

Company

Iconic Health Clubs

Industry

Premium Gyms

URL

iconichealthclubs.ie

Sales Process

Gym Membership
(multi-step)

Applications Replaced

Spreadsheets, Direct
Mail, Bulk Printing



Iconic Health Clubs

Iconic Health Clubs is a premium gym where hospitality meets fitness. With their focus on member retention and experience, their three gyms set the standard for service and support.

“Referral Rock is brilliant. I love it. It’s made our referral marketing viral and is so easy for our members to use. Everyone enjoys using it.”

Ciara Lefroy

Director of Sales and Marketing

Challenges

- Iconic Health Clubs knows referral marketing works but it was very difficult and costly to manage. They were printing and sending direct mail, had trouble tracking new referrals, and spending a lot of time managing their program
- Needed to replace their spreadsheets, integrate with Mailchimp, and work with their multiple step sales process (customer joins a free trial before becoming a paid member)
- Needed a solution that their members got excited about and could easily use

Solution

- Iconic Health Clubs created a viral referral program by leveraging the power of social sharing and online marketing
- Automated their referral program by integrating with Mailchimp to remove the need for members to register
- Manage everything in one system with no need for time consuming and costly spreadsheets, direct mail, or bulk printing

Results (less than 4 months)

- Created over 150 new sales
- Captured over 1,000 qualified leads
- Increased web traffic by 4,500 views

What’s Next

- Using the referral statuses and bulk import to better automate their workflow
- New seasonal promotions and include in other marketing channels
- Preparing for GDPR

Invite

- Automatically sign up new members through Mailchimp Campaign using One Click Access
- Planning on adding to different marketing journeys and drip campaigns
- Considering adding promotional signage in each gym

Share

- Simple clear messaging and images to make it easy for their members to share
- Multiple sharing options with straight-forward instructions
- Positive, non-insulting messaging (i.e. don't imply people need to go to the gym, discuss the experience and excitement of going to the gym)

Action

- Complete referral form to get new customer reward (automatic reward email with clear instructions on how to redeem)
- Update referral status once customer becomes paying gym members
- Active, personalized language with strong benefit statements
- Change design and messaging based on holidays to offer more seasonal promotions

Rewards

- Promotion 1: Referral gets a free 12-day membership pass
- Promotion 2: Referral gets a €50 gift voucher when purchase gym membership
- Member gets 1,000 loyalty points for each approved referral (integrated with their loyalty program)

Integration

- One Click Access to automatically register new members via Mailchimp Campaign
- Bulk importer to update referral statuses and integrate with loyalty program

Top Tip:

Referral programs are great for increasing your qualified leads, but you need a plan in place to engage and follow up with those leads. Without proper planning and remarketing, leads are useless.