

hapana

MEMBER ACQUISITION CHECKLIST

Is your studio or club following the best practices to gain and retain members? Quiz yourself with our checklist.





INTRO OFFERS

Do you have crafty introductory offers?

Being creative in your intro offers is a great way to appeal to your future members. A free 7 day pass is a tried and true approach that allows your team an entire week to win over the participating prospect. \$10 for 10 days and \$1-dollar 1 day trials are two other creative approaches to draw people in so they can experience your studio. Groupon and ClassPass are other popular ways to get people through the door. Another type of intro offer is those geared towards enrollment, like no enrollment fee, and enroll-with-a-friend which give incentive to join right away.

Have you explored BOTH free and paid intro offers?

Free offers give something away, like a class or trial time, while paid offers are heavily discounted. Exploring both options will allow you to see first hand the pros and cons of each, and determine which works best for your club. While you will see an increase in foot traffic for free offers, your conversion rate may go down. Paid intros guarantee at least some revenue is generated, and will likely draw more serious customers who have put some skin in the game. However, paid intros may not draw as many through the door as the freebies.

LEAD NURTURING

Do you have a solid email drip campaign to nurture your leads?

There are three stages the lead goes through. Lead acquisition is step one; nurturing them through the sales cycle is second. Guide subscribers → leads (via free offers) → sales using targeted content like social proof or testimonials.

TIMING STRATEGY

Are your offers timed correctly?

You need to strike a balance between running promotions often enough that they drive memberships but not so frequently that people expect them and wait for discounts to enroll. To spread out the timing of your promotions, make a calendar and schedule them out for the year.



PROMOTIONS & ADVERTS

Are you promoting your fitness studio offers on Facebook and Instagram?

The best offer is meaningless if it isn't seen. Facebook and Instagram are excellent ways to promote your offers and engage with your potential customers. Creating awesome imagery that stands out is key. You can also get creative by developing brand ambassador relationships, doing giveaways and contests, and reposting content posted at your studio.

Do you know how to select the best Facebook advertising approach?

Facebook ads give you control over ad design and target audience, while boosted posts can help you get more exposure from your ongoing content. Choosing to do one or both can be determined by your overall goal. If your intent is to generate sales more directly, an ad may be the way to go. Conversely, if your goal is to build brand awareness, boosting your regular content can be a big benefit.

Are you utilizing Facebook forms to collect data?

Facebook lead forms allow you to collect important data while avoiding long questionnaires. The standard name, phone number, and email are often used in these lead forms. You can also use them to collect other information, such as feedback on a recent event you hosted. Be sure to include a thank you screen in your form with the next steps, or a link back to your website.





LEAD CONVERSION

Are you using technology to ease the transition from lead to customer?

With the help of fitness technology tools, you can make the conversion process simpler and quicker. Automated lead nurturing, a user-friendly website, and a lead scoring system are all modern tools that can provide a drastic improvement to your sales funnel. Simple tweaks can be helpful, too. For example, capturing payment info upfront through billing systems like [Hapana](#) allows members to input their information themselves. This simple step can make the difference in securing the sale.

Are you avoiding situations that kill your customer conversion process?

Your customer conversion process should be a balanced art form. A clunky sign-up process asking too many questions can exasperate prospects and make them feel like they need to postpone until they have more time. We all know this delay can result in them changing their mind or simply not returning. Giving your leads too much time before outreach or dropping the ball on follow-up altogether are two more major pitfalls to avoid.

Are you qualifying your leads?

Qualifying your leads is a crucial step in the sales process, as it allows you to focus on the ones worth the extra effort. You can take a few creative approaches here. Sending an automated health screening will save prospects time when they come in, and if they take the time to fill it out ahead of time, they will show up for their class. Phone follow-ups are still important, too, and the sooner the better. Remember to keep any forms you ask them to complete simple, and nurture them with your email campaigns. Finally, have a simple website and great software like [Hapana](#) that makes the process smooth for everyone.

TAKE A TOUR OF THE SOFTWARE

In the first twelve months, Hapana's clients see a +36% increase in class bookings, +117% more intro offers and trials, and +55% increase in memberships.'

[Book your tour today.](#)

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www.hapana.com

sales@hapana.com