

MAYHEM AFFILIATE



OVERVIEW

- [1] **HAVE A GYM WEBSITE** // PAGE 1
- [2] **FORWARD AND SHARE BUSINESS CALLS** // PAGE 2
- [3] **SET UP A REFERRAL PROGRAM** // PAGE 2
- [4] **BUDDY DAY** // PAGE 2
- [5] **SOCIAL MEDIA** // PAGE 2-3
- [6] **RATINGS, REVIEWS, AND TESTIMONIALS** // PAGE 3
- [7] **HOST CHALLENGES** // PAGE 3-4
- [8] **EMAIL MARKETING** // PAGE 4
- [9] **BE AN EXPERT IN THE FIELD** // PAGE 4-5
- [10] **KEEP TRACK OF YOUR LEADS AND FOLLOW-UP** // PAGE 5

10 EFFECTIVE STRATEGIES TO INCREASE GYM LEADS

Do you know you could get more gym members if you could just get them to walk through your doors? Unsure of how to get them there? Here are ten effective ways to gain new leads for your gym and generate more membership sales.

[1] **HAVE A GYM WEBSITE**

You may have heard that websites are dying and social media is all that's needed. Yes, social media is, of course, crucial, and we'll talk about it more below, but it compliments an already existing website. A website with strong branding not only helps to build awareness, but can also be a great tool for capturing lead contact information and for managing online bookings from clients for classes and consultations.

When designing your webpage, it should have a simple way for potential clients to sign-up for a free class or consultation. You want them to schedule their class while they're motivated and interested, so it should be as easy of a process as possible, so they don't delay and change their mind. A great way to do this is to link an online scheduler like Acuity or Calendly. Or, if you have Google Business Gmail, you can use the free built-in appointment scheduler there. Regardless of which option you choose, when prospects go to book their session, they should be able to click the calendar link and book right then and there. Your coaches can update their availability each week for the scheduler so that the calendar schedule will always be accurate, making it quick, convenient, and accurate. After clients schedule, make sure you capture and retain their lead information and follow-up.

[2] **FORWARD AND SHARE BUSINESS CALLS**

Do you have a gym number and often miss calls? They probably didn't leave a voicemail, and you wonder if it was a new lead that is likely now gone forever. Here's a fix. Use the Sideline app (or something similar). This app allows your business number to be shared with your staff. When someone calls the business number, it's forwarded to everyone's phone. So, if you're busy coaching a class and can't answer it, hopefully, another member of your team can. Anyone linked to the account can answer calls, make calls from the business number, or text clients from that number. Now you have no more missed calls or missed opportunities.

[3] **SET UP A REFERRAL PROGRAM**

Referral programs are an excellent lead generation strategy for gyms. Your members are your biggest fans and are also your biggest marketing tool. People are four times more likely to make a purchase when referred by a friend.

A referral program generally includes an incentive for the referrer and the referee. Keep your referral program simple and promote it across your social media channels, your website, and in-person at your gym. If a new member signs up and they were referred by an existing member, they both get an incentive. Some ideas include discounted memberships, gift cards, a gym shirt, or other gym gear.

[4] **BUDDY DAY**

Once a month, actively encourage your clients to bring a friend for a free class: "Bring a Buddy Day". Make it a partner workout that doesn't require much advanced CrossFit knowledge. It can also be helpful to have an extra coach present to help coach the new athletes. Newcomers should sign waivers that include their email address and phone number for lead follow-up later. Show them a great time and then talk with them after class. Now is a great opportunity to try to get them to sign up.

[5] **SOCIAL MEDIA**

It's no secret these days that social media is a crucial part of your marketing efforts. Find out where your potential members hang out online, so you can reach them more easily. On Facebook, click "Facebook Groups" and search for your City, State. From there, see if you can find some groups that you think potential clients are part of and begin interacting and making posts there. You want to get awareness of your gym in front of them.

Another great strategy is to share content on your gym's social media accounts regularly that includes workout pictures with members "tagged" in them. If you tag "Jen" in a workout picture, suddenly all of Jen's Facebook friends know that she goes to your gym. The next day, Jen's friends are texting her and asking all about her gym and Jen is telling them how much she loves it! It's a great way to get conversations rolling about your gym from your biggest fans!

You can also generate leads by using online advertising platforms like Facebook Ads (which are attached to Instagram as well) and Google Ads. You can run ads on other platforms, like YouTube and TikTok, but these are less optimal for local businesses. If you're unsure how to get started with ads, there are some great tutorials on YouTube.

*As a side note on social media, we highly recommend creating a gym Facebook group page and referring new athletes to join there. It helps to build community spirit and encourage new friendships among members and coaches.

[6] **RATINGS, REVIEWS, AND TESTIMONIALS**

Most consumers read a few local reviews to see if a business is good or bad. Ratings, reviews, and testimonials from real people can do a lot to help interested people take the step and sign-up for their first session. They are proof that your gym delivers so well that members take time out of their day to leave a review.

Some of the top places online for leads to check reviews include Google, Facebook, and Yelp. If a potential member wants to join a fitness community and all your reviews rave about your community vibe and tribe feel, then they are much more likely to visit your gym.

Encourage your current members to leave a review for your business. You can incentivize them by offering a free gym shirt in return.

[7] **HOST CHALLENGES**

To attract leads, you need to capture the interest of your target audience. A lead magnet is something your target user sees value in that they would be willing to give you their contact info for in return. Hosting a fitness challenge can be a great lead magnet.

A fitness challenge normally lasts between 6-12 weeks, which gives you plenty of time to build a relationship with potential members. The more one-on-one time, the better. This gives you the chance to show prospects everything your gym has to offer, like your exceptional coaches and vibrant community that come together to deliver results.

EXAMPLE 1:

HEY CHICAGO - HUGE OPPORTUNITY!

We're looking for 5 motivated men and women ready to transform their bodies and change their lives! Our program works, regardless of fitness level. Show up, never quit and you will finally get the results you deserve!

EXAMPLE 2:

We're looking for 10 women who want to be bikini ready for summer and lose 10-15 pounds in the next 6 weeks.

(and simultaneously have another ad geared towards men)

This challenge works well if you have a nutrition coach on staff who can provide some

nutrition guidance to complement the workouts they'll be taking at your gym.

These challenge ads entice viewers to inquire for more information. Viewers have to enter their email and phone number to be able to read more about the challenge.

So, now you have the contact info for some great leads. You, as the gym owner, should reach out to each lead and get a conversation going, discuss their goals, and hopefully get them to come in for a free tour where you can talk about the challenge.

When they come in for the tour, explain the challenge details. Let's say you're holding the 10-pound challenge above. If they succeed in the challenge goal (losing 10 pounds in the 6-week challenge), they get their challenge money back in cash or as credit towards their next membership, so the challenge ends up being FREE and they lose 10 pounds! It's a huge incentive for them to join!

I know what you're thinking. Wait, what? I have to give away a FREE 6-week challenge? Here's the secret. Let's say the challenge costs \$300 upfront. If they successfully hit the challenge goal and they attend the required number of classes, then they get their money back. Clients are going to feel extra motivated during those 6-weeks to commit to the program because they want to earn that \$300 back.

Then, over the course of the 6 weeks, you and your team offer GREAT service, build relationships, and follow up often. To be eligible for their cash back, they have to attend every class and hit the challenge goal. At the end of the challenge, they successfully committed to 6 weeks at your gym and saw awesome results. At this point, they can have their cash back, OR they can put it towards their next membership. Most likely, they're not going to want to leave because they've been so successful thus far and built strong relationships with coaches and members. In gyms that use this strategy, basically, no one ever wants their money back. The result: you get new members!

[8] **EMAIL MARKETING**

Email campaigns and marketing still have a place in lead generation plans for gyms. But, it seems that sending the same email to every individual isn't going to cut it anymore. If you're going to try this method, to engage users and reach potential members, you need to personalize the content instead of sending one generic email out to everyone. You can use UpLaunch or a similar platform to help with this.

[9] **BE AN EXPERT IN THE FIELD**

Prospects will likely check out your website and social media channels before they decide whether or not to visit your business in person. So, how can you stand out online in a very competitive industry? One way is to create high-quality content on your website and social media channels that engages your target audience, gains their attention, and increases awareness of your business.

You can position yourself as an industry expert by sharing valuable content that shows your

expertise. Content like “how-to” videos, webinars, and podcasts are a great way to show your authority in the industry. You can provide videos, eBooks, infographics, interviews, fun memes, etc. Entertain and educate potential customers. Get them to like your brand.

[10] **KEEP TRACK OF YOUR LEADS AND FOLLOW-UP**

Last but not least, once you start generating leads, you need to keep track of them to make sure that you’re following up properly so you don’t lose them. You do this manually with spreadsheets, or you can use gym management software to make the process easier. Gym management software keeps all of the information you need in one place so that you can find out exactly what stage a prospect is in the sales funnel and when you need to take the next action.

In summary, lead generation might seem like a big hurdle, but with the right strategies, you can create an effective plan to get more leads and boost your gym membership sales. Simple strategies utilizing all the tools you have available can maximize your lead generation potential. By nurturing and leveraging your existing member base, growing your online presence, and engaging with your target audience, you can create an effective lead generation plan that brings in new members and increases revenue.