

Health Clubs & YMCAs Music Can Do Wonders for Your Workout

Over 66 percent of adult Americans are considered overweight or obese by recent studies, so it is not surprising to find that weight loss, getting fit, and healthy lifestyle changes are among the most popular New Year's resolutions. Health clubs and weight loss facilities see their highest new member acquisitions in January. Recent studies show that people who listen to music while exercising go faster than those who don't have music playing. In addition, when people listen to music, they perceive their workouts as easier and more likely to stick with their new routine.

The music download cards are ideal for a variety of health club promotions.

- Card's custom graphics serve as a mini-billboard.
- Drive traffic to the club's website.
- Capture data from prospective members for future marketing.
- Recycled plastic cards are made in the U.S.A.
- Extensive library of songs (3.5+ million) offers music to match each members tastes.
- iPod / MP3 compatible.
- PC / MAC compatible.

Facility Tour / New Member Gift – Motivate potential new members to tour the facilities, by offering a 5-song card. Increase tour to member conversion rates by rewarding new members with 20-song cards, when they enroll at the end of their tour.

Member Referral Gift – An effective member referral program is a critical part of any marketing plan. When satisfied members tell others, chances are good that new prospects will select your club rather than your competitors, are easier to close, are more loyal, and remain a client longer. Offer the same new member music card as a reward for each referral that joins.

Program / Contest Reward – Increase member participation and motivation by offering different denominations of songs per card at each level of achievement. Encourage members to sign up for online newsletters, by emailing a music card upon registration.

Employee Recruitment / Retention – The light-weight and compact cards are easy to distribute and easy for prospective employees to carry and bring home at job fairs and college recruiting events.

Membership Cards – Your one-stop shop! Do you need custom cards or key-tags? Ask about our capabilities, including: bar codes, magnetic stripe, or custom shapes. Small quantities welcomed.

