

CLUB OWNERS KNOW BEST

innovativemarketing
for the fitness industry

EXPERIENCE ★ INTEGRITY ★ INNOVATION

Who understands better than another club owner?

OUR HISTORY . . .

1975 – 1995

Club Ownership & Development

Nashville ★ Memphis ★ New Orleans ★ Cleveland
Columbus, OH ★ Indianapolis ★ Dallas ★ San Antonio
Rochester, NY ★ Virginia Beach ★ Cedar Rapids, IA
Kansas City, MO ★ St. Paul MN ★ Klamath Falls, OR

1982 – Present

Fitness Marketing & Promotion

United States ★ Canada ★ England ★ Ireland ★ Australia ★ New Zealand



Health Club Marketing

Industry Facts

- **Direct Mail** was an effective way to market; **3-5 % return in the 1980's . . . 2-3% return in the 1990's . . . about ½ of 1 % return today!**
- **Radio** was an effective way to reach the public. Immediate response programs would generate 10 to 20 calls per run in the 80's and 90's. Today the same ad may get 1 or 2 calls.
- **Telemarketing** or cold-calling was an effective way to reach thousands of people. The National Do-Not Call List has eliminated about 80% of the numbers that can be legally called.
- **Television** use to be an effective way to market health clubs. Today there are hundreds of channels making it difficult to find your target audience and be profitable.
- **Newspaper and Print** costs are continually rising while their response continues to decline. An ad seldom pays for itself.

“PERMISSION CONTACT” LEAD PROGRAM



Innovative Marketing has conducted Food & Beverage demos and Gift Certificate giveaways in large retail stores, collecting survey/registrations from customers who give us permission to contact them about Fitness Membership!

PERMISSION CONTACT Replaces DIRECT CONTACT

**DO YOU KNOW HOW POWERFUL A MEMBERSHIP PROGRAM CAN BE . . .
when thousands of people invite us to contact them?**

30+ GUEST APPOINTMENTS A DAY

This is **STANDARD**, using our Retail Store Cross-Marketing program

IN THE HEALTH CLUB BUSINESS having plenty of guest appointments a day can lead to lots of membership sales.

HOW MANY GUEST APPOINTMENTS DO YOU HAVE TODAY?

It is nearly impossible to get a lot of appointments without a totally unique method.

INNOVATIVE MARKETING conducts Cross-Marketing with large retail stores. We get customer leads that grant us permission to contact them about Fitness Membership. **Can you image the difference** between calling someone cold, or having a person give you their contact information hoping you will call them?



A Powerful Solution

Permission Contact Leads are a Solution.

Our Company is affiliated with Nationally Known Brands wishing to promote their health related lines in Large Retail Stores where customers fill out contact forms (registrations) generating thousands of **Permission Leads**, allowing us to contact them.

Health Club Statistics



i.e. American Sports Data & IHRSA industry data survey est.

INDUSTRY FACTS...

- 29,750 Clubs in the US
- Approximately 15% of the US population belongs to a health club
- 35% of members attend the club 100+ days (all other members, less)
- According to IHRSA, fitness clubs spend about 45% of their total gross revenue on Payroll!
- 9.5% is the average Club Net profit after fixed, and operating expenses

DO SOMETHING DIFFERENT

THINGS IN COMMON

- There are several health clubs in each area a person can join. Each club is reaching out to the same 15% who join fitness clubs.
- Since EVERYONE eats and drinks, our retail store campaign has the potential to reach the 85% of the public not attending a fitness center.
- Innovative Marketing funds this program (No Club Investment)
- The overhead typically runs at just 18% to 25% of gross sales

--- SCHEDULE YOUR CAMPAIGN NOW ----

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