

2023

# Membership Sales Game Plan

Explore how AI, Machine Learning and Automation could shape the future of your membership sales.

+ New Campaign



Hi {PERSON\_FNAME},

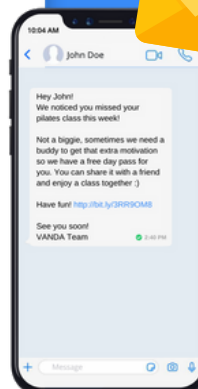
We're checking in to see if you need any assistance. In your membership account there's a welcome pack with all you need to get started:

- Two complimentary guest passes.
- Personalised fitness programme.

Our timetable has hundreds of classes per week – from high intensity training to yoga, to cycling. Alternatively, a personal trainer can be a great way to establish a tailored programme.

Our concierge team are dedicated to making your training as personal, effective and enjoyable as possible. If you need help arranging anything, just let us know.

Kind Regards,  
{TRAINER\_NAME}



APRIL 2023

keepme

# Table of Contents

A word from Keepme's CEO.....	3
A 6 point game plan for accelerating your club's sales revenue in 2023 .....	5
Optimize lead capture .....	7
7 ways to gather data at source to prevent a leaky pipeline .....	8
10 things you can do with that data .....	9
Streamline lead follow-up .....	10
Ask the right questions, early .....	11
Shorten your sales cycle & increase LTV .....	11
Swap reactive for proactive interaction .....	12
Automate a consistent process .....	13
Personalize at scale .....	14
Use it or lose it .....	15
Feed the machine .....	15
Remove all subjectivity and guesswork from the sales process .....	17
Circumvent the unknown .....	17
Reduce Bias and Increase Efficiency .....	17
Identify premium fit members and shorten their sales cycle .....	18
Automate Customer Profiling .....	18
Insist on fully integrated communications .....	19
Build Accurate Member Personas .....	20
Leverage Digital and Physical Insights for Predictive Certainty .....	20
Increased efficiency and productivity .....	21
Improve collaboration and customer satisfaction .....	21
Potentially reduce overheads .....	22
Enhance data visibility to improve customer experience .....	22
Why Keepme? .....	23

# A word from Keepme's CEO

Here we are in 2023 and everywhere you look the topic of conversation on everyone's lips is AI, Machine Learning and Automation. You would have to be living under a rock not to have seen it sweeping through your television screens and social media channels, much less what your friends, family and colleagues are saying.

What's interesting about the conversation today though, is the change in perception. Previously these three technologies were thought of as 'maybes', somewhere on the distant horizon, however with the rapid development and public readying, we're all much more accepting of and understanding of their immediate application and value.

The fitness industry in particular is revolutionizing the way it does business with the marriage of artificial intelligence and automation. This cutting-edge combination provides an incredibly powerful tool-set which can enhance every aspect of your sales operations and the metrics you track. From how you service member retention campaigns to A/B testing email subject lines and optimizing the volume of sales conversions. Automation also eliminates the need for manual, low-value activities, ensuring the necessary steps are taken in a more secure and efficient manner.

Let's consider the standard fitness industry sales process. You have a series of engagements that decide whether a potential customer becomes a member or not. There can be multiple lead sources, but the majority come from paid social, paid search, organic search, referrals, and email campaigns. Irrespective of the source, the manner in which potential customers are treated seems to lack diversification in the traditional gym model, and when the demand for leads is high, the quality and approach of nurturing those leads can be inconsistent and in some cases, a hindrance.

Ideally, you want to ensure that every inquiry is serviced based on their probability of success as well as a level of personalization or service expectation based on the source and the information provided. But how?

## 2023 MEMBERSHIP SALES GAME PLAN

Machine learning can train a model to look at historical leads, their sources, eventual outcomes, and their value and then score each inbound lead automatically. With this scoring, fitness operators can prioritize the highest value or highest probability leads and allocate efforts where you are most likely to see success.

Another example that goes beyond lead routing, is how we manage volume optimally. Once machine learning has scored your lead, it can then decide based on the value or probability and the current volume, whether to allocate it or to answer it through automated engagements.

This approach ensures that regardless of volume, your sales team are always focusing on the best leads. In times of high volume, or for lower value prospects, automated routines can deliver the required initial engagement and act as a filter to tune the value or conversion probability of the leads further. The impact this can have on your bottom line is obvious...if you have the right tools to do it.

In conclusion, these technologies have firmly arrived and are paving the road ahead for sales and marketing teams across the fitness industry regardless of size or niche. No longer are they distant possibilities on the technological horizon and no longer are they the reserve of super-chains with billions of dollars to spend on digital transformation.

In this Membership Sales Game Plan we will look at six key strategies to accelerate your club's revenue potential using these very technologies. We'll offer ways to capture data and examples around how to leverage it.

Best of luck with your club!

A handwritten signature in black ink that reads "Ian Mullane". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Ian Mullane  
CEO  
Keepme

# A 6 point game plan for accelerating your club's sales revenue in 2023

As a fitness operator, it is critical to have strategies in place that drive sales revenue.

Modern enterprises know that focusing on revenue growth and ways to optimize for it tends to lead to improved customer service and member experiences as happy byproducts. After all, you wouldn't simply hike your prices and keep everyone happy.

Instead you look to offer additional services because you know members will only hand over their hard-earned cash when they feel the product or service is either a welcome convenience, something of quality or benefit, or a luxury they see inherent personal gain in.

If you're finding avenues to offer that authentically then you're on the right track. But how do you communicate these offers at scale?

In this guide we'll offer you 6 strategies to help you do just that.

# Your 6 point game plan

**01**

**Optimize lead capture**

**02**

**Streamline lead follow-up**

**03**

**Automate a consistent process**

**04**

**Insist on fully integrated communications**

**05**

**Identify premium fit members and shorten their sales cycle**

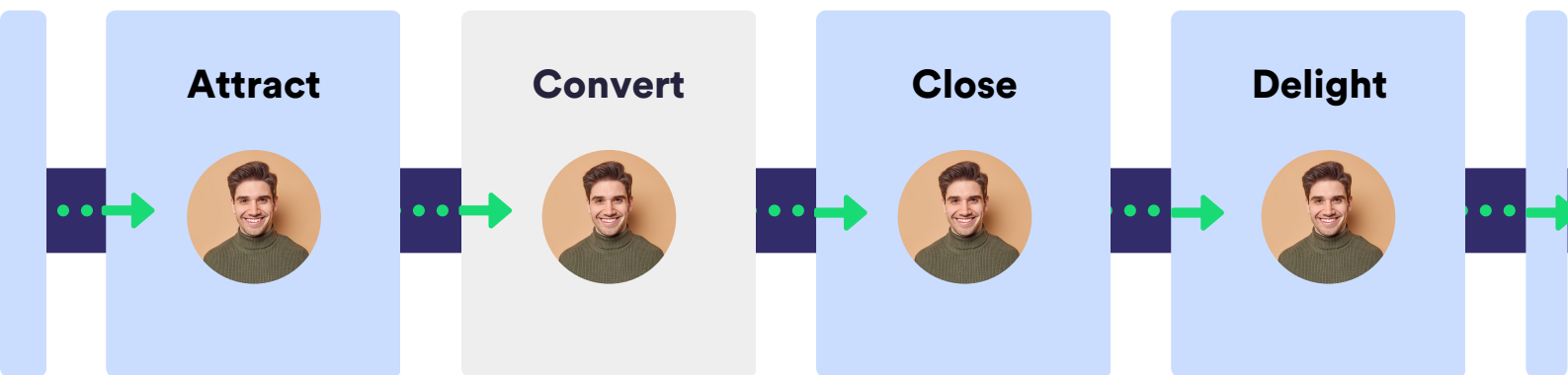
**06**

**Remove subjectivity & guesswork from the process**

01

## Optimize lead capture

Attributing success or failure to your club's promotional efforts and marketing channels is crucial - and the only way to do this accurately is by having a sales funnel in place that automatically captures 100% of your sales enquiries, whether online or in person.



To do that effectively you need to invest in the right attribution tools and marketing automation to optimize lead capture that makes the most of every promotional opportunity.

With the technology available in 2023 your team never has to leave a single lead out in the cold and they have no excuse to overlook any either. Getting the data is the hard part but the potential once you have it is vast.

## Here are 7 ways to gather data at source to prevent a leaky pipeline



Set up an on-site kiosk or tablet to capture contact information from casual walk-ins



Set up a loyalty program to capture referrals



Provide an incentive for contact information submission



Offer a digital newsletter subscription to capture emails



Utilize UTM parameters in all your online campaigns to make sure your sources are recorded accurately



Offer an online registration form for special offers



Utilize social media campaigns to capture contact information



## 2023 MEMBERSHIP SALES GAME PLAN

Data captured on your website, social media or on-site digital kiosk will automatically port enquiry details to your centralized sales database and if set up correctly with UTMs, will ensure accurate attribution so you will have a clearer understanding of which promotions and approaches resonate with your target audience.

Further, this also mitigates for the human error of repeat data entry and will save you countless hours of unnecessary sales admin.

## Here are 10 things you can do with that data

Send personalized emails to prospects with targeted content based on the data they gave at source such as health concerns or dietary requirements.

Create an automated email drip campaign that upsells your other services, products, open days and more.

Create retargeting campaigns in Google Ads that target your free-trial users with text ads and display ads that keep your gym top-of-mind.

Send automated emails to inform referred prospects about upcoming open days and free trials.

Send automated SMS messages to remind prospects and churned members about upcoming facility improvements or events.

Use lead information to create targeted email newsletters.

Utilize lead information to create targeted SMS campaigns.

Send automated follow-up emails to prospects who have completed taster classes or attended events.

Send leads personalized offers and discounts through multi-channel campaigns that leverage email, social media and SMS.


Create personalized workout plans for high-value members based on their fitness goals and send through their communication channel preference.



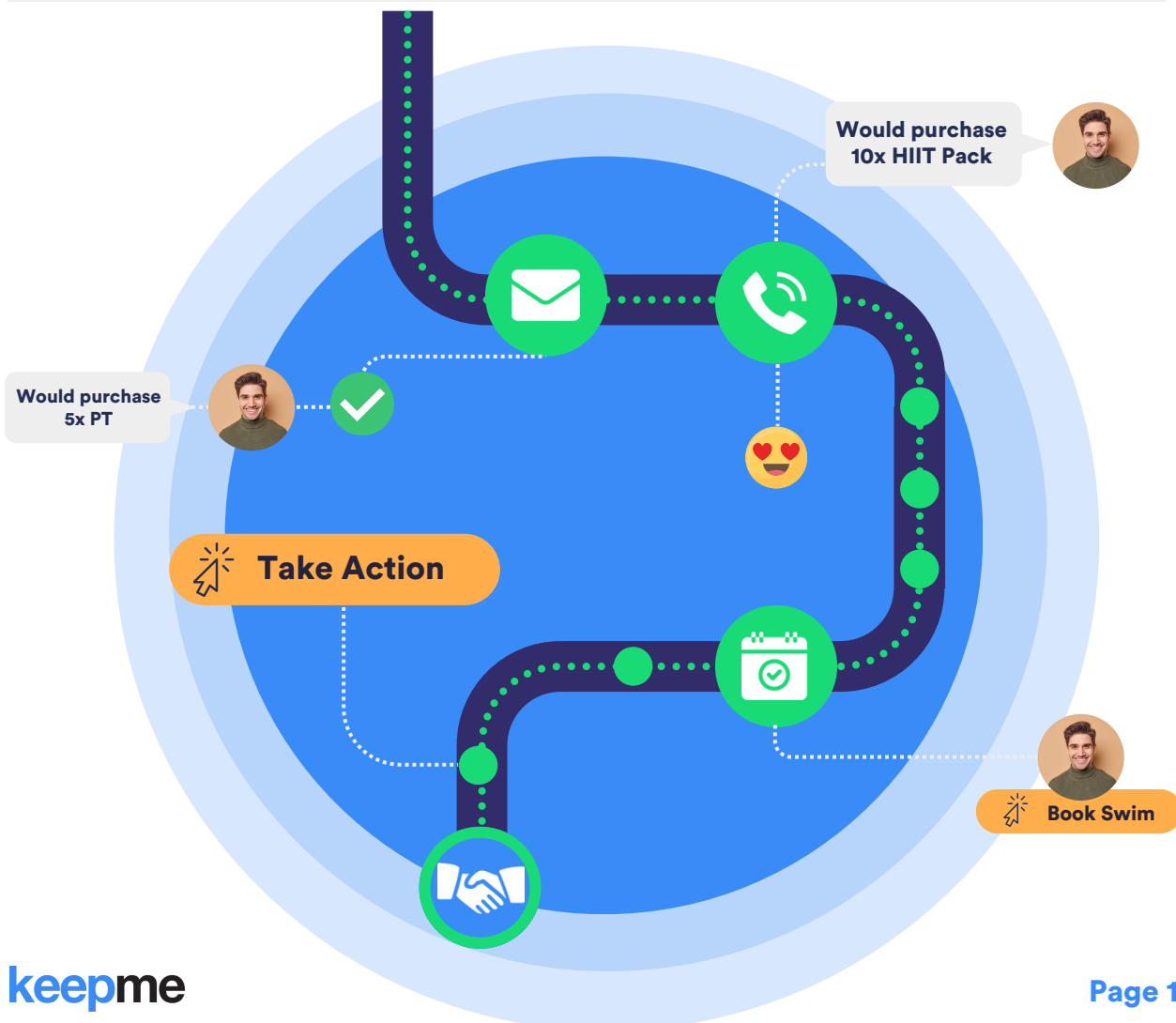
## 02 Streamline lead follow-up

When your sales team has centralized access to all available membership leads, enriched with meaningful intelligence on each prospect's specific interests, you lighten the load for member-facing staff. This comprehensive view means an end to tedious qualification work and shorter sales cycles.

**John Doe**  
Age: 28  
Lead Score: 76



Swimming      HIIT  
Mobility      PT



### Ask the right questions, early.

If you're going to ask for data at the membership enquiry stage make sure you're asking for answers your team can leverage and align with your products and services.

Believe it or not, knowing someone's job title won't give your club much of an advantage unless you're running a fitness class proven to help lower the physical and mental stresses that only a CEO experiences, for example. That's obviously very niche and if you could deliver such a class you'd probably break all your revenue records to date.

However, asking about specific health concerns or dietary restrictions gives the opportunity to deliver service agnostic, personalized content like nutritional advice that will make your prospect feel valued and understood. Or tailored class suggestions that might help someone recovering from a particular injury or illness.

### Shorten your sales cycle & increase LTV




By leveraging the emotional triggers driving your leads, not only do you create a valuable, personal connection with your membership lead that ultimately leads to longer term membership, your team also benefit from a reduction in the time it takes the prospective member to transition from interest to actually signing up.

## Swap reactive for proactive interaction

Shift opening conversation from a reactive "Why are you interested in joining our club? What are you hoping to achieve?" to "I can see you prioritize wellbeing and enjoy using Yoga and Pilates to achieve that; shall we book you in for a taster session with Natasha on Thursday and give you a feel for what our classes are like?"

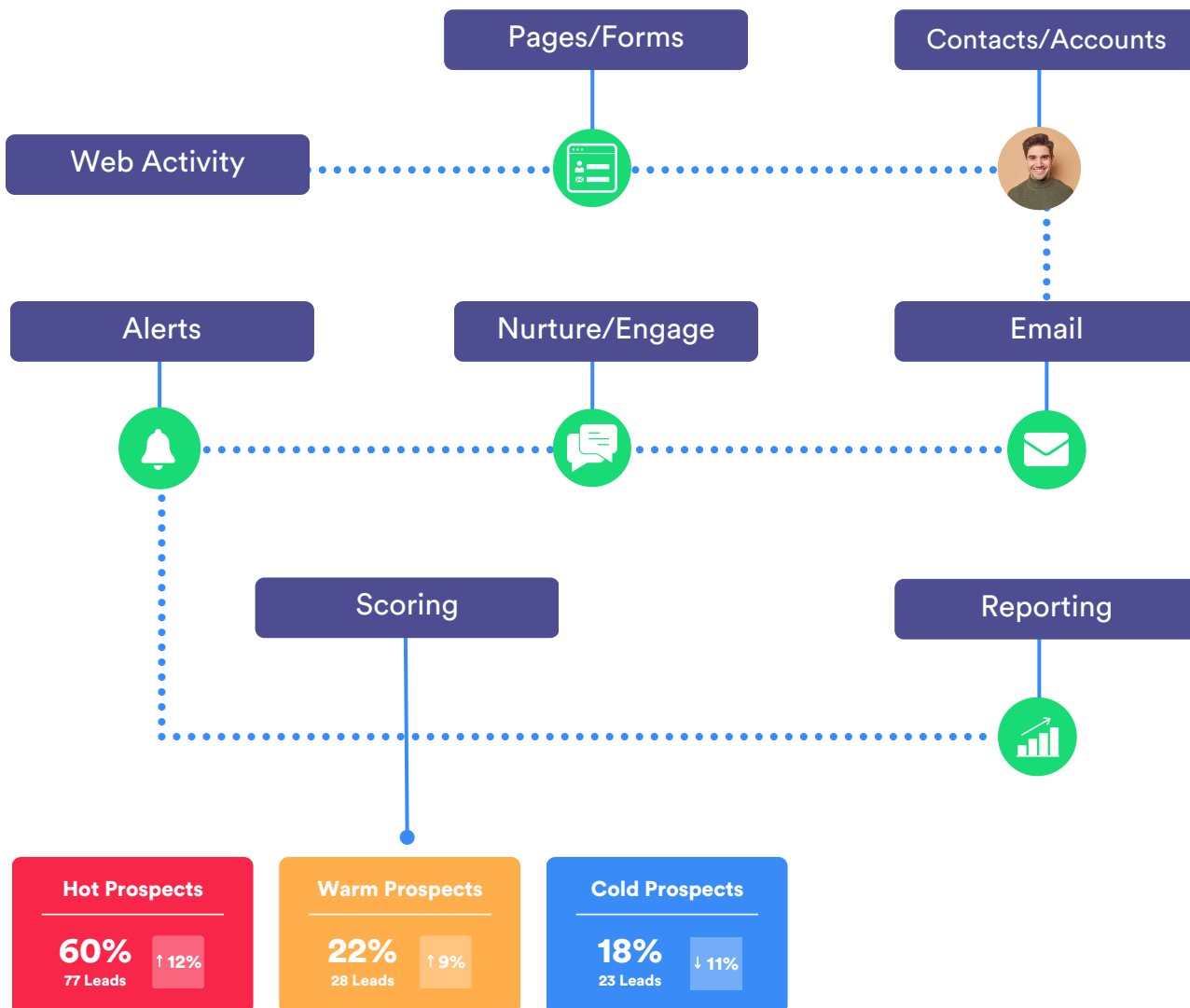
Purpose-driven exchanges, based on meaningful intelligence, preferably captured at source, enables sales teams to take more affirmative actions and gain a higher rate of conversion to their follow-ups, by minimizing hollow interactions.

Proactive dialogue and tapping into personal immediacy can mean closing out the month in a much stronger position because you spend less time discovering the members "why" and the prospects feeling valued, convert sooner to capitalize on the positive experience they have had during the nurture period.

Diabetic		Swimming	Nutrition	HIIT	PT
Pregnant		Swimming	Relaxation	Yoga	Nutrition
Triathlon		HIIT	PT	Swimming	Nutrition

## 03 Automate a consistent process

Capturing what may feel like luxury information from each lead at the front end of the sales process enables you to instantly level up the quality of automated personal onboarding communications you send to each unique lead, whether that’s emails, SMS, or push notifications.

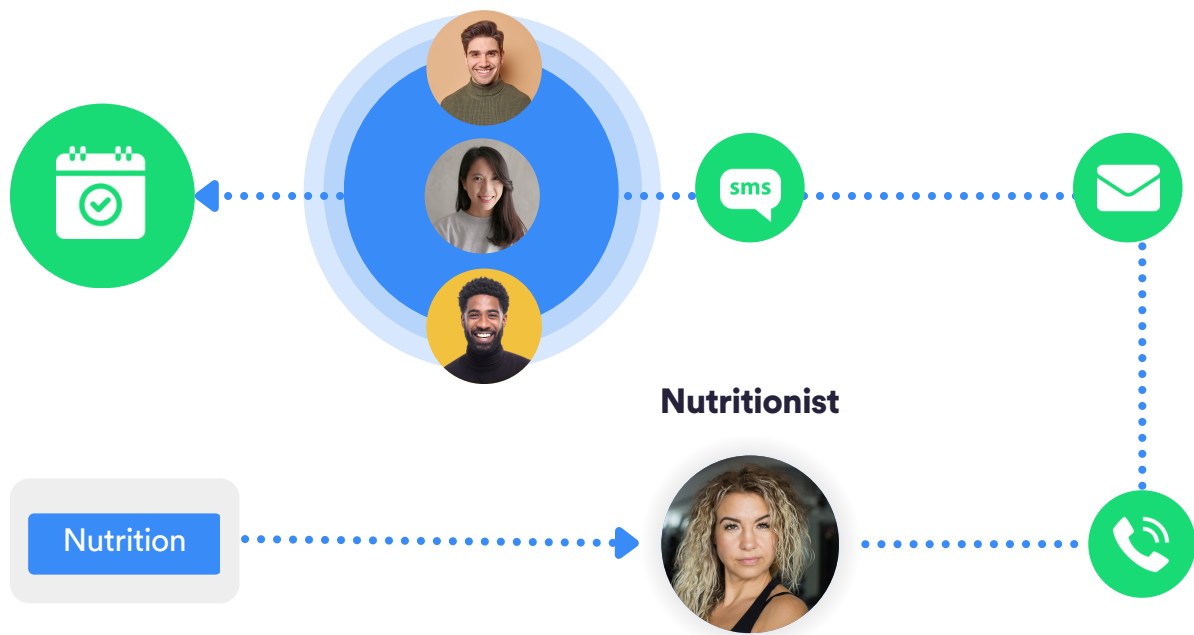


## Personalize at scale

Marketing automation allows you tailor your campaigns to match the preferences and personal interests of each lead, helping you connect with potential members on a more personal level, therefore increasing your chances of successful conversion.

These simple considerations set the stage for a successful long-term relationship with your new joiners by building trust and establishing yourself as a valuable resource at the earliest opportunity.

In addition, providing timely, consistent, relevant and useful content to this audience is a proactive strategy to establish loyalty by positioning yourself as an authority, with potential for organic growth through word-of-mouth referrals and other channels.



## Use it or lose it

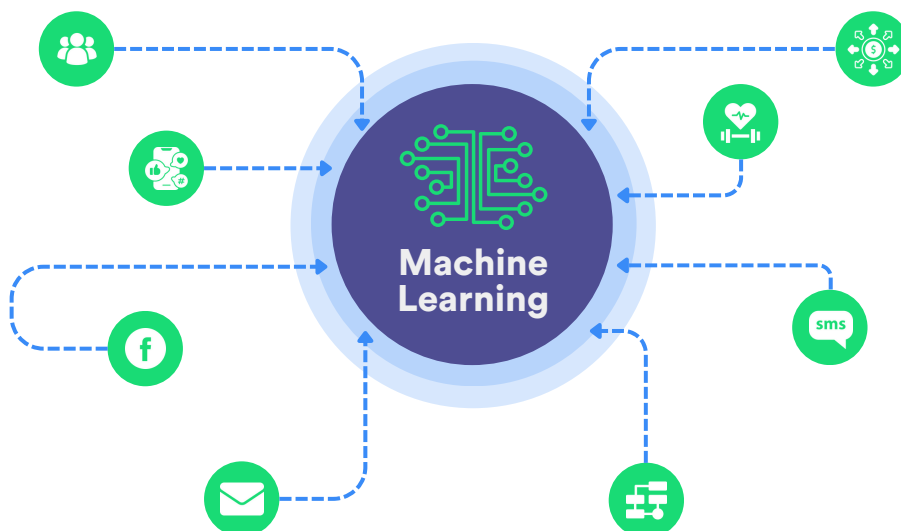
Data points gathered during the enquiry stage that you utilize will consistently train your automation engine to send everything from straightforward digital workout recommendations to useful nutritional advice tailored to each member's individual wellness objectives to the right person at the right time.

However, if you don't use these personal insights gathered at source and deploy them using the technology at your fingertips, you won't benefit today or in the future.

Why?

## Feed the machine

It's simple, you need to continuously feed the Machine Learning's need to gather interaction data and conversions attributed to each campaign so that it can keep on improving its understanding of what resonates and what delivers results.



The key here is not to simply store the data but to leverage it.

By continuously providing the machine learning model with new data points from the enquiry stage, it can better identify patterns and relationships between different variables such as user preferences, health objectives, and behaviours.

This enables the model to make more accurate predictions and send more meaningful and personalized recommendations to each member. Additionally, when new data points are added, the model can be further refined and improved to become more accurate over time.

In 2023 Keepme users are extending this to engaging advice about exercises that promote healthy sleep patterns and optimal recovery. This level of knowing your customer and relatable anchoring establishes trust and reaffirms the lead's original decision to choose you instead of a local competitor.




04

## Remove all subjectivity and guesswork from the sales process

The high performance sales teams we work with at Keepme embrace the value of their time operationally and focus their efforts on consistently delivering relevant sales messaging that converts. They trust our +95% accurate AI to help them stratify and segment the highest value or highest probability leads from the ones that either won't join, or won't stick around for long.

### Circumvent the unknown

By leveraging the appropriate technology to remove the guesswork around who will and who won't, these high performance teams accelerate their sales revenue and improve lead to conversion rate in as short a time frame as possible.

 Take Action

Hot Prospects

60%  
77 Leads

↑ 12%

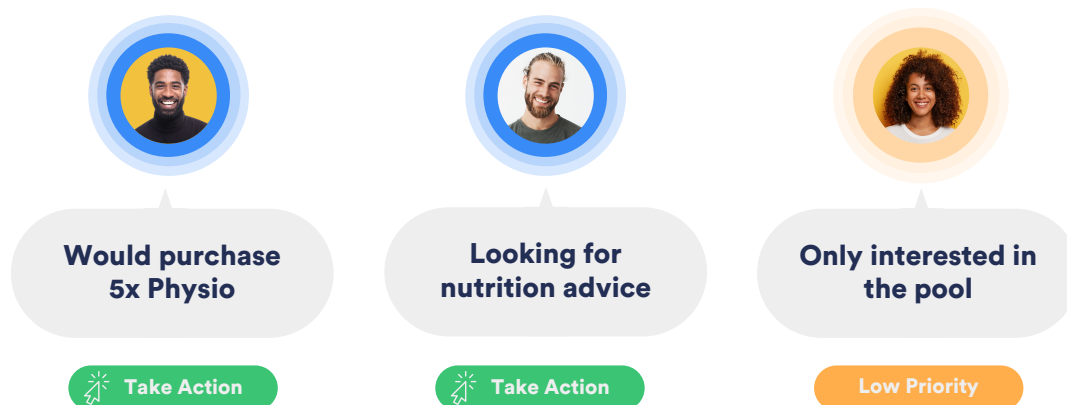
### Reduce Bias and Increase Efficiency

Data science models hold no cognitive bias about whether someone is a fit for your club. They deal solely in objective outcomes based on accurate up-to-date training data directly from the lead. By adopting this approach, your team will quickly reap the rewards based on intelligent recommendations on who to contact and follow-up with next and with what message. Meaning less guesswork and copious hours saved for all involved!

05

## Identify premium fit members and shorten their sales cycle

Do you suspect a potential member has more spending power beyond the monthly cost of their membership? Maybe they've ring-fenced funds specifically for personal training or are interested in your physio or recovery services. Spotting the most potentially lucrative and profitable membership opportunities with precision is now a reality with help from AI.



## Automate Customer Profiling

Implementing an automated system to identify members that meet your ideal customer profile for high yields, premium services and auxiliary products will help to eliminate missed revenue opportunities. After all, there is no greater disappointment than achieving positive results during a trading period only to discover that 60% of newly acquired members are low yield and low commitment, off-peak customers.

06

## Insist on fully integrated communications

By centralizing your communication tools, your fitness business will benefit from the advantages of streamlined communication, improved collaboration, and greater data visibility, and potentially reduced costs.

In addition, as a strategy it ensures your club's brand consistency across all channels and aligns communication with business objectives because it seeks to leverage understanding of who the target audiences are, as well as how and where to communicate to best engage them.

Consider how you would answer the following...

The right audience

Who should receive this communication? Why is it relevant to them?



The right message

What information is important for the club to share? What business objective does the communication support?

The right voice

Who is the most suitable spokesperson to deliver this particular message to this particular audience? Is it the CEO? The Membership Manager or a personal trainer?

The right moment

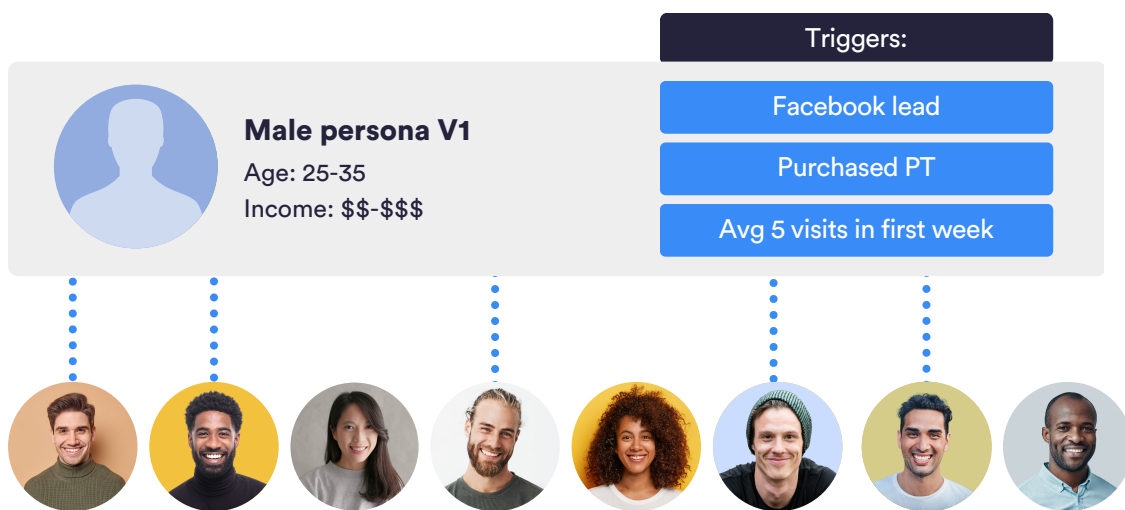
How will the club know when to show up at the exact right moment this audience needs to receive this message? How does engaging them right then support the business?

The right channel

Which channel is most effective for this audience to receive, trust, understand and engage with this message?

## Build Accurate Member Personas

A centralized communications hub is vital if you want to facilitate the creation of member personas, based on both their digital and in-person behaviors. Having all your data under one roof allows you to gain a deeper understanding of your members, and provides a platform for the more targeted and effective communication strategies we have already covered.



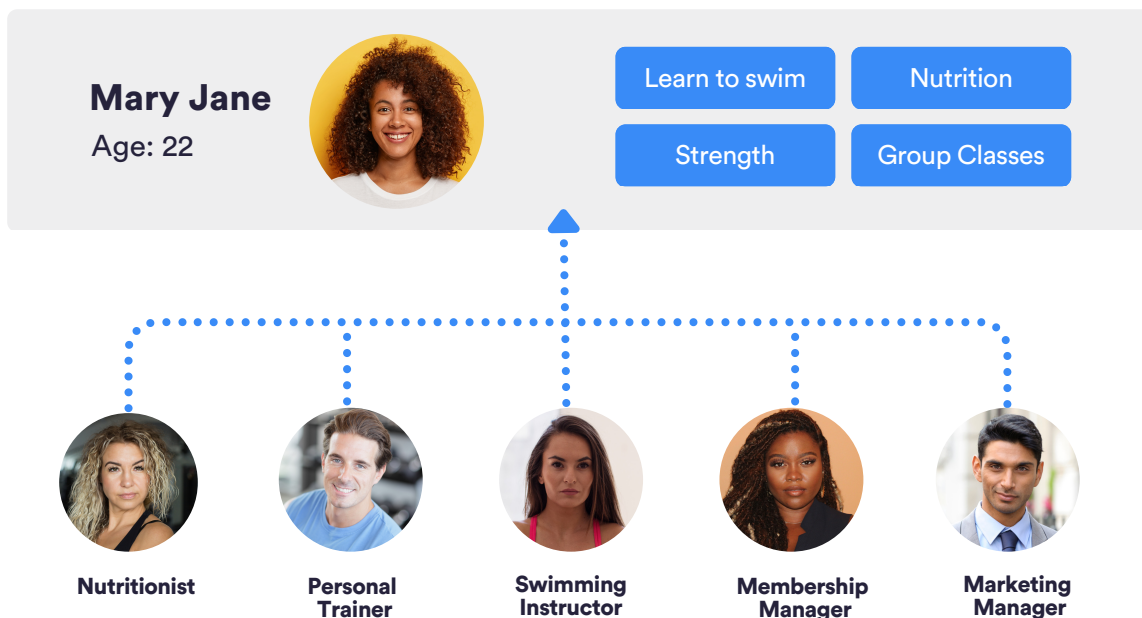
## Leverage Digital and Physical Insights for Predictive Certainty

When you combine digital data with physical behavior insights like this, your club gains a fundamentally irreplaceable asset - the ability to know your members' likely next moves before they even know it themselves.

Adding this predictive certainty to your business following the uncertainty of a pandemic and global financial uncertainty is your own way of safeguarding and future proofing your fitness business. So don't sleep on it!

## Increased efficiency and productivity

Having a centralized digital communications hub allows sales and marketing teams to be more efficient and productive in their operations. Your teams will have access to the same information and toolset, allowing them to quickly and easily deliver interactions and respond to customer inquiries. This centralized hub also makes it easier to track progress and manage customer relationships, leading to improved efficiency and productivity.



## Improve collaboration and customer satisfaction

By streamlining all of their communication tools in one place, sales and marketing teams have access to the same information, allowing them to quickly and easily collaborate on tasks, respond to customer inquiries and measure customer response rates.

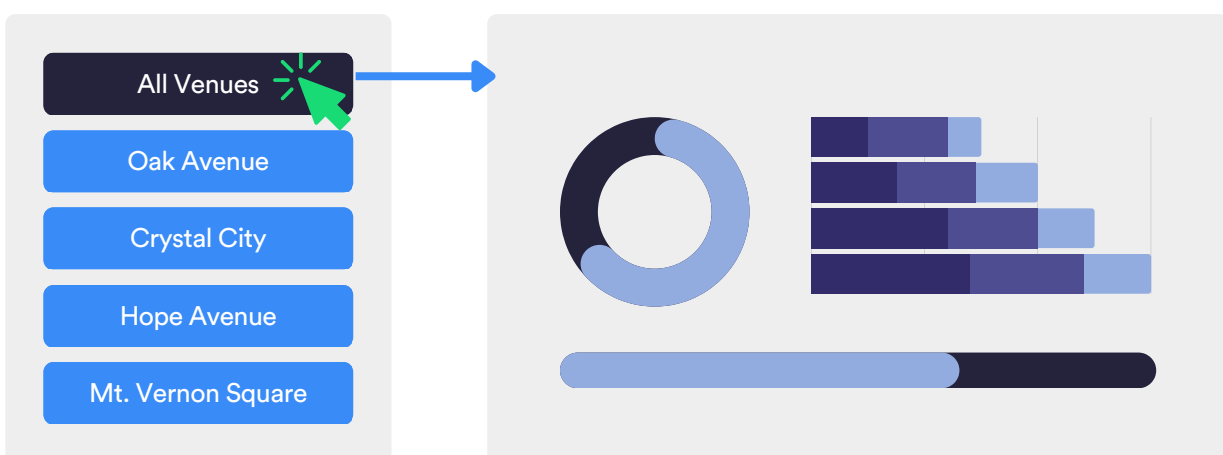
## Potentially reduce overheads

Depending on your existing subscriptions or outlay, having all your communications tools under one roof may mean you don't have to pay for multiple services and platforms.

## Enhance data visibility to improve customer experience

A centralized digital communications hub provides enhanced data visibility, allowing your club's team to easily access, analyze, and act on data insights, even across multiple facilities.

As we've already covered, this information can be used to create targeted campaigns, but also to optimize processes, and make better informed decisions. With enhanced data visibility, club operators gain a better understanding of member behaviors and preferences, allowing them to better serve and improve the customer experience.



# Why Keepme?

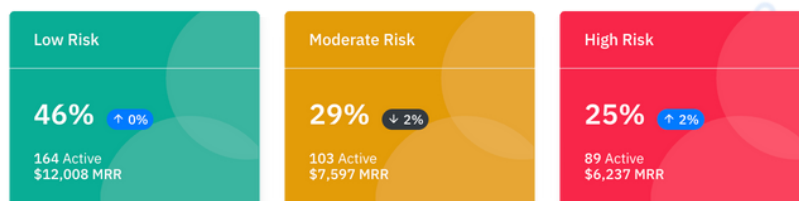
## Take Action

With a wealth of untapped data already available to your business, there is nothing stopping you executing all of these strategies with relative ease in 2023 and reaping the rewards commercially.

Blending artificial intelligence, operational tools and a unique automations engine, Keepme Sales supercharges and streamlines your efforts to attract, retain and re-engage members.

Keepme Membership helps you build smart member journeys that adapt to your members' actions and behaviors. With our world-class automation tools, your member engagements will go out exactly when you need them to, every time.

## Ready for a live demo?



+ New Campaign



Hi (PERSON\_FNAME),

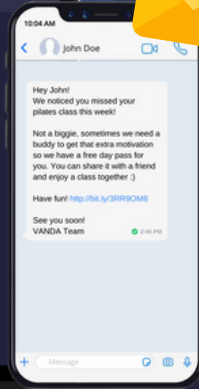
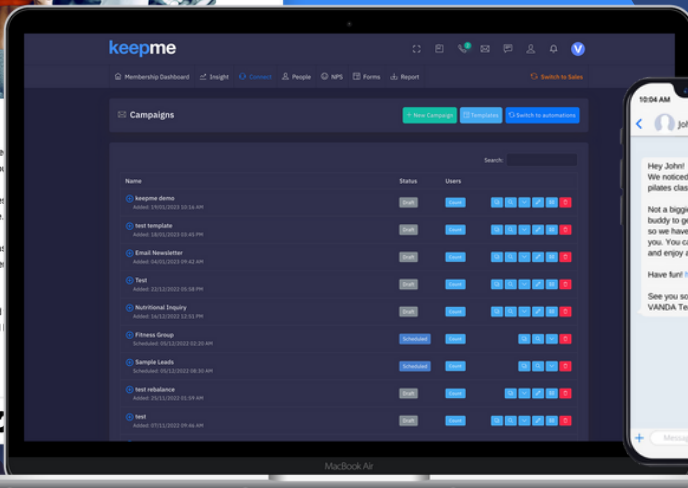
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- Two complimentary guest passes
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Our timetable has hundreds of classes, yoga, to cycling. Alternatively, a personalised programme.

Our concierge team are dedicated to enjoyable as possible, if you need

Kind Regards,  
(TRAINER\_NAME)



# Questions?

contact@keepme.ai

[www.keepme.ai](http://www.keepme.ai)