

FITNESS CASE STUDY

MAKE AN IMPACT WITH SHARED MAIL

► *Objective:*

Increase new member enrollment & grow market share

► *Media Used:*

Impact Postcard



MSPARK APPROACH:

- Target ZIP Codes surrounding locations, reaching 71,000 households
- Utilize aggressive offers & highlighted key differentiators:
 - Open 24 hours
 - Extensive equipment
 - FREE training
 - \$10/Month- No Commitment Membership

RESULTS:

- The initial mailing produced over 800 new members
- The client appreciates that the Impact Postcard allows them to reach 3 times as many homes for the same price as solo mail

"You expect these kind of numbers from a new location, but we were very pleased for an established gym like this one to recruit this many members!"

—Satisfied Client

