

## A Client Story – Business Development

### Summary/Highlights

Anytime Fitness in Burnsville, MN, is one of a fast-growing chain of 24-hour fitness franchises. In the months leading up to their first anniversary, several new fitness facilities had opened near Anytime Fitness.



The company asked Nomad Marketing to provide a business development roadmap. They also asked for tactical support for key elements of the plan.

### Helping Anytime Fitness expand their membership



After a year of successful operation, the club's owners hoped to increase their membership through an expanded marketing strategy. Anytime Fitness had three primary goals:

- Increase new membership
- Maintain current memberships
- Minimize costs

### Strategy and execution

Nomad Marketing developed a comprehensive marketing strategy, including a monthly marketing calendar and tactics that fit the Anytime Fitness budget. Key elements of the strategy included:

- First anniversary open house
- E-marketing strategy
- Wellness program campaign
- Local half-marathon sponsorship

### Revenue growth and consistent execution

- Net membership increase of 20%
- Regular e-newsletter communication with members
- More visible presence in the local community

*"Nomad Marketing took the time to understand our needs before suggesting a comprehensive marketing plan that has produced significant, measurable results."*

*- Lon Anderson, Anytime Fitness*

Find out how we can help you expand your horizons with our business development services. Call 612-940-3984 or e-mail [info@nomad-marketing.com](mailto:info@nomad-marketing.com). On the web @ [www.nomad-marketing.com](http://www.nomad-marketing.com)