

# Lead & Prospect Management



## Unlock The Power Of Your Gym's Marketing

Keeping on top of your potential customers is key to successfully marketing and growing your club. Ensuring you have a way to directly communicate with your best customers and give them up to date information on your upcoming promotions and events is the best way to turn a lead into a lifelong member time and time again.



### Contact Details

Email: [sales@ashbournemanagement.co.uk](mailto:sales@ashbournemanagement.co.uk)

Phone: 01564 393 116

Visit: [www.ashbourne-memberships.com](http://www.ashbourne-memberships.com)

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# Make Signing Up New Members Easier Than Ever

When it comes to your gym's marketing, you need to focus on your 3 most important customer groups:

- A current member, who you want to provide with a great service and keep them interested in your club
- An ex-member, who you can update with improvements to your club and give them an enticing offer to try and get them back
- A fresh customer (lead) who's just discovered your gym and needs more information before deciding to sign up

You need to have a system which allows you to talk to each of these groups in a unique way to not only get them signing up to your gym, but keep them engaged and make your club a part of their daily routine.

You also need a way to quickly ensure that you can have a fool proof way to contact every single one of your potential members, using either an email address or SMS. While social media is great, there is no more powerful marketing tool than having a direct line of communication.

Whether your customers are visiting your website, following your social media or they've been an ex-member – you need to be able to stay in touch and not leave any potential sale up to chance.

Your customers aren't the same, so why would you market them as if they were?

That's why we're introducing a CRM (customer relationship management) system gives you the tools to talk to each of your customers on their level, so you can give them what they want and get your leads signing up to be a lifelong member.



# Ashbourne Membership Management Can Do It All For You

Ashbourne Membership Management offers a complete CRM (customer relationship management) system that allows you to automate your lead management.

The Ashbourne CRM gives you the ability to easily talk to all your customers and target each individual, no matter what stage they are in your club.

## Nurture Your New Enquiries

Every customer is different, and some take a long time to sign up. Our CRM gives you the ability to think long term and nurture potential leads until they're ready to sign up even months down the line.

## Personalised Landing Pages

Our CRM allows you to build landing pages that look great and can be built in minutes without the need for a website. You can come up with a promotion and start capturing emails in minutes.

## Win Back Your Ex-Members

Stay in touch with your ex-members and keep them up to date with all the improvements you make to your club, so you're ready to welcome them back when they're ready to return.

## Track Team Performance

If you have a commission system in place, then our CRM allows you to track which member of your team signs up the most members, so you can reward your gym's best.

# We're Ready To Help You Build Your Perfect Club!



**Get In Touch For Further Details**

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**[WWW.ASHBOURNE-MEMBERSHIPS.COM](http://WWW.ASHBOURNE-MEMBERSHIPS.COM)**

