



FutureFlowMedia

Expert Email Marketing Advice Helps Fitness Club Grow Membership Sales

Traditional Email List Rental Falls Short

With nearly half a million members at their network of clubs, one of the largest fitness companies in the United States faces the ongoing challenge of attracting new members.

To reach prospective new members for its fitness clubs, the company invested in a campaign with a traditional email list rental vendor. The campaign was a total flop:

- it was discovered after-the-fact that the email address list was not strictly permission-based and the lack of true opt-in created negative brand perceptions among recipients,
- campaign performance as reported by the list vendor did not match the disappointing results observed by the company, and
- the vendor was unable to provide advice or support to improve performance.

No new member sales were generated from the campaign. Another case of money and time wasted on a traditional email list rental provider.

Hyper-Targeted Email Advertising and Expert Advice Prove to be a Winning Combination

Fortunately, the company committed to trying again – this time with a full service targeted email advertising partner. They carefully researched and selected Future Flow Media for their next campaign. They were attracted by Future Flow Media's high integrity permission-based email address list, proven campaign management methodology, and high-touch customer service approach that includes email marketing best practices consulting.

With Future Flow Media's **HYPER-TARGETED EMAIL ADVERTISING**, the fitness company's campaigns could use 150+ contact profile data selects to draw a precisely targeted list from 70 million fresh, opt-in consumer email addresses. To support a new membership drive for their local clubs, they targeted high household income families with children present that lived within 10 miles of specific zip codes

Delivering Results Beyond Open and Click Rates

The accuracy and freshness of our database, The pilot campaigns delivered strong email performance:

The pilot campaigns delivered strong email performance: 100% delivery, 11% open rates, and over 1% click rates. However, conversions of new membership sales remained flat. Future Flow Media's Principal Consultant reviewed the campaigns and advised the company on ways to improve the design of their landing pages. The next campaign hit the mark: the combination of the high quality traffic generated by Future Flow Media's targeted email advertising and the improved landing page design resulted in a spike in new membership sales. In just one week, one club location reached their sales target for the entire summer.

The experience of working with Future Flow Media had even farther reaching impact: when the fitness company applied the landing page design lessons learned to their house list email campaigns, they realized an immediate and significant lift in open and click rate performance.

Impressed with the quality the database and Future Flow Media's expertise, the company has made Hyper-Targeted Email Advertising an important ongoing component in their marketing mix.



FutureFlowMedia

Future Flow Media helps leading agencies and companies get the most relevant messages in front of audiences that are ready to buy. Our Hyper-Targeted Email Advertising is a new class of high-integrity, high-performance direct marketing that combines full-service consulting expertise, a proven campaign optimization framework, and the world's freshest, most targetable database of opt-in email addresses.

Find out more at www.futureflowmedia.com

