

Health & Fitness

The wellness and health industry is highly competitive.
A mobile app can help boost customer acquisition and retention.



Features Built For Health & Fitness

| RESERVATIONS

Use the built-in booking system to allow customers to reserve a specific service like a personal training session or nutrition class.

| MESSAGES

Send push notifications to remind customers about current specials or important information, e.g. extra classes or fitness challenges.

| LOYALTY

Reward customers for their loyalty by allowing them to collect stamps and redeem rewards, like free session or branded swag.

| IMAGE GALLERY

Showcase the best photos of your establishment and services in the image gallery.

| REVIEWS

Prompt app users to review your business, allowing you to take control of your online reputation and boost your SEO ranking.

| EVENTS

Use the in-app event calendar to display and promote your gym class schedule.

| EMAIL FORMS

Use an email form to foster customer engagement by allowing them to send in questions and suggestions.

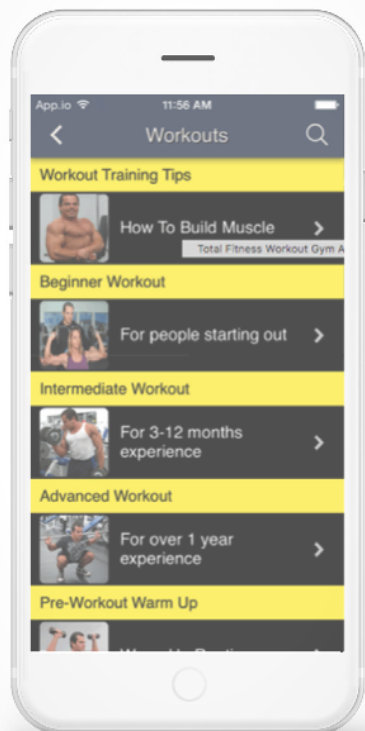
| MAILING LIST

Gather member information and create an email list to easily communicate special deals and new services.

SUCCESS STORY

Total Fitness Bodybuilding

Powered by



Mobile App Earns R240K for Personal Trainer in New Revenue

THE CHALLENGE:

After-Sale Communication

Total Fitness Bodybuilding sells workout programs to people who want to improve their health. With most fitness apps, users download it and are then left to figure it out on their own. So, the challenge here was to build a relationship with the customers after the sale. Especially in the fitness industry, building trust with customers is key to growing your business. Members need to know they can count on you and your fitness program.

THE SOLUTION:

Interactive & Profitable App

The solution was to combine all this fitness material, in the form of workout schedules and instructional YouTube videos, into one app. The app costs **R29** and provides members with their very own personal trainer on their smartphone. TFB is also an interactive app. There is an "Ask Lee" function, where users can directly ask questions. After the app purchase, Lee also sends push notifications asking for user feedback. With every app update, he incorporates this feedback to tweak his workouts.

Total Fitness Bodybuilding

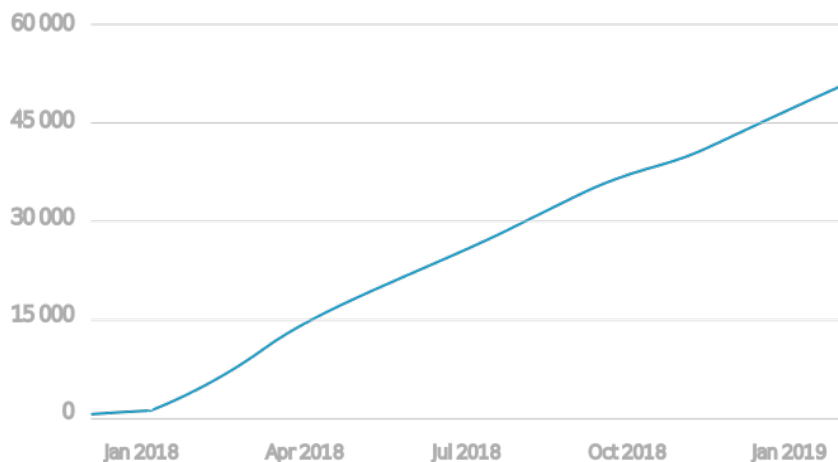
(TFB) is an online coaching club from personal trainer Lee Hayward. Lee wanted to be able to engage with his customers, as well as open up a new revenue stream. Customers love that they can connect with Lee directly over the app. TFB now also has another source of income and a way to reach club members.

THE RESULTS:

Increase in ROI & Customer Retention

The Total Fitness Bodybuilding app has over 8,000 downloads, coming in at R29.00 from the app fees alone. By adding an app to the training resources, TFB is able to differentiate itself from other personal training programs. Lee captured his market early on through YouTube and social media and this loyal following is now raving about the app. New members join the TFB club every day, either on the website or the app.

More than 50,000 App Launches



R29.00
per Download

8,000+
Downloads

R240k +
in New Revenue

KEY SUCCESS FACTORS:

Providing a personal touch to an otherwise impersonal industry

Focusing on customer engagement as a way to grow the business

Incorporating user feedback to improve the app