



Using SDAconnect to create and send great-looking subscriber email campaigns has helped Playgate increase new membership and secondary spend by 10%.



Recognising that it needed to implement far more targeted marketing campaigns if it was to grow membership and encourage members to take advantage of its full range of services, Playgate used SDAconnect to manage email campaigns across its four London health clubs.

Customer

THE CITY POINT CLUB



slimjims
HEALTH CLUB

Background

Marketing campaigns to attract new members and encourage existing members to make more extensive use of club facilities were unsuccessful, expensive and time consuming. Posters, leaflets and local press were not generating interest. Sporadic email campaigns were too generalised and did not differentiate effectively between existing members, prospects and lapsed members.

Solution

SDAconnect provides a complete email management solution and enables Playgate to produce targeted emails for each of its 4 health clubs with content entirely appropriate to the recipients. Email campaigns can be scheduled and results closely monitored to identify recipients that have opened each email and clicked through to the appropriate links.

Benefits

- ✔ Greatly improved email quality delivering measureable returns
- ✔ Tailored marketing specific to the interests and status of each recipient
- ✔ Reduced expenditure on traditional marketing vehicles such as posters, leaflets, etc.
- ✔ Enhanced perception of each of the four health clubs amongst members, lapsed members and prospects.
- ✔ 10% increase in new memberships
- ✔ 10% increase in secondary spend
- ✔ Significant increase in web traffic to Club sites in the 24 hours after a campaign has been sent
- ✔ Staff freed from time-consuming telephone marketing and redirected into more profitable areas.

The Playgate Proposition

Playgate owns and operates four Health and Fitness clubs in Central London's square mile. The company started life in 1991, and through a careful acquisition programme now runs Market Sports in Bateman's Row, Slim Jim's Health Club (the longest established and perhaps the most unique health and fitness club in The City) in Finsbury Avenue, The Bankside Health Club in Southwark Street and The CityPoint Club in Ropemaker Street.

From the outset, one of Playgate's prime objectives has been to retain the distinct names and individual atmospheres of each club, creating a small and unique group of health and fitness centres that are both special and individual. Each club has its own members and its own styles and although the group encourages members to experience the facilities available at its sister clubs, each club operates independently with Playgate acting as the management company and providing key support services, such as marketing. Playgate employs some 120 staff across the group.

It's a Communication Problem

With relatively limited marketing budgets and a desire to attract new members, retain existing members and encourage increased use of each club's extensive facilities, Playgate's Group Marketing Manager, Ian Hassett was only too aware that the marketing programmes implemented for each club were not as efficient or as effective as they could be.

"We relied on posters and leaflets displayed in the clubs and left in the reception area," explained Ian. "This generated a small amount of business but we knew that we had to really improve our marketing if we were to attract new members."

Recognising that Playgate needed to communicate its messages in a far more professional manner, Ian decided to investigate the potential of email marketing solutions. "We already used email campaigns to try and generate new business but our approach was not very efficient," said Ian. "We had a large email address list but we were limited by our inability to produce tailored emails and target these to specific groups such as prospects, members and lapsed members."

Ian evaluated several email management solutions but found that the processes of preparing and building email templates was both difficult and time consuming. "I then approached SDA Solutions," continued Ian. "I had worked with them before and had been very impressed with their professional approach and understanding of our business."

Ian outlined his requirements to SDA Solutions, particularly on the email templates that were needed so that each of the four clubs could maintain their existing brand image. Within 48 hours, SDA had developed the necessary templates and delivered them to Playgate – a service that Ian found especially impressive.

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Not interested anymore? [Unsubscribe](#). Having trouble viewing this email? [View it in your browser](#).

THE CITY POINT CLUB

February 2009 update for John Smith

→ CLUB NEWS

Latest Club News

As an added benefit of your membership we have now changed the advanced booking period for online bookings to 8 days (normal booking period 5 days).

All following activities are available to book online including Gym Workouts and All Weather Pitch bookings. To book online visit our website or see a member of staff - they will be happy to help.

TOP TIPS

Top tip 1

Indulge in this truly luxurious and totally organic top to toe massage. Our luxury [organic body products](#) are packed full of essential oils, vitamins, minerals, EFAs and anti oxidants providing serious skin nourishment, plus incredibly precious micronised sapphires known for their powerful calming and harmonising benefits. Call visit our website

IF YOUR GOAL HAS CHANGED
CLICK



Cost Effective and Efficient

One of Ian's first tasks was to build a series of email databases for each club. To date, Ian has 15 separate email lists and is now regularly sending out carefully targeted emails designed to attract new members, encourage existing members to take up further services offered by each club and entice lapsed members into renewing their membership, as well as regular newsletters, announcements and 'referral' campaigns.

"Our new system means that we can now precisely target all of our emails and ensure that the right email is sent to the right person," said Ian. "When we implemented SDAconnect, we planned on sending out around 4 different emails each month. Because of the flexibility that we now have, we have 20 different email campaigns scheduled for this month – but each member will only receive 2 at the most."

The Centre of our Marketing Initiatives

However, as Ian will be the first to acknowledge, there is no point in increasing the number of emails being sent if there is no discernable increase in business. But even Ian has been astonished at the interest, response and business that he has generated since implementing SDAconnect.

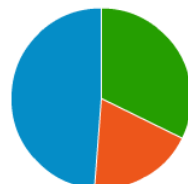
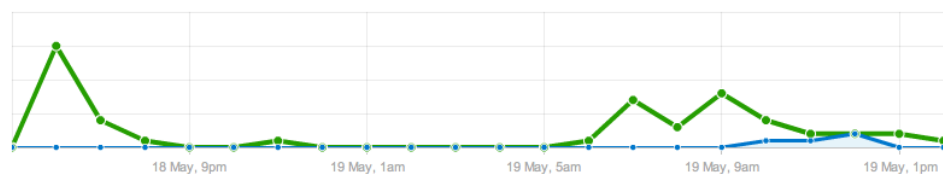
"We initially saw SDAconnect as being a professional way to keep members informed of upcoming events, but it has now become the centre of our marketing initiatives," said Ian. "SDAconnect works far better than we ever thought and has had a significant impact on our business. We have not only seen an increase in secondary spend, we have also become far more efficient and effective in following up members who are interested in other services and in referrals."

Previously, following up referrals was a time-consuming and laborious process. Playgate staff working from lists would telephone prospects on a regular basis. The information that was available was often incomplete and out-of-date and most staff could only manage some 30 calls a day. The referrals now generated by email campaigns are of a much higher quality, with members providing complete contact details (such as name, address, telephone number and email address) of prospects. Not only does this mean that potential members can be contacted far more efficiently, it has also freed up staff who would otherwise be bogged down in telemarketing campaigns so that they can focus on tasks that are of more direct benefit to Playgate.

"We have also been able to increase secondary spend," continued Ian. "If we are promoting services that may be new to some members, SDAconnect tells us which members have clicked through their emails to learn more about them. This means that we can concentrate on those members and prospects who actually express an interest, thereby pre-qualifying themselves for any of our services. We also see a significant increase in web traffic to our sites in the 24 hours after a campaign has been sent." Although it is difficult to put exact figures on business that the new email solution has generated, Ian is confident that both new membership and secondary spend has increased by at least 10% - an impressive achievement, particularly in the current economic climate.

"In short, the ease of response for the customer means we have received significantly higher returns than other more traditional marketing initiatives as well as increased goodwill, as the customer is initiating the sales call as opposed to the other way around," concluded Ian. "The knock on effect is increased efficiency, closing new business and most importantly, sales."

"The ease of response for the customer means we have received significantly higher returns than other more traditional marketing initiatives."



- 39 Unique opens**
65 total opens to date
- 23 Bounced**
19.01% couldn't be delivered
- 59 Not Opened**
Open rates are only estimates

- 39.8%** of all recipients opened so far
- 17.95%** clicked a link (7 people)
- 2.04%** unsubscribed (2 people)
- 0** people marked it as spam (0%)

7 people clicked Giving you a 17.95% click rate.	7 total clicks Made by 7 people
1 clicks per person Average of all those who clicked.	32 didn't click That's 82.05% of all those who opened.

"The solution works much better than we ever thought. We planned 4 email campaigns a month, but this month we are sending out 20."

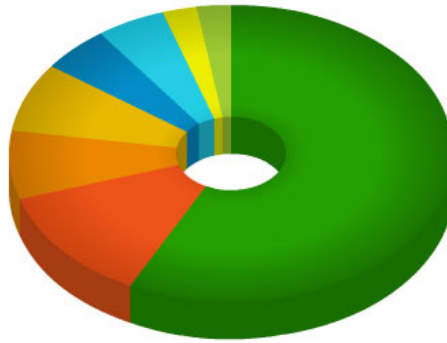
Ian Hassett, Group Marketing Manager, Playgate

SDAconnect

Create and send great-looking email.

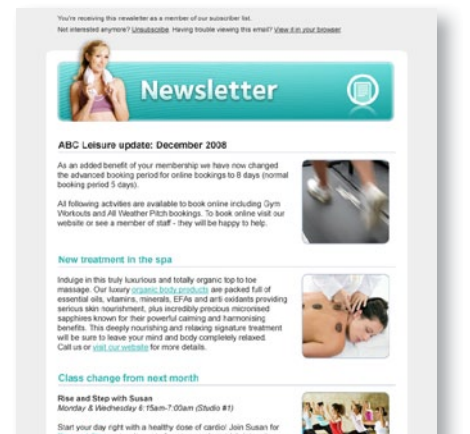
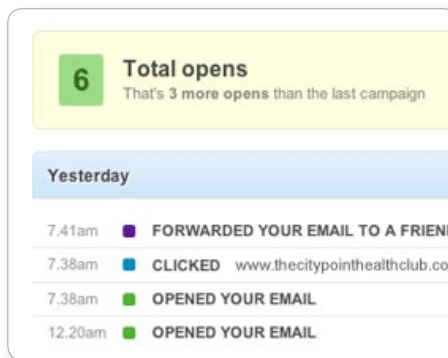
SDAconnect has all the campaign tools you need to quickly and easily create your email, select recipients and schedule delivery. What's more, our web-based software and simple pricing model means that you never pay any monthly or hidden fees and you only pay when you're actually sending a campaign.

- ✔ Create your email with our easy to use authoring tools - use our templates or your custom ones.
- ✔ Easily manage your subscriber lists and add signup forms to your website in minutes.
- ✔ Watch in real time as people open your email and click on your links. See exactly what they are doing.
- ✔ The web-based software requires no installation, no upfront fees and you can get started immediately.



Most popular email clients

57.5%	Outlook 2000, 2003, Express
12.5%	Outlook 2007
7.5%	Yahoo! Mail
7.5%	Gmail
5.0%	Apple Mail 3
5.0%	Lotus Notes 6
2.5%	iPhone 2.0
2.5%	Hotmail



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Web-based leisure management software installed on our secure servers for a low monthly fee.

.NET technology that's tried, tested and available now.



Microsoft.NET is a set of 'thin client' technologies for enabling centralised information to be accessed securely anywhere, anytime. NET provides you with the opportunity to lower operating costs, drive more sales, connect better with members and reduce IT costs.

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