

# FITNESS CASE STUDY

## LEAD CONSUMERS RIGHT TO YOUR DOOR USING THE MAILBOX

### ► *Objective:*

Increase traffic and number of memberships

### ► *Media Used:*

Oversize Sheet



## MSPARK APPROACH:

- Target ideal consumers around location with a propensity to workout
- Mail Oversize Sheet to surrounding households
- Utilize aggressive offers such as “First Month FREE, no sign-up or annual fee!”

## RESULTS:

- Added 30 new members
- Client doubled ROI in the first 2 months
- For every \$1 spent, the client received \$24 in return (based on annual contracts)