

# EZMessaging

Powered By

## TEXTMUNICIPATION



### What is EZMessaging?

EZMessaging is EZFacility's official SMS communication solution, powered by Textmunication.

Focused on streamlining member and lead communications within the fitness industry, EZMessaging provides another avenue of contact for gyms and fitness centres to connect and engage with members.

Whether for billing decline alerts and collections, promotional communication, or simple happy birthday messages, EZMessaging offers advanced online text messaging tools for gyms and fitness centres to reach members with immediacy, while simultaneously building brand recognition and increasing ROI.



### Where is the value?

The leading value of SMS communication is instant member engagement.

99% of fitness centre and gym operators who use SMS in their marketing campaigns see a return on investment within 30 days.

The same operators report seeing a 92% recoup on their billing decline revenue within those same 30 days.

SMS communication is extremely vital in today's fitness industry. If you're a gym or fitness centre owner or operator, there isn't a more powerful, efficient way to communicate with members.

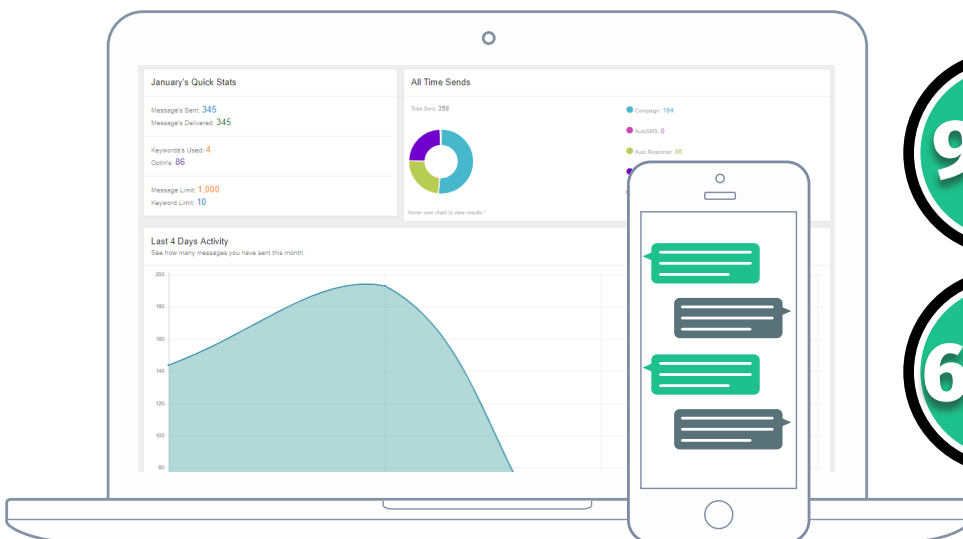
### Did You Know?



of SMS text messages are opened and read immediately



of leads captured through SMS keyword and short code campaigns convert into memberships



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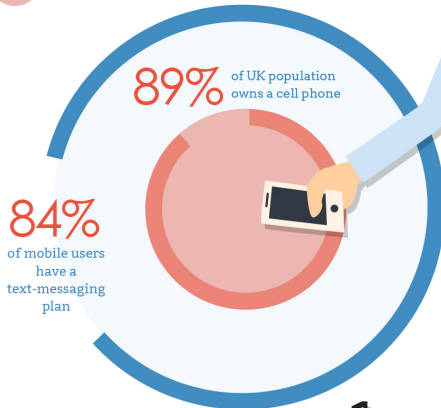
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## TEXTING POPULARITY

Today's consumer will do more business with your company on their **mobile device** than their PC's

Fastest growing text audience **38-54** year olds



People **45 years and younger** text more than they call

## HEALTH & FITNESS

**30 days** 99% of Health Clubs who use SMS see ROI from their initial campaign within 30 days.

IMMEDIATE MEMBER ENGAGEMENT	SMS READ RATE	SMS READ RATE within 2 minutes	EMAIL READ RATE
	97%	90%	17%

Spam free, compliant and consumer initiated text alerts creates an opt-in environment and creates a target ability factor. Members receiving the texts actually want the texts.

- Promotions
- Miss you reminders
- Lead generation
- Personal Trainer reminders
- Birthday Alerts
- Billing decline notifications

Health Clubs have an average = **16%** membership decline monthly

SMS billing notifications recoup = **92%** of their decline revenue within the first 30 days.

**68%** of the time, Health Clubs lead capture through keyword and short code convert leads to memberships.

## LOYALTY PROGRAMS

**88%** of businesses with Loyalty programs are more profitable than those without

It's **7X** more expensive to acquire a new customer than it is to retain an existing one



**64%** of customers have an increased frequency of visits for a business with a Loyalty program

**65%** of customers say they would recommend a business because of a Loyalty program

**73%** of customers want a Loyalty solution where they shop