



## **ASSIGNMENT**

Geoff Dyer has won the Arthur Anderson CEO of the year award in Florida, President of IHRSA, Won the lifetime achievement award for IHRSA, has been Chairman Emeritus of the CEO Council of Tampa Bay, President of the Florida Health Clubs Association, Founder and CEO of Lifestyle Family Fitness, Founder and CEO of AussieFIT Health Clubs. AussieFIT hired Health & Fitness Media to:

- Convert AussieFIT's current digital media assets such as, websites, Facebook, YouTube, etc. to be able to legally collect mobile phone numbers .
- Increase AussieFIT's YouTube presence
- Transform the paper guest pass to a mobile video guest pass which could be instantly shared across mobile and social platforms.

## **STRATEGY**

Implement cutting-edge multi-channel technology that legally captures mobile phone numbers via short-code technology, keyword technology, and data capture widgets for Facebook and company website.

Implement Public Relations campaign utilizing Google News that will help build brand authority and increase SEO rankings both Google searches and YouTube.

## **EXECUTION**

We implemented an integrated mobile and social campaign where prospective members and members could text-to-win a \$2,000 Amex card and \$1000 of personal training. When the prospect or member text-in they received a video guest pass which they could bring in to redeem.

- Released a multimedia Google News release announcing the campaign.
- Main video in release was search engine optimized
- Text "AussieFIT" to 96000 for your chance to enter
- When entrants text-in they were asked if they were a member or non-member.
- Once the entrant text back their answer they were sent a link to a mobile video guest pass
- Entrants could also sign up via Facebook or on AussieFIT's website where data capture widgets were utilized to collect mobile phone numbers and member or prospective member information.



## RESULTS

- AussieFIT built their mobile marketing list to over 1,100 people.
- Their mobile marketing list is separated into (1) members (2) non-members allowing them to target market each demographic.
- AussieFIT's YouTube channel is now ranked on the first page when you search their keyword terms Columbus, OH gyms and health clubs.
- We have revolutionized the paper guest pass with a mobile video & static billboard guest pass making it instant and easy to share across mobile and social platforms helping increase consumer reach.

The following are the customer conversion rates for this campaign for both AussieFIT locations in Columbus, OH:

### **East Location**

JUNE: 44 Shows 16 joined (36%)

JULY: 114 shows 95 joined (79%)

AUGUST: 38 shows 3 joined

TOTAL for East: 196 shows ; 114 joined ( 58%)

### **Hilliard**

JUNE: 29 shows 13 joined ( 48%)

JULY: 43 shows 22 joined (50%)

AUGUST: 39 shows 5 sales

TOTAL for Hilliard: 111 shows; 40 joined ( 36%)