

The Alternative

TO MARKETING DISCOUNTED SERVICES

DISCOUNTS

INCENTIVES

\$0 JOIN NOW!
Enrollment
... FREE

ALL FOR
NUTHIN'
FITNESS

Get In The Gym!

\$0
ENROLL

2 MO.
FREE!

12 PERSONAL TRAINING
SESSIONS FREE!!

\$0 zero
FREE!
• GROUP CLASSES
• TANNING
2 MO. FREE!

GENERATE FITNESS
BEST VALUE IN TOWN!

✓ BEST EQUIPMENT
✓ BEST TRAINERS
✓ BEST CLASSES

Plus...
JOIN OR REFER A FRIEND

GET A
AMAZON GIFT CARD
VALUE! \$50

HIGHER
CONVERSIONS

- ✓ New Members
- ✓ Member Referrals
- ✓ Club Services

Today's consumer perceives a brand's strength in the market place NOT by the discounts they are offered, but by the additional value that is added to the offer.

LESS IS NO LONGER MORE
MORE IS MORE!

Promotion Vault
Where data drives action.

- ✓ ACCELERATE MEMBER ACQUISITION
- ✓ MAXIMIZE REFERRALS
- ✓ SELL CLUB SERVICES

DATA SHOWS THAT

2 OUT OF **5**

Members redeem their incentives, acknowledge a higher perceived value of the brand, and say they are more likely to refer their friends, and utilize other club offered services.

8 TO 12%
MORE CONVERSIONS

Studies show that consumer perception of a brand is enhanced by incentive offers and actually increases conversions.



The old and outdated discounted services model depreciates the value clubs have invested so much and worked so hard to establish.



POSITIVE IMPRESSION



NEGATIVE IMPRESSION

A DOUBLE NEGATIVE
Marketing discounted services also puts the club in a negative financial position at the moment of acquisition.

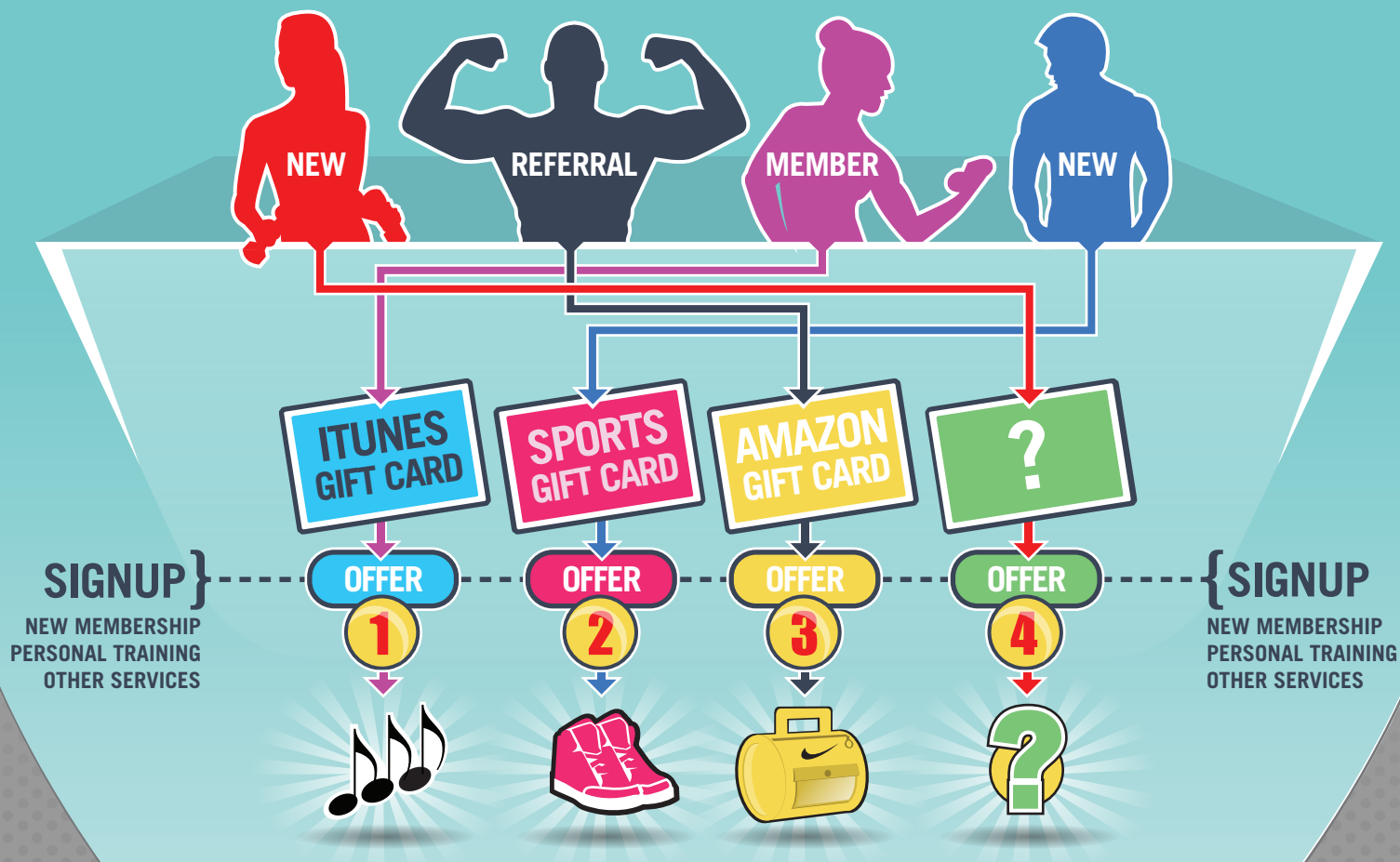


MUSCLE OUT THE NEGATIVE.

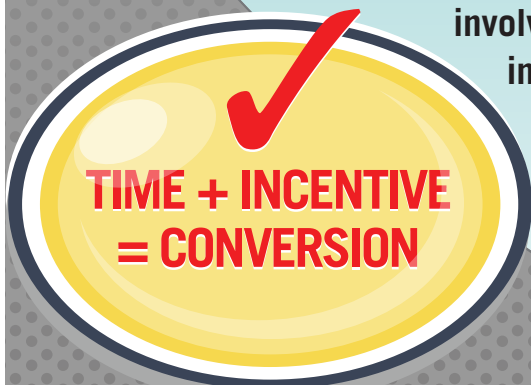
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THIRD-PARTY INCENTIVE OFFERS

HELP YOU **STAY IN FRONT OF PROSPECTS AND MEMBERS** WITH A
VARIETY OF COMPELLING INCENTIVES
TO JOIN OR REFER.



The factors that play in the decision making of a potential member or current member purchasing club services involve timing and the incentive. Offering incentives keeps your brand away from discounting services and instead delivers more value.



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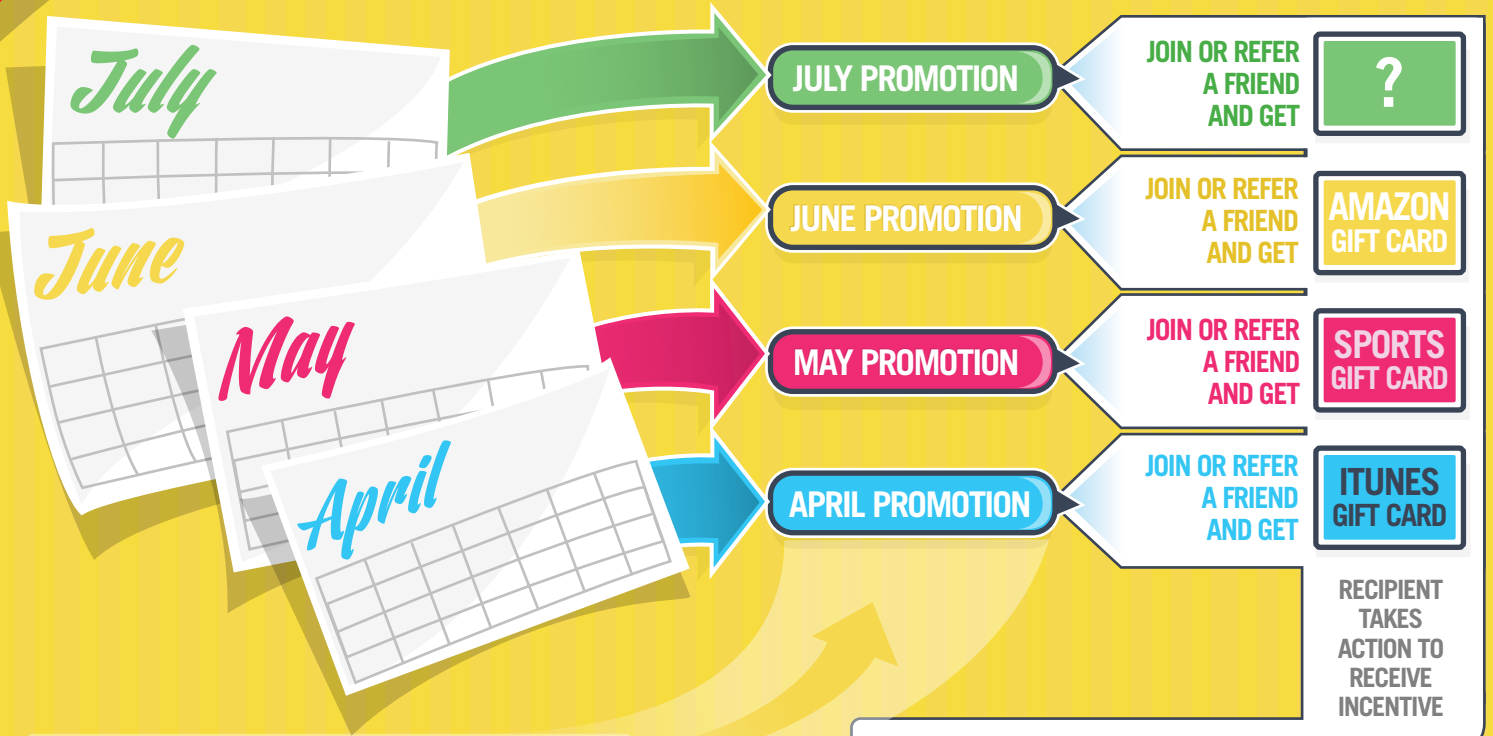


Incentivize

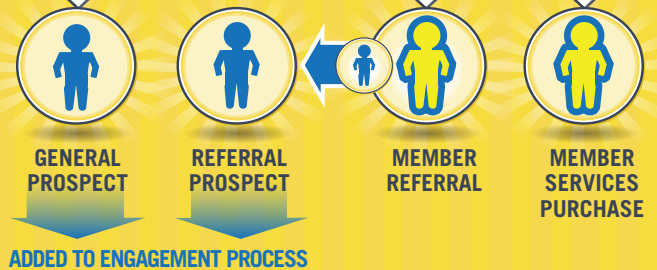
Your Broadcast Marketing Program with...

MONTHLY INCENTIVE PROMOTIONS!

NEW MARKETING THEME MONTHLY + CHANGING INCENTIVE = MORE LIKELY CONVERSIONS



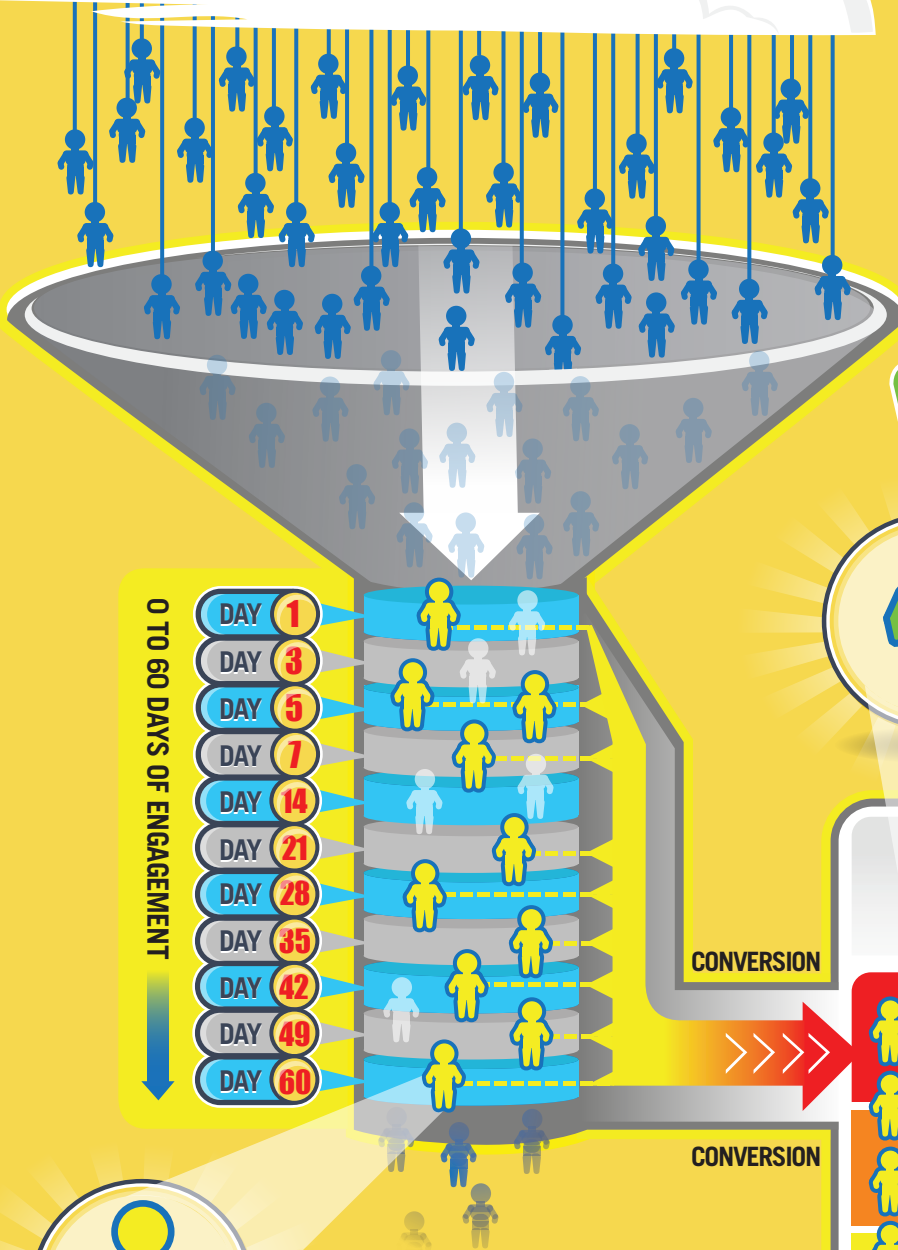
PROMOTION BROADCAST CHANNELS



Promotion VaultTM
 Where data drives action.

Engage Prospects WITH OUR ENGAGEMENT PROGRAM

CLUB BROADCAST MARKETING



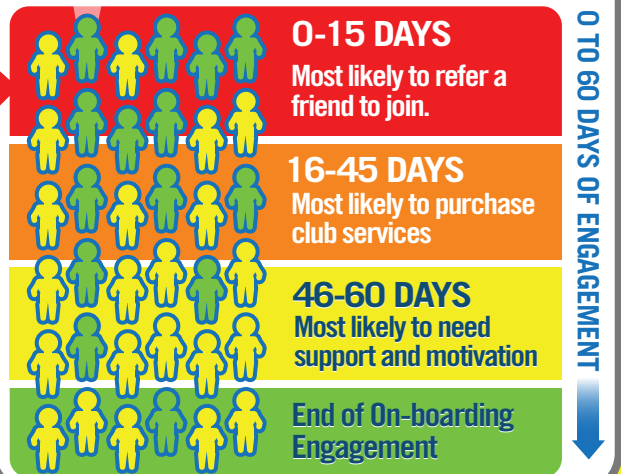
Promotion Vault maximizes existing marketing efforts to enrich your potential membership conversion rate by utilizing strategic and consistent incentive offers over a period of 60 days.

HIGH REVENUE MEMBER

Our data shows that the first 60 days of new membership is a critical time with the greatest opportunity for friend referrals and the purchase of additional club services.



NEW MEMBER 60-DAY COMMUNICATION ENGAGEMENT STRATEGY



0 TO 60 DAYS OF ENGAGEMENT

0 TO 60 DAYS OF ENGAGEMENT

CONVERSION

CONVERSION

TIME + INCENTIVE = CONVERSION

PROSPECT CONVERSION

With consistent, strategic incentive communications, Promotion Vault can increase conversions by 8-12%

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