



Fitstyler brings health and fitness to their hottest leads.

Fitstyler provide bootcamps and group fitness style training with benefits ranging from weight loss, increased cardio fitness, increased strength, more energy, improved posture and injury prevention.



The Challenge

Existing Act! users, Fitstyler needed an email service that would enable them to easily manage their marketing communications. They wanted something that was easy to use and provide insights into the results of their e-marketing efforts.

"We wanted to find an email service provider that would minimise the number of applications we were using for our marketing needs and that would give us greater control over our customer management system, Act!" explains Fitstyler Business Partner, Anthony McMahon.

"We now have an easy-to-use newsletter distribution system, a reporting tool to show detailed analytics and the ability to create a hot list of our most interested prospects."

Anthony McMahon, Business Partner, Fitstyler

The Solution

Act!'s in-built e-marketing program was the perfect fit. Because of its seamless integration with Act!, Fitstyler were able to create, send and better manage their emarketing.

Additionally, the reporting tools enable them to follow up with prospects, as well as extend their clientele base. Act's emarketing provides an "easy-to-use newsletter distribution system, a reporting tool to show detailed analytics and the ability to create a hot list of our most interested prospects."

The Results

Fityler now does a regular newsletter distribution that keeps them front-of-mind when it comes to their contact's health and exercise. The 'Forward to a Friend' tool has become one of the effective ways Fitstyler have been able to reach out to new people that have indicated an interest in health and fitness.

Through Act! emarketing reporting tools, Fitstyler are able to target email recipients depending on their interactions with their newsletters. "Ultimately, Act! has allowed us to keep in contact with potential clients and monitor their interest which has lead to a 12% increase in sales specifically through targeting those people generated by our customised hot lists."

Improvement Highlights

- ✓ Internal management of e-marketing
- ✓ Improved lead follow-up
- ✓ 12% increase in sales
- ✓ Easy reporting analysis

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Australia
1300 362 046
acttoday.com.au

New Zealand
09 428 2281
acttoday.co.nz