Crunch Fitness Gym – Upgrade memberships.

Pt 1.

Email marketing would be appropriate as it can reach multiple people/current members within a single email. Within a gym, members are there to lift and maybe socialize, depending on who you ask, and then leave and carry on with their day so having signs posted around isn’t as affective as an email being sent out. It also adds a personal touch since Crunch is known for their relationships between workers/personal trainers and members already. The email would use segmentation and be directed towards those who would benefit from the upgrade, members who don’t have the most expensive membership, and to those who joined within the past 2 years and haven’t upgraded to get them to upgrade. The target audience needs a full understanding of how the membership upgrade will benefit them as an individual.

Pt 2. Five AI email subject lines created:

1. "Exclusive Offer Inside! Upgrade Your Membership Today and Unlock a FREE Gift!"

2. "Maximize Your Fitness Journey: Upgrade Now for a Special Gift on Us!"

3. "Level Up Your Membership for Rewards! Upgrade Today and Receive a Complimentary Gift!"

4. "Upgrade Alert: Your Free Gift Awaits! Elevate Your Crunch Fitness Experience!"

5. "Members-Only Upgrade Perk: Unlock a FREE Gift with Your Membership Enhancement!"

Pt 3. Two email subject lines improved:

2. "Maximize Your Gains: Upgrade Now for an Early Christmas Gift on Us!"

5. "Members-Only Upgrade Christmas Special: Unlock a FREE Gift with Your Upgrade Today!"

Pt 4. The goal is to encourage the current members to upgrade their membership to a more expensive membership that includes more features. The email would provide the most impressive features to catch the target audience’s eyes as well as the types of upgrades. Along with the upgrade there will be an incentive to upgrading, such as a free energy drink or free t-shirt. There would be a purple and black “Upgrade Now!” button on the top right that would take them straight to the landing page to either upgrade or call the gym to connect them to someone to upgrade the membership for them or if they have questions as well as more details not listed within the email. Crunch Fitness’ color scheme is purple and grey so the color scheme of it would be those same colors with black font. Purple and grey will be incorporated through gifts and present icons and have some white/yellow holiday Christmas lights blinking around the CTA: “Upgrade Now!” button. The font would be something slightly bold, such as Eras bold ITC to represent the intensity of the gym for highlighted messages of the email and Eras demi ITC for extra information.

Pt 5.

To track the emails success there will need to be a goal set for how many members they are trying to get upgrades from. From there, I will track the click rate as well as the conversions being made within the email.

Goal: Total of 1k membership upgrades - $10k increase

Email list: 10k

Average open rate: 20%

Click through rate: 5%

Website conversion rate: 3%

Open email: 2k

Click on link: 500

Upgrade membership: 300

To reach goal: Need to send 3-4 emails