



Gymforce

Case Study



From Plateau to Profit: How Gymforce Automated Its Onboarding and Scaled with Lean Marketing

Client

Gymforce, a SaaS company providing gym management software in Mexico.

Challenge

After nearly a decade of organic growth, Gymforce hit a frustrating plateau. With a client base hovering around 230, new customer acquisitions were merely replacing churn. The company was stuck, operating with manual, ad-hoc processes and lacking a systematic marketing engine to drive scalable growth. Founder Rodrigo Alfaro knew he needed to transition from working *in* the business to working *on* it.

Solution

In October 2024, Gymforce joined the Lean Marketing Accelerator to build a predictable, profitable marketing system. The transformation was a phased, 11+ month journey focused on building a solid foundation for growth:

- **Phase 1: Strategy & Messaging:** Developed a clear 1-Page Marketing Plan, clarifying their messaging to establish themselves as a software authority, not a gym.
 - **Phase 2: Conversion Optimization:** Overhauled the customer journey, implementing a tiered pricing structure and lead magnets to plug leaks in the sales funnel.
 - **Phase 3: Infrastructure & Automation:** Rebuilt their website and, most critically, fully automated their customer onboarding process, eliminating a 24-hour manual delay and enabling instant customer activation.
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- **Phase 4: Systematization & Scaling:** Implemented a CRM to move beyond chaotic WhatsApp lead management and built a scalable sales pipeline.

Results

The systematic approach yielded significant, quantifiable results over the year-over-year period (August 2024 to August 2025):

- **25.7% Increase in Total Profit:** From \$170,853 to \$214,737 pesos, demonstrating improved operational efficiency and a stronger bottom line.
- **8.3% Growth in Active Customer Base:** From 229 to 248 subscriptions, breaking the cycle of stagnation and achieving sustainable growth.
- **13.6% Improvement in Customer Lifetime Value:** From \$43,448 to \$49,352 pesos, a direct result of improved onboarding and customer retention.
- **Peak Performance of 44.3% Profit Increase:** Their best month (June 2025) reached \$254,920 pesos, showing the true potential of their optimized system.
- **From 24-Hour Delay to Instant Onboarding:** A massive improvement in the customer experience and a key enabler of scalability.
- **First Successful Referral Customer:** Generated within weeks of implementing their referral program.

Takeaway

Gymforce's success story is a powerful testament to the fact that a systematic, process-oriented approach to marketing will always outperform random tactics.

By investing in a long-term partnership and committing to building a true marketing asset, Gymforce not only broke through its growth plateau but also built a foundation for long-term, sustainable success.



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Context

Based in Mexico, Gymforce had carved out a respectable niche in the competitive SaaS landscape. Founded by Rodrigo Alfaro, a software engineer, the company provided gym management software that was, by all accounts, a solid product. For nearly a decade, Gymforce had grown organically, attracting a loyal customer base of around 230 clients. From the outside, it looked like a classic entrepreneurial success story: a bootstrapped company with a strong product, a dedicated team, and a stable of long-term customers. With an average client engagement of over 28 months, it was clear that once a gym owner integrated Gymforce into their operations, they were unlikely to leave.

This stability, however, masked a critical underlying issue. The company had hit a growth ceiling. New client acquisitions were just enough to offset churn, creating a frustrating cycle of stagnation. Rodrigo, a self-described systems thinker, recognized that the very thing that had gotten them to this point—a hands-on, founder-led approach—was now the primary bottleneck. The business was successful, but it was also stuck. Rodrigo found himself working *in* the business, managing day-to-day operations, rather than *on* the business, steering its strategic direction. This is a common struggle for many entrepreneurs who have built their businesses from the ground up, a challenge that Allan describes as the critical shift from technician to entrepreneur.

Gymforce's target market was clear: gym owners who were still relying on spreadsheets and manual processes to manage their businesses. These were passionate fitness professionals, not administrators, and they were often overwhelmed by the complexities of billing, scheduling, and member management. Gymforce offered them a lifeline, a way to simplify their operations and reclaim their time. The problem was that Gymforce's own internal processes were far from simple.



The team, consisting of Rodrigo, his brother Diego in marketing, and a marketing assistant, Edna, was running on a collection of ad-hoc tactics rather than a cohesive, systematic marketing operation. They were a prime example of what happens when a business outgrows its initial, informal systems. The company was ready for its next stage of growth, but it lacked the marketing engine to power it.

Challenge

The growth plateau at Gymforce was more than just a line on a chart; it was a source of deep-seated frustration for Rodrigo. He had built a successful company, but he was acutely aware that it was not reaching its full potential. "We've plateaued at ~225 clients with churn matching new acquisitions," he explained in his initial call with Lean Marketing. This stagnation was a clear sign that their current approach was no longer working. The marketing efforts, managed by his brother Diego and assistant Edna, were a series of "random acts of marketing" rather than a systematic approach. Diego's formal marketing education had proven to be "really outdated," leaving the team without a clear strategic direction.

The most significant challenge was the lack of a scalable system for attracting and onboarding new clients. The entire process was manual and labor-intensive. Leads, primarily generated through Meta ads, would send a direct message on Instagram or WhatsApp. From there, the team would manually send information, including pricing and demo videos, and then hope the prospect would book a sales call. "If they don't buy after the sales demo, we don't follow up," Rodrigo admitted in the onboarding questionnaire. This lack of a nurturing process meant that a huge portion of potential customers were slipping through the cracks. The sales process was a leaky bucket, and the team was constantly trying to fill it with new leads without first plugging the holes.

The emotional toll of this constant struggle was significant. Rodrigo knew that the key to unlocking the next level of growth was to build a "solid in-house marketing department," but he was unsure how to get there. He was also concerned about the team's ability to implement a new system, particularly given the potential language barrier. "English is very rare for us... my brother and the marketing assistant... they're gonna have a harder time with the materials," he shared. This concern, coupled with the daily pressures of running the business, created a sense of being trapped. Rodrigo was a software engineer by trade, a builder of systems, yet he was struggling to build the most important system of all: a predictable, profitable marketing system.



The tipping point for Rodrigo was the realization that he couldn't solve this problem on his own. He had tried various tactics, but nothing had worked. He knew he needed a fundamental shift in his approach, a move from random tactics to a systematic, process-oriented methodology. He was ready to stop being the bottleneck and start being the architect of his company's future. "I used to measure success with numbers," he reflected. "And now I like to give numbers aside... I see entrepreneurship and company building as a video game. Success for me will be to acquire all the marketing know-how and the best implementation to my abilities." This mindset shift was the crucial first step in Gymforce's transformation journey.

Solution

Embarking on the Lean Marketing Accelerator in October 2024, Rodrigo and his team began a systematic journey to transform Gymforce's marketing from a collection of disjointed tactics into a cohesive, automated engine for growth. The solution was not a quick fix, but a deliberate, phased implementation of a comprehensive Marketing Operating System. This process-oriented approach, which emphasizes building a solid foundation before scaling, was exactly what Gymforce needed to break through its growth plateau.

The transformation began with Phase 1 of the Accelerator: The 1-Page Marketing Plan. This initial phase focused on developing a clear, concise strategy that would guide all future marketing efforts. For Gymforce, this meant defining their ideal client avatars with greater precision and clarifying their messaging. A key breakthrough came when they realized their messaging was causing confusion. "We were being confused with a gym," Rodrigo noted. By honing their messaging to focus on their identity as a software company, they were able to attract a more qualified audience and establish themselves as an authority in their niche.

With a clear strategy in place, the team moved on to Phase 2: Conversion Optimization. This phase was all about plugging the leaks in their sales process. The most significant change was the complete overhaul of their customer journey. "Doing customer journey mapping to simplify customer onboarding so they can transition to a scalable SaaS company" was a major win, as Rodrigo noted in November 2024. They mapped out every touchpoint, from the initial ad to the final sale, and identified key areas for improvement. This led to the implementation of a tiered pricing structure and the development of lead magnets to capture and nurture leads who weren't ready to buy immediately.



Phase 3, the Minimum Viable Marketing System, was where the automation revolution truly began. The team rebuilt their website on a no-code platform, which gave them the flexibility to implement a more sophisticated marketing infrastructure. They integrated a CRM to manage their sales pipeline, moving away from the chaotic system of managing leads through WhatsApp. The most transformative change, however, was the automation of the onboarding process. "Our signup process is now completely different," Rodrigo shared in August 2025. "Before, when a client wanted to sign up for Gymforce, they had to talk to a human, coordinate manually, and wait up to 24 hours to get their software. Now, they just fill out an online form, and the system gets created and provisioned instantly — they receive their login details in their inbox within minutes." This shift was a massive technical undertaking, but it was the key to unlocking true scalability.

Throughout this process, the principle of "simple scales, fancy fails" was a guiding light. Rather than trying to implement a complex, enterprise-level system all at once, the team focused on building a simple, robust system that could be gradually improved and expanded over time. This iterative approach allowed them to make steady progress without getting overwhelmed. By the time they reached Phase 4, Optimize and Scale, they had a solid foundation in place. They were no longer just surviving; they were systematically building a marketing machine that would power their growth for years to come.

Benefits

The transformation at Gymforce yielded benefits that extended far beyond the top-line revenue numbers. The implementation of a systematic marketing operation brought about a profound shift in how the business operated, creating a more resilient, efficient, and scalable company. One of the most immediate benefits was the newfound operational efficiency. The automation of the onboarding process, for example, freed up countless hours of manual work for the team. This allowed them to focus on higher-value activities, such as improving the customer experience and developing new marketing strategies. The move from managing leads in WhatsApp to a structured CRM pipeline brought a new level of clarity and control to the sales process, ensuring that no lead was left behind.

Beyond the operational improvements, there was a significant mindset shift within the team, particularly for Rodrigo. He was finally able to transition from being the primary "doer" to being the strategic leader of his company. "Being forced to look at your business through someone else's



eyes and ask yourself what can be improved is such a rewarding exercise," he shared in April 2025. This shift from working *in* the business to working *on* the business was a critical step in his journey as an entrepreneur. The process of building a marketing system gave him the confidence and the clarity to make strategic decisions, knowing that he had a solid foundation to build upon.

The Accelerator also empowered the entire team to think more systematically about marketing. By implementing a shared framework and a common language, they were able to align their efforts and work together more effectively. The process of creating a "messaging cheat sheet" and a "single source of truth for team communication" ensured that everyone was on the same page, from sales to marketing to customer support. This capability building was a key part of the transformation, as it created a more self-sufficient and strategic team.

The benefits also flowed directly to Gymforce's customers. The new, automated onboarding process provided a much smoother and more professional experience. The implementation of a customer retention program, including a Kanban board to track the progress of new clients, demonstrated a new level of commitment to customer success. This focus on the entire customer lifecycle, not just acquisition, helped to strengthen customer relationships and reduce churn. As Rodrigo noted, the goal was to "make sure they are being successful with our software," a clear indication of the shift from a product-centric to a customer-centric approach.

Results

The systematic approach to marketing and operations implemented by Gymforce yielded impressive, quantifiable results that validated their commitment to the transformation process. The numbers tell a compelling story of a company that broke through its growth plateau and established a new trajectory of sustainable, profitable growth. The impact was felt across the entire business, from top-line revenue to operational efficiency and customer satisfaction.

Looking at the year-over-year performance from August 2024 to August 2025, the results were substantial. Gymforce achieved a **25.7% increase in total profit**, rising from \$170,853 to \$214,737 pesos, demonstrating that the new systems were not only driving growth but also creating a more efficient and streamlined operation. This was accompanied by an **8.3% growth in their active customer base**, from 229 to 248 subscriptions, showing they had successfully broken the cycle of churn and stagnation. The **Customer Lifetime Value (LTV) improved by 13.6%**, rising from \$43,448 to \$49,352 pesos, a testament to the success of their new customer retention and



onboarding programs. Notably, their best month (June 2025) saw profits reach \$254,920 pesos, representing a **44.3% increase** from their October 2024 baseline, demonstrating the true potential of their optimized system.

The transformation of their operational efficiency was equally impressive. The automation of the signup process was a game-changer, taking them **from a 24-hour manual delay to instant, automated provisioning** for new customers. This not only improved the customer experience but also freed up the team to focus on more strategic initiatives. The implementation of a CRM and the automation of their sales pipeline brought a new level of clarity and control to their sales process, creating more consistent and predictable results.

The marketing metrics also showed significant improvements. The new, clarified messaging and improved customer journey led to more engaged prospects, with opt-in rates reaching peaks of over 26%. The success of their new systems was further validated by the successful launch of their referral program, which generated its **first referred customer within weeks of implementation**. These results, achieved over a period of 11+ months, demonstrate the power of a systematic, process-oriented approach to marketing. Gymforce didn't just find a few new tactics; they built a new engine for growth.

Takeaways

Gymforce's journey offers a powerful set of lessons for any entrepreneur who feels trapped by their own success. The first and most critical takeaway is that **a systematic approach will always beat random tactics**. Gymforce was stuck in a cycle of stagnation precisely because they were relying on a collection of disjointed marketing efforts. It was only when they committed to building a cohesive, integrated marketing system that they were able to break free. This is a core principle of the Lean Marketing methodology: marketing is not a series of one-off events, but an ongoing process of continuous improvement.

Another key lesson is the importance of **working on the business, not just in it**. Rodrigo's transformation from a hands-on technician to a strategic leader was a crucial turning point for the company. By stepping back from the day-to-day operations and focusing on building systems, he was able to create a more scalable and sustainable business. This is a journey that every successful entrepreneur must make, and it is one that requires a conscious and deliberate shift in mindset.



Finally, Gymforce's story highlights the value of a **long-term partnership**. The transformation did not happen overnight; it was the result of a sustained effort over a period of 11+ months. The ongoing guidance and accountability provided by the Lean Marketing Accelerator were instrumental in keeping the team on track and ensuring that they were implementing the right strategies at the right time. This is the essence of the Lean Marketing approach: a long-term partnership focused on building a marketing asset that will continue to generate returns for years to come. For Gymforce, the result was not just a temporary boost in sales, but a fundamental transformation of their business that has positioned them for long-term, sustainable growth.