

New Fitness Mobile & Social Marketing Campaigns by HealthFIT

Shawn Chastain December 23, 2014



Fitness Mobile & Social Marketing Campaigns

HealthFIT Media is transforming the Fitness industry with new mobile and social campaigns by modernizing the old cardboard guest box and refer & win campaigns.



(Newswire.net -- December 23, 2014) Tampa, FL -- Traditionally, for decades the fitness industry has widely used two campaigns for cost-effective lead generation. The first being "Enter to Win" the second being the traditional paper "Guest Pass" to give to

your friends or family. Most of you have seen or heard of these two effective traditional campaigns. Although, the old cardboard box has been updated to digital lead boxes for websites health clubs, gyms, and fitness studios there has been no updated paper "Guest Pass" or "Refer to Win" campaigns. So how is HealthFIT Media updating these methods utilizing digital, mobile, and social technologies & platforms?

Text to Win Campaigns

You may have noticed recently in retail stores and restaurants text to win or text to enter promotions. Short-code and keyword technology are quickly being implemented as mobile marketing campaigns by major companies and corporations. Mobile is the hottest and most cost-effective way to capture leads and advertise in today's digital market place. Text message advertisements have:

- They are instant and easy to share across digital platforms
- They have a 98% open rate
- They are five times more effective than mailers
- They are ten times more effective than print ads

Mobile Marketing Video URL: <http://youtu.be/2MmyvjPFyew>

HealthFIT Media has implemented mobile & social technology with proprietary marketing methodologies to revolutionize the “Enter to Win” promotion. Entrants can now text to win a prize and will start receiving “Exclusive” health club, gym, and studio advertisement mixed with fitness, health, and diet video tips. By utilizing mobile, Facebook, and website data capture widgets clients can now generate cost-effective leads and provide value to their existing client base. [HealthFIT Media](#) offers turnkey mobile and social campaigns with built in advertising elements.

Mobile Video Guest Pass Campaigns

Give your members & referrals branded content they can share instantly with family & friends. Paper guest pass's and website downloads have become outdated and ineffective due to the smartphone revolution. The video guess pass incorporates a digital and more enhanced experience that comes with a call to action making it easy and instant to share via mobile phone. Users can text the video to friends and family or post it to any of their favorite social media sites. The power of social sharing is built on the fact that the average adult Facebook user has over 200 friends. Additionally, we utilize multimedia press releases distributed via Google News feed which help improve regional SEO. The key benefits of the mobile video guest pass include increased social shares as people share video the most and improved YouTube rankings with video search engine optimization. Here is an example of one of our health club client's video guest pass: <http://youtu.be/MDTL2DuySdk>

[HealthFIT Media](#) has 25 years of Traditional Media and Promotional campaign expertise with Health Clubs and Nutritional companies. Our National client brands have included, Lady of America, Power House Gyms, Crunch Gyms, and AussieFIT. We were the creators and architect of the IHRSA-endorsed, highly successful summer teen health club program called Teen Fitness Connection in which over 400 health clubs participated nationwide. HealthFIT Media has also implemented digital media campaigns for a leading nutritional firm, Vemma Nutrition Company, and their product lines: the Chris Powell Bod-e Weight Loss Program, and Verve Energy drink.

Additionally, our company has published nationally-distributed Fitness magazines: *Woman's Fitness*, *Fitbody*, and *Teen Fitness*. We have also been successful with running YouTube branded partner channels and have aligned with an authorized Google News press release company. HealthFIT Media is uniquely positioned to deliver your Digital, PR, Mobile, and Social Media needs.

HealthFIT Media

301 W Platt St.

Tampa, FL United States 33606

1-844-881-6070

info@healthfitmobilemedia.com

<http://healthfitmobilemedia.com/>

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