



GOZONE PUMPS UP MARKETING EFFORTS AND GUEST INSIGHTS FOR LOCAL GYM



SUMMARY

Anytime Fitness of Downtown St. Petersburg (AFDTSP) is a health and fitness center that promotes a mindset of wellness in the St. Pete, Florida community. One of the ways AFDTSP engages with the community is to host events that involve unique training sessions in locations outside of the regular gym space. When gym owner Chris Werner wanted to increase marketing efforts for their periodic events as well as gather feedback from members to improve gym operations, they looked to GoZone's Smart WiFi platform and its monthly marketing service to answer the call. Werner immediately noticed an increase in event attendance after six months of use.

IN THE FIRST SIX MONTHS:

427

Survey Responses

36%

Increase in Facebook Likes

“ I was thrilled to see how fast GoZone's marketing team was able to produce quality marketing content for my gym and events. Free time is not something that's usually available to me, and their monthly marketing service allows me to continue on with my regular schedule while knowing I was still getting great use out of the platform. ”

Chris Werner
- Owner, AFDTSP



Chris Werner
- Owner, Anytime Fitness
of Downtown St. Pete
On why he chose
Marketing4WiFi.



“By adding a custom survey to my splash page, I was able to find out the most optimal days and times when creating a schedule for my strength-training groups. GoZone's marketing team has been a huge help in finding new ways to engage with my members.”

THE CHALLENGE

Werner understood how important it was to effectively market and interact with members and guests. The problem? Lack of available time and resources to execute said marketing efforts.

With multiple classes to teach, personal training, and the laborious duties of owning a small business, Chris realized he was going to need marketing experts to help him reach his goals.



"Using Marketing4WiFi as another tool for email marketing has helped increase exposure and attendance for events."

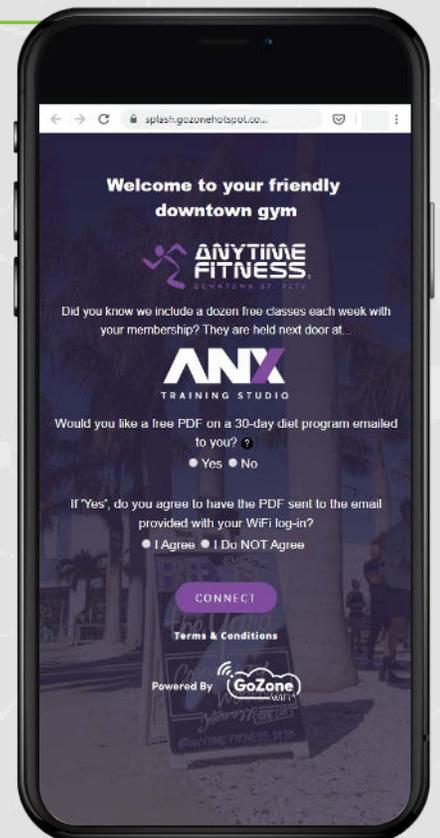
RESULTS & ROI

In the first six months of using GoZone's WiFi marketing platform paired with the monthly marketing service, Werner reported a 27% year-over-year increase in event attendance. Attendance for events is crucial to AFDTSP's strategy for community outreach as well as keeping current members engaged with the gym.

"Words cannot explain how happy I am with this platform and marketing service. GoZone's marketing team performs an amazing job at staying up to date with creating email campaigns that promote my upcoming events to my WiFi guests in a timely manner."

27%
Increase in
Event Sign-ups

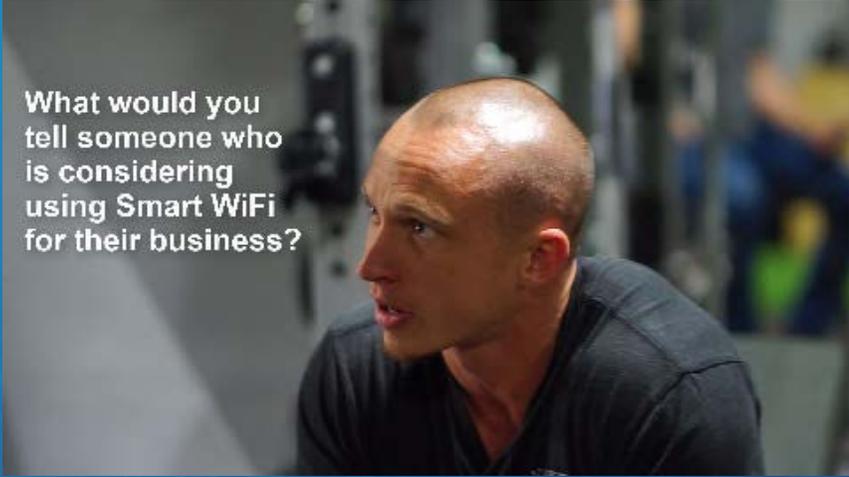
Along with email marketing, GoZone's marketing team created custom surveys for AFDTSP to display on their WiFi login page. In the first six months, Werner gathered over 420 responses, which motivated him to offer a new strength-training class that runs three times weekly - all based on customer feedback.



WHY GOZONE?

The easy-to-use design of the Smart WiFi dashboard allows AFDTSP's ownership to go in and pull marketing reports and survey responses from WiFi guests in a matter of minutes.

GoZone WiFi has not only delivered on increased loyalty and guest insights for the gym, the SaaS company has also proven to be a trusted business partner.



What would you tell someone who is considering using Smart WiFi for their business?



Are you ready to unlock the power of Smart WiFi?

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