



How to create healthy habits through marketing automation

The long journey to reducing churn via marketing automation

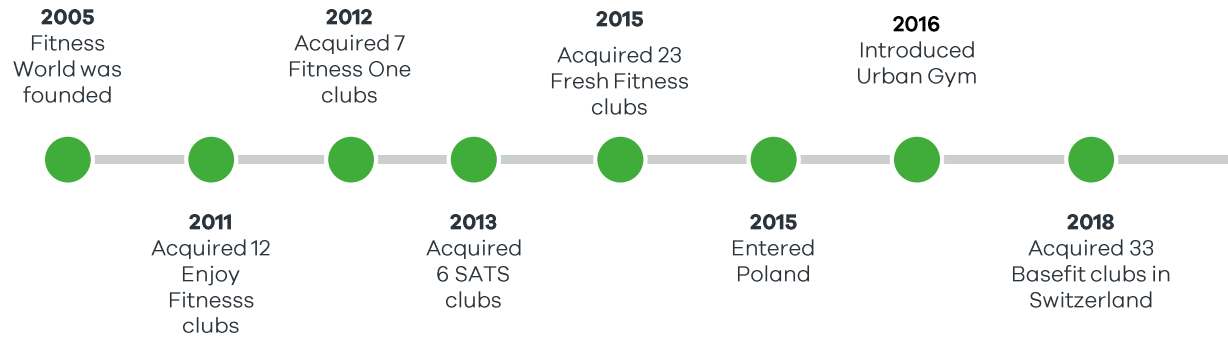
- Building a marketing automation machine in a subscription based industry can be a long journey with data bumps on the road
- It depends on the data infrastructure and the ambition. How personalized do you want your communication to be? How many data sources are needed to fulfill that ambition?
- After it has been implemented there is up to six months' waiting before you can conclude on the reduction of churn ...

Who is Fitness World?

Fitness World Group


The Group has grown to be one of Europe's largest fitness retailers

Corporate timeline



+80 different class concepts




 **Opened the first fitness club in Copenhagen in 2005**

 **233 clubs across Denmark, Poland and Switzerland**

 **Almost 600,000 members**

 **Clear market leader in our home market**

A diverse group of people of various ages and ethnicities posing in a gym setting. They are arranged in several rows, some sitting on wooden boxes, some standing, and some sitting on the floor. The gym has various equipment like treadmills, weight racks, and kettlebells visible in the background.

So about 10 % of the Danish population are members of Fitness World

The fitness industry is well known for high churn

- so there is a huge potential in cracking the retention code

So why do members leave us?

Top three reasons



They don't feel motivated



They don't know what to do in the fitness center



They find it too expensive (despite we are soft value concept and low price in the market)

If you are not motivated and don't know how to make the most of your membership, - then everything is considered expensive!

So we need to help them create some healthy training habits.

How to create healthy habits through marketing automation

What drives retention?

Engagement drivers

We see the following drivers in creating healthy training habits and increasing retention:

- Join **group fitness** classes regularly
- **Use** the features in **the app** such as training programs and challenges
- Use the **Bodytracker**

And to have the possibility to communicate across channels.

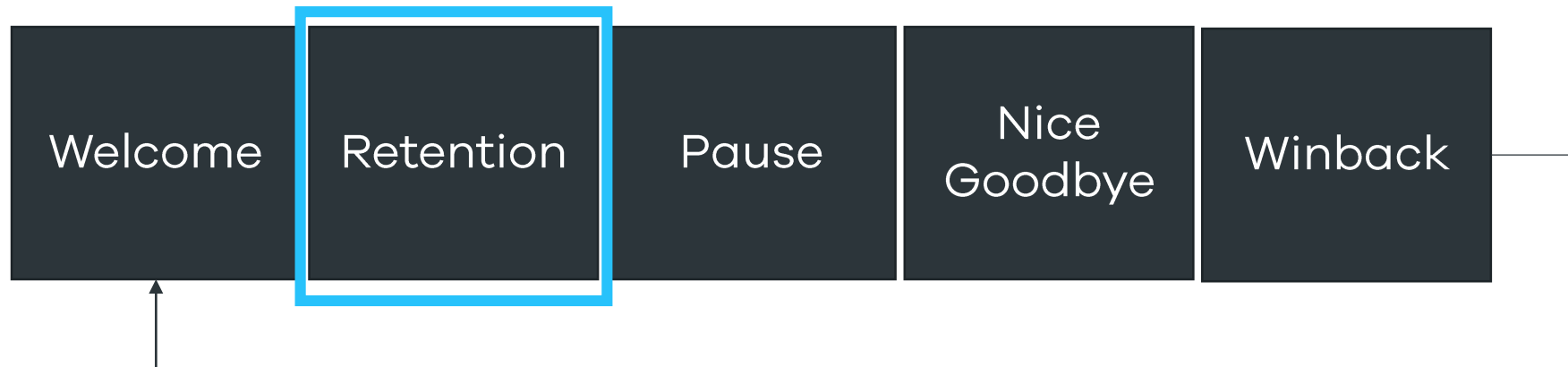
They are all part of the memberships so why not use them?

So we focus on stimulating the use of engagement drivers in all automated mails.



We communicate to the members throughout their fitness 'lives' - and beyond

- As new members (Welcome flow)
- As members that have trained for a while (Retention flow)
- As members having a break (Pause flow)
- As members that are leaving us (Nice Goodbye flow)
- As former members where we stay in touch and urge them to come back (Winback flow)



Example of mail

Inactive

Top image varies with membership – with or without group fitness

This block suggests a free talk with a personal trainer.

Fitness World
Keder du dig, når du træner?
Hvis du først bliver glad, når træningen er overstået,

FITNESS WORLD

Synes du, det er lidt kedeligt at træne, FIRSTNAME?

Et ting er din ydre motivation. At du fx gerne vil have større muskler, tabe dig eller komme i bedre form. Noget andet er din indre motivation. Den opstår, når du gør noget, som gør dig glad. Noget som føles rart.

Du skal have lyst til at træne, og derfor bør du bruge lidt tid på at finde ud af hvilken træningsform, der giver dig mest på læber. Hvad giver dig en god følelse i kroppen?

Den ydre motivation alene kan ikke blive ved med at få dig til træning. Så prøv nogle nye øvelser eller et nyt tøj, og mærk efter, om din indre motivation bliver vækket. Når du har fundet din indre motivation, skal du søk komme til træning - hver gang.

Bedste hilsener
Søren, personlig træner i Fitness World

Få en gratis træningskonsultation

Du kan få en gratis konsultation hos en af vores personlige trænere, som kan hjælpe dig med at afklare, hvordan du finder din indre motivation.

[Sees her](#)

Test din udholdenhed

TRX® Full Body er både sjov og intens træning, som kan give dig motivationen tilbage. TRX® er perfekt til dig, der ikke har trænet et stykke tid, men har lyst til at give den max gas. Lidt træning er langt bedre end ingen træning, og det kan være mere overkommeligt at komme tilbage i en god træningsrytme, hvis du starter med en supereffektiv time.

[Prøv TRX Full Body](#)

FIND CENTER TJEK HOLD LOG IND

Spejlskovvej 61 CVR. 25652205
2610 Sødrøre TLF 8888 7600

Du modtager denne e-mail, da du er tilmeldt til Fitness World. Ønsker du at afmelde dig, kan du gøre det her.

Theme about motivation: find new ways to work out if you get bored.

This block varies with gender and what fitness center you train in showing different group fitness recommendations if you have group fitness membership. If you don't it will collapse.

**So how do we know if it
works?**

- And does it work?

Some of the results

We have an overall **master control group** (MCG) and **control groups** on the different flows. The MCG consists of 10.000 members that should have received the flows but don't.

When we compare the retention of the MCG with the members who have been through the marketing automation flows we see that retention is increased by 6%.

	Master Control Group	Target group
Is a member 7 months after entering the automated Retention flow	100	106

And the engagement drivers?

The engagement drivers also had a significant lift in the same period of time compared to the control groups.

'Are we there yet?'

We are far far away from where we started but the journey continues

Thank you for listening

Hang in there!



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WORLD.®**

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