



GYM ROUTE

30-Day

Membership Growth Strategy



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1. Executive Summary

The next 30 days represent a focused sprint to sell 100 new gym memberships. By combining a compelling, but time-bound offer, a strong lead funnel, conversion-driven trials, referral activation, and an efficient onboarding process, we aim to transform this timeframe into a landmark growth month. We will leverage our gym management software platform to streamline leads, trials, sales and onboarding, making every step measurable and accountable.

2. Objectives & Targets



Primary Objective:

Secure 100 new memberships within 30 days.



Secondary Objectives:

- Generate ~500 qualified leads (assumes ~20 % closing rate).
- Achieve a trial booking rate of ~70 %.
- Attain a trial show-up rate of ~70 %.
- Reach conversion from trial to membership of ~20–30 %.
- Track cost per lead and cost per membership to ensure profitability.

3. Timeline & Phases

Offer Design & Lead Pipeline Setup

Start with an attention-grabbing membership offer. Launch geo-targeted ads. Use free trials or inductions as lead magnets. Capture ~80 leads by week's end.

Week 1



Offer Design & Lead Pipeline Setup



Week 2

Focus on trial experience, follow-up within 24–48 hours, urgency messaging, seamless signup process. Aim to convert ~30 memberships by the end of the week.

Scale Marketing, Referrals & Partnerships

Activate existing members for referrals Partner with local businesses. Boost social proof & retargeting. Track referral leads.

Week 3



Close Strong, Create Urgency & Onboard



Week 4

Push final urgency ("last chance"), hold sales team huddles, deliver excellent onboarding for new members, & celebrate milestones publicly.

4. Key Strategies & Actions



Offer Strategy:

Time-limited initiation waiver + free personal training sessions.



Lead Generation Strategy:

Digital ads within a 10–15-minute radius; local business co-promotions; free trial/class.



Conversion Strategy:

Personalised trials, rapid follow-up, simple signup process (online/mobile/in-person).



Referral & Partnership Strategy:

Incentivise member referrals; tie up with local businesses for cross-promotion.



Onboarding Strategy:

Immediately after signup, provide welcome email/app access, book first class, and coach introduction to prevent early drop-offs.



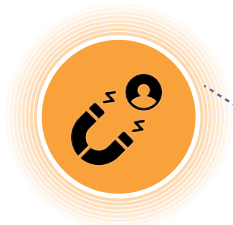
Software Use:

Use gym membership software for capturing leads, booking trials, tracking conversions, managing referrals and onboarding workflows.

5. Metrics & KPIs

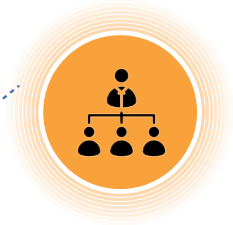
Metric	Target Value	Notes
Leads generated per day	~17	To reach ~500 in 30 days
Trial booking rate	~70%	Of captured leads
Trial show-up rate	~70%	Of booked trials
Conversion trial → membership	~20–30%	Of show-ups
Cost per lead	[Budgeted Amount]	Must remain profitable
Cost per membership	[Budgeted Amount]	Total cost/100 memberships
Referral leads & conversions	Growing trend	Monitored from week 3
Staff performance (sign-ups per rep/day)	Set internal target	Motivates team

6. Roles & Responsibilities



Marketing Lead

Launch digital campaigns, set geographic targeting, and monitor lead volume.



Referral & Partnerships Manager:

Design referral incentives, engage local business partners, and track partner leads



Sales/Trials Coordinator

Manage trial bookings, greet trial participants, and coordinate conversion offers.

7. Risk Assessment & Mitigation

Risk

Mitigation

Low lead volume

Increase ad spend, widen geographic radius, add more local partnerships.

Poor trial show-up rate

Send reminder SMS/email 24 hours before trial, call no-shows.

Low conversion from trial

Increase ad spend, widen geographic radius, add more local partnerships.

Budget over-run

Monitor cost per lead & membership daily, pause non-performing campaigns.

8. Budget & Resource Allocation

01

Digital Advertising Budget: \$_____



02

Referral Incentives Budget: \$_____



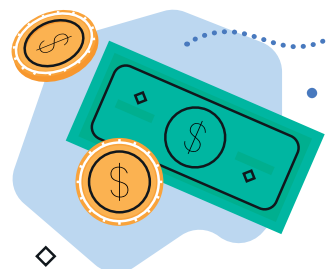
03

Staff Overtime / Huddles / Extra Shifts: \$_____



04

Software Costs (gym membership software platform): \$_____



05

Total Campaign Budget: \$_____

Return on Investment (ROI) Estimate: If 100 new members at [Insert average monthly fee] each, project revenue & compare to the budget to ensure profitability.

9. Communication & Targets



Daily check-ins (morning huddle) to review prior day metrics.



Dashboard accessible via gym analytics software with live updates of lead, trial and membership numbers.

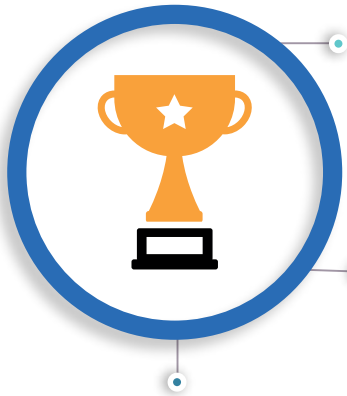


Weekly review meeting (Friday afternoon) summarising progress, obstacles, and next week's plan.



Post-campaign debrief within one week of campaign end: analyse what worked, what didn't, key learnings and next steps.

10. Celebration & Summary



01

At day 30 or upon hitting 100 new members, celebrate: social media announcement, gym signage “100 new members this month!”

02

Recognise top performers (staff, members who referred, new members) to build momentum for the next campaign.

03

Use this success as a foundation for continuous growth sprints.