

KENT SOLUTIONS

CASE STUDY



GYM OWNER

Background: *The proprietor of a gym had a list of dormant prospects and former clients that he wanted to re-activate. His goal was to offer a low-cost challenge to spark re-engagement and better yet, sign them up for yearly gym memberships.*

Solution: *He signed on with Kent Solutions' strategic partner to create and launch an SMS campaign using our Workstrate CRM. The owner paid us a small fee for the service, and all he had to do was provide us his list of names with their associated phone numbers.*

Results: *The results were outstanding. The gym owner received a 10x return on his investment! Eighteen (18) signed up for the challenge, and three signed up for a yearly membership. Needless to say, the gym owner was very satisfied with the results.*