

innovativemarketing for the fitness industry



Proven and tested around the world in the United States, England, Australia, Ireland and New Zealand.

Thank you for taking the time to learn about new and exciting ways to bring qualified buyers into your fitness center. Following is some information describing the Innovative Marketing program focusing in fitness membership acquisition.

Specializing in external marketing and sales programs and lead generation and tracking systems, Innovative Marketing has 20 years of experience working both abroad and in the United States.

The focus of our program is to teach the club hands on proven methods of lead generation and closing techniques to improve the cost effectiveness of your advertising.

- ➔ ***The sales that we generate are in addition to your current level of sales. We target those individuals that may pass by your club but never take the time to walk through your doors.*** Our program is designed to overcome the obstacles many people have to joining a fitness center. Many lack the motivation to exercise, or are simply intimidated by what they think the center will be like. That's why we specialize in lead generation targeting many first-time exercisers.

It's true! Many of the members we place into our client's centers have never set foot into a health club. Others may have been members of a center 10 or more years ago. These people are seeking to belong to a center but are not particularly motivated to investigate joining a center. These are the members that may be in need of other services available in your center, such as personal training, and will surely boost other profit centers already in the club.

- ➔ ***Innovative Marketing works on a commission basis only and never requires the club to invest out-of-pocket money for the program at any time***

MARKETING NEWS

innovative marketing for health clubs

What does innovative marketing do?

OUR MISSION:

We are dedicated to teaching health clubs worldwide to increase their market share, improve their service, and boost their bottom line. We are the only professional marketing company committed to helping clubs learn the skills of direct marketing and lead generation.

HERE'S WHAT THEY SAY ABOUT US!

“innovative marketing helped us reach a market I didn't even know existed”

“innovative marketing increased our membership base by more than 400 in just six short weeks”

“I like the fact that we invested nothing, and therefore risked nothing”

“The program increased our daytime traffic. The times that were always very slow now see a constant and healthy flow of members”

“We're putting what we learned to good use at our center”

Where has innovative marketing worked?



THE WORLD IS OUR MARKETPLACE.

Club owners in Australia, New Zealand, England, Ireland and the United States have all benefited from our innovative approach to lead generation and membership sales.

Check us out at
inn-mktg.com

It's time to make your advertising dollars work harder for you.

DID YOU KNOW?

As the cost of advertising rises, the response to that same advertising is falling!

The average American is exposed to 110,000 messages each year, and this number is on the rise! How will your customer remember your advertisement?

On a national average, few health clubs will enroll more than 5% of their marketplace!

ARE YOU READY TO...

...spend fewer dollars to bring in greater revenues?

...try new and innovative methods of advertising and promotion?

...take the next step?

LET US HELP YOU

- ✓ ...IMPROVE YOUR LEAD GENERATION
- ✓ ...BOOST YOUR CLOSING PERCENTAGE
- ✓ ...REACH OUT TO A NEW MARKET
- ✓ ...GAIN A COMPETITIVE EDGE
- ✓ ...LEVERAGE YOUR ADVERTISING \$\$

TOP TEN REASONS TO INVESTIGATE THE INNOVATIVE MARKETING STRATEGIC SALES APPROACH

- ➔ YOU DON'T HAVE AN OUTSIDE MARKETING AND SALES TEAM
- ➔ YOU WANT TO REFINE YOUR REFERRAL GENERATION PROGRAM
- ➔ YOU LACK THE CAPITAL TO INVEST IN AN EFFECTIVE MARKETING PROGRAM
- ➔ YOU ARE SEARCHING FOR A MORE COST-EFFECTIVE MARKETING APPROACH
- ➔ YOUR STAFF IS STRONG IN SERVICE BUT LACKS SALES SAVVY
- ➔ YOU LACK THE TIME TO EFFECTIVELY MARKET OUTSIDE YOUR CENTER
- ➔ YOU CONSIDER YOURSELF A LEADER IN THE INDUSTRY, NOT A FOLLOWER
- ➔ YOU'RE CONVINCED YOUR MARKET IS DIFFERENT, MUCH TOUGHER TO PROMOTE
- ➔ YOU'RE SEEKING TO ENJOY MORE LONG-TERM STABILITY
- ➔ YOU WOULD LIKE TO EXPLORE AND DEVELOP OTHER PROFIT CENTERS

HAVE YOU EVER WANTED TO...

- ✓ INCREASE YOUR DAYTIME TRAFFIC?
- ✓ MAKE BETTER USE OF YOUR ADVERTISING DOLLARS?
- ✓ STREAMLINE YOUR SALES EFFORTS?
- ✓ IMPROVE MEMBER RETENTION?
- ✓ DEVELOP OTHER PROFIT CENTERS WITHIN YOUR CLUB?
- ✓ IMPROVE OR DEVELOP YOUR OWN LEAD GENERATION PROGRAM?
- 🕒 IF THERE'S ONE THING THAT'S CERTAIN OVER TIME, IT'S CHANGE.
- 🌐 HAS YOUR MARKET CHANGED WITH TIME? YOU BET!
- 👁️ LOOK AND YOU'LL SEE IT'S TIME TO USE NEW AND INNOVATIVE APPROACHES TO REACH ALL OF YOUR CHANGING MARKET'S NEEDS. Now it's time for INNOVATIVE MARKETING.