



Glofox Growth Webinar: Effective Lead Acquisition Strategies



Introductions



Caroline Walsh

Junior Product Marketing Specialist

- ❖ Previously worked as a teacher
- ❖ Loves running, swimming and going to concerts



Niamh Gallen

Lead SMB Customer Success Manager

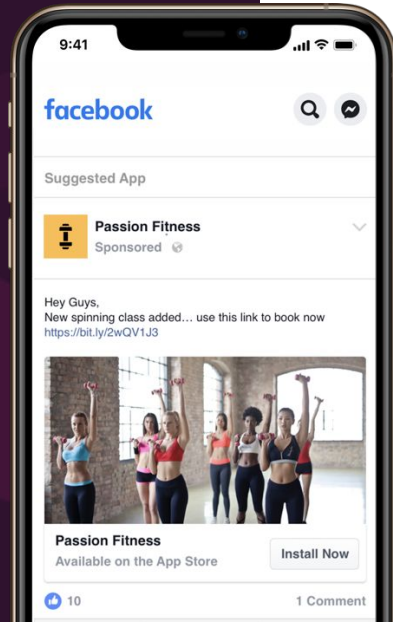
- ❖ Recently celebrated 1 year at Glofox
- ❖ Enjoys yoga & trying out new fitness classes!



Agenda

1. Most effective lead acquisition channels
2. Get the most from your Glofox web integration
3. Get the most from your booking portal and member app
4. Capture leads and schedule them into a first class (in under 90 seconds)

Most Effective Lead Acquisition Channels



Social Media

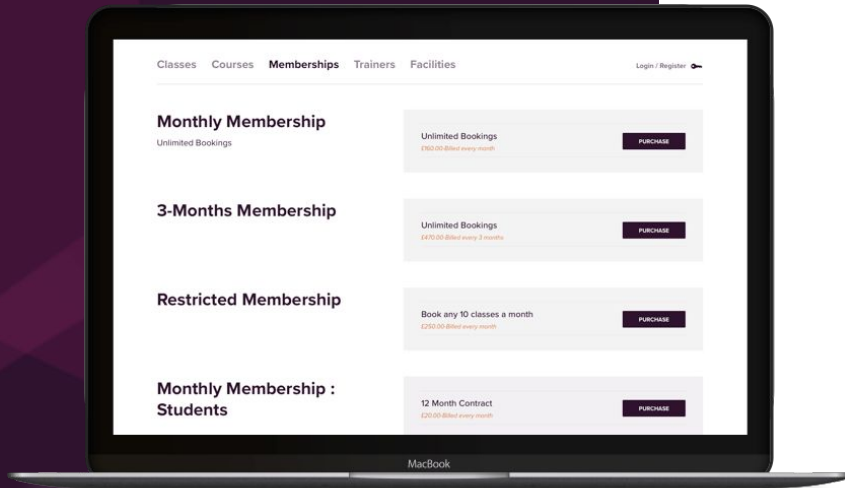
Paid

- Paid social media ads can attract and engage high quality leads
- Target your audience based on demographics and/or behaviour
 - Age
 - Gender
 - Interests
 - Habits
 - Preferences
- Create campaigns that resonate with different audience segments
- Trial and Error

Organic

- Build an audience that will connect with your brand
 - Workout tutorials
 - Nutrition tips
 - Transformation stories

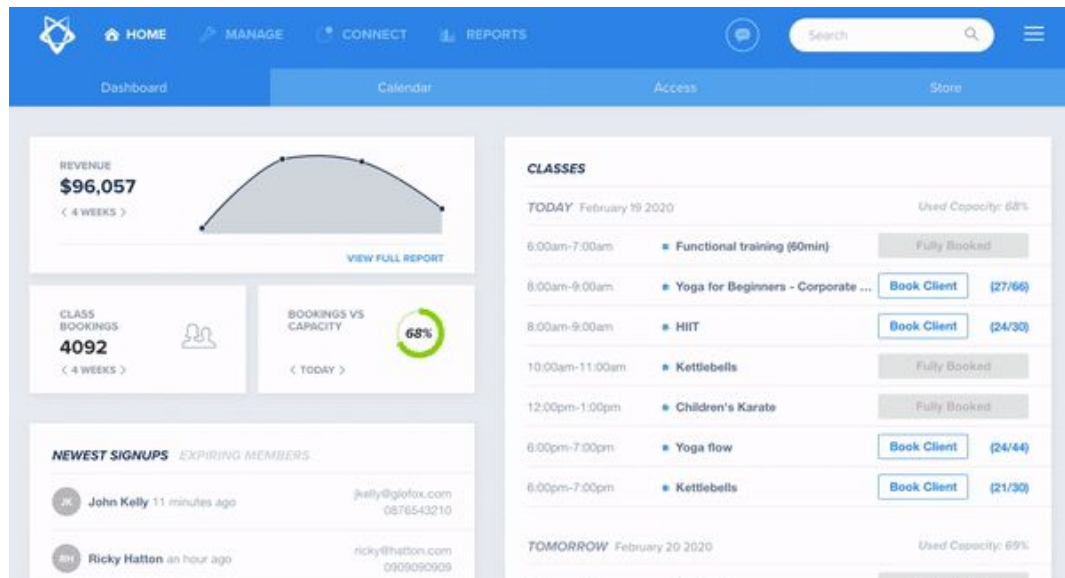
Most effective lead acquisition channels



Website

- Google My Business listing
 - Add an image
 - Ask for reviews
 - Link to contact details
- The more quality content you have on your website or blog, the more opportunities you create for organic traffic to come your way.
- Layout and Design
 - Branding
 - Consistency
 - Intuitive navigation
- Clear CTA
 - Integrated with booking portal

Website Integration



Website Integration

- A fully optimized website/booking portal is the cornerstone of any smooth booking flow for a customer.
- Glofox' website integration & booking portal allows studios to adhere to their brand & services offered to support positive booking conversion.
- Our in-house web development team assists with the configuration of the booking portal throughout your website.
- To ensure your website is effectively set up for lead conversion reach out to us on customersuccess@glofox.com !

Social Booking Links

The image shows a screenshot of the Facebook page for "Passion Fitness". The page header includes the Facebook logo, the name "Passion Fitness", a search bar, and navigation links for "Caroline", "Home", "Create", and user avatars. The profile picture is a yellow circle with a black dumbbell icon. The cover photo shows two people exercising with ropes in a gym, with the text "Passionate about fitness" and "GET FIT TODAY" overlaid. A yellow button says "BOOK YOUR NEXT CLASS". Below the cover photo are "Like", "Follow", "Share", and "Send Message" buttons, along with a "Book Now" button. The main content area has a "Write a post..." field with options for "Photo/Video", "Tag Friends", and "Check in". A post from "Passion Fitness" dated February 6 at 1:41 PM says "Passion Fitness is 😊 feeling happy." and includes a link: "Book New Baby Ninja's Course: https://bit.ly/2UtUSir". The right sidebar shows "No Rating Yet", "Community" (5 people like this, 5 people follow this), and "About" (Sandyford, Dublin, Ireland D14).

Social Booking Links

- 45% of the world's population is using social media for 2+ hours per day.
- Whether you're using Facebook or Instagram (or both!) it's crucial to make it as easy as possible for leads to register & book classes.
- Direct your leads to your website/booking portal through the **Book Now** action on your Facebook Business page.
- Enhance your Instagram page by inserting booking links in your bio.
- Top tip! Use [Bitly](#) to shorten URLs to further heighten the leads' booking experience.

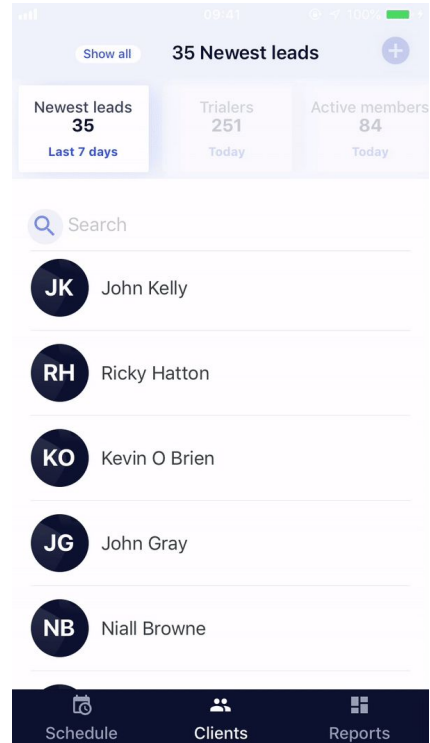
Mobile Apps

- Health & Fitness app usage has risen by 330% in 3 years so it's important that your leads have easy access to your standalone app or Glofox Member app.
- Be sure to have direct links to the Studio's booking management apps on your website, welcome emails and/or social media pages.

Mobile Apps



Glofox Pro



- Don't forget that your staff also have the ability to create Leads through the Glofox Pro app.
- Whether you're away from the Studio or trying to close a sale, there's no excuse for your staff to capture Leads themselves!

Proactive Lead Acquisition

Campaigns

Challenges

- Programs that are 4-8 weeks long
- Engage current members and acquire new members
- Same structure but branded differently e.g. January Rejuvenation, Spring Squat Challenge, Summer Shred,

Trials

- Free Trial
- Paid Trial

Contact Capture Form

- Captures fundamental member data (name, email, contact number)
- Effective for studios that want to screen clients prior to signing them to a trial.
- Requires Staff to be responsive & reactive in their engagement tactics.

Register Interest Below

Request a Call Back

First name Last name

Email Mobile number

Keep me informed about upcoming events and special promotions.

SUBMIT

powered by Glofox

Free Trial

- Swift, user friendly registration process that allocates a Free Trial to a lead in < 90 secs.
- Leads are brought to the booking calendar to sign up to their first class.
- Lead is enrolled with a Trial status in the Leads Tab.
- Powerful in generating high volume of leads but doesn't provide the strongest trajectory of them a recurring member.

Paid Trial

- Similar registration process as a Free Trial with just one additional step where they add their credit card details.
- On average, Paid Trials do not generate as high a volume as Free Trials as adding payment details can be a deterrent for some prospects.
- However, Leads that opt in to a Paid Trial are a much **stronger quality of lead** as they are committed to their fitness journey and more likely to convert to a recurring membership.
- You can run A/B testing with the Free/Paid Trials to help you understand what your audience responds best to and learn more about the ecosystem of your Studio.
- Paid Trials also assist with a Studios' sales strategy. The Leads' payment details are already captured which facilitates a smoother sales process when converting a Lead to a Client.

A woman in athletic wear is pushing a large stack of tires in a gym setting. The background is dark with some faint text like 'RESTAR' visible. The overall image has a purple and dark blue color scheme.

Questions?





Thank You!

Niamh Gallen

Lead SMB Customer Success Manager

n.gallen@glofox.com



FAQ's

How long does it take to get your lead capture form set up?

The website integration team are here to help! There are a couple of details that need to be decided upon such as trial durations, the amount of information you want captured and then to decide whether it is a free trial or a paid trial. Once decided, the capture form can be set up in 24 hrs.

Can you run a free trial capture form and a paid trial capture form at the same time?

Yes you can and it is a great opportunity to differentiate for your audience or to run A/B testing to get a better understanding of your audience. It enables you to have one type of form on the homepage and another type of form elsewhere or else to switch between free trials and paid trials for different campaigns at different times of the year.

If you do have any additional questions don't hesitate to reach out to customersuccess@glofox.com