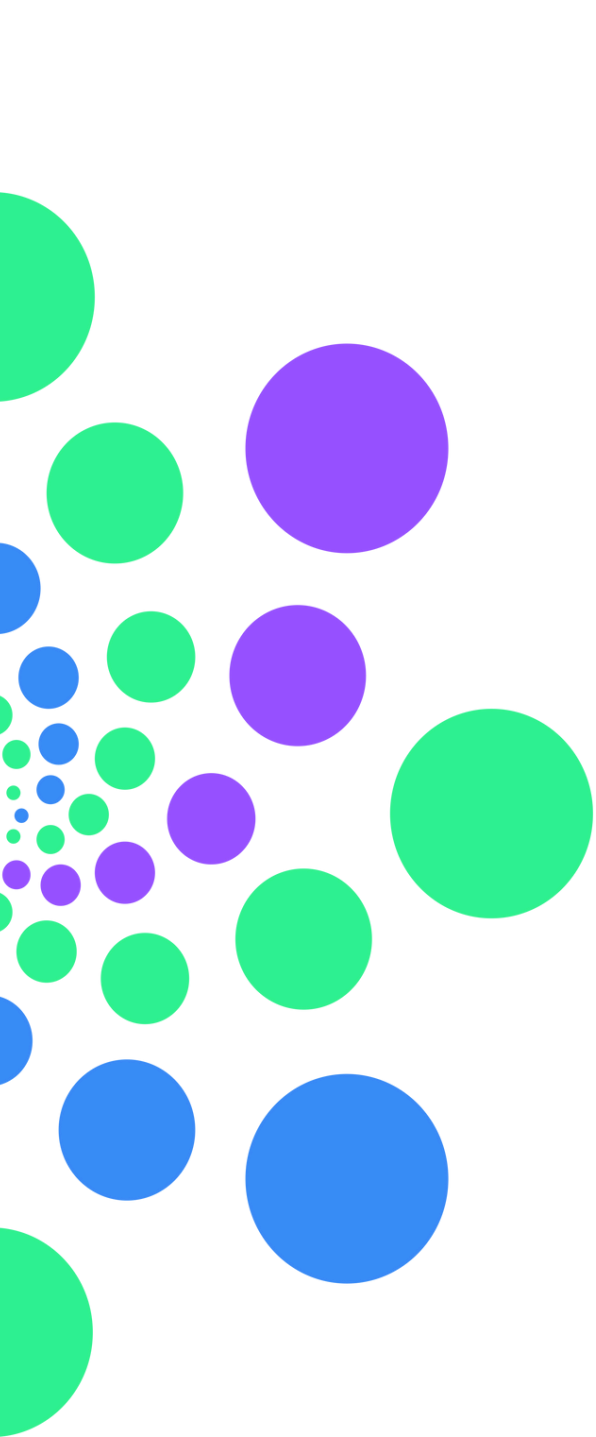# keepme
AGENT

Australia

INDEPENDENT MULTISITES

Lead Generation Study

A segmented fitness industry study evaluating 'top-of-funnel' prospect experiences across email and social media membership inquiries, and how performance on these channels impacts multisite lead generation.

Table of Contents

The fitness industry never stops evolving. What you see showcased at industry events, discussed on podcasts or trending on Instagram or TikTok is a testament to that. I don't even need to make the distinction between user-generated content (UGC) and business marketing communications here. If you're reading this, I'm confident you'd agree that things one quarter to the next never look quite the same.

So there's all this change, much of it driven by consumer interests and behavioral shifts and demands, yet the way we manage lead generation or rather the way we manage prospects doesn't seem to go through the same evolution.

Operators offer bigger and better experiences, more nuanced services, more luxury perks, more of everything to keep up with said market metamorphosis, but adapting the member acquisition approach or the very beginning of the customer lifecycle appears to be something no-one is addressing. I'll let you decide if that's through a lack of equitable evolution in the available tech stack, because consumers adapt faster than your operations possibly could, or an unfortunate combination of the two.

Our studies weren't focused on addressing the "why"; instead, they aimed to confirm a hypothesis - that fitness operators were indeed not optimizing the top of the funnel (TOFU). Secondly to identify the scale of the problem, and lastly to use the findings to inform the development of a lead generation solution that solves both challenges - a lack of evolution in available technology solutions and the need for effective change management in fitness operations to drive results.

Our studies make it clear: capturing, engaging, and converting leads 24/7 is a challenge for every segment of the fitness industry. With consumer expectations rapidly evolving alongside technology, it's crucial to modernize the customer journey now. To build the loyal membership base of the future, it all starts with optimizing those first interactions, because speed without quality won't get you far.

Engagement matters. You need to connect with prospects where they are and when they're ready, using personalized, precise, and action-oriented communication. Every interaction counts, even at 1:30 a.m. It's not just about how quickly you respond but how well you move the conversation forward.

Without meaningful engagement, even the best lead volume won't translate into growth.

Taking a highly responsive and personalized approach to early engagement can dramatically boost your conversion rates and ROI. The goal isn't just to respond but to resonate, turning initial interest into genuine connections that lead to memberships. And with today's digitally-savvy prospects, operators must see social channels and websites as more than just marketing tools - they're the new front door.

This segment specific issue of the study brings together insights and best practices, providing a strategic roadmap for operators. By getting the details right, you can turn your acquisition efforts into sustainable growth and thriving fitness communities.

Foreword

Hilary McGuckin

Director of Marketing, Keepme

Segment Highlights

So, how did Australian Multi-Site Independents perform overall?

If we consider certainty of reply and the time taken to get a reply, then it would be fair to say the segment's performance was mixed.

Multi-Site Independents had the shortest overall average response time on email by a huge margin at 'only' 271 minutes - in fact the fastest average time of any channel or segment. However, with over a quarter of email inquiries going unanswered (25.93%), there was no 'certainty of reply.' In fact on average across all channels, 30.56% of all inquiries made to multi-site operators went without a response, well above the Australian average of 25.83%.

With 38.1% of websites including FAQs, multi-site independents fared better than the average of 27.59%, but there clearly remains a huge majority of the sector lacking this essential information.

% of Inquiries Receiving a Response
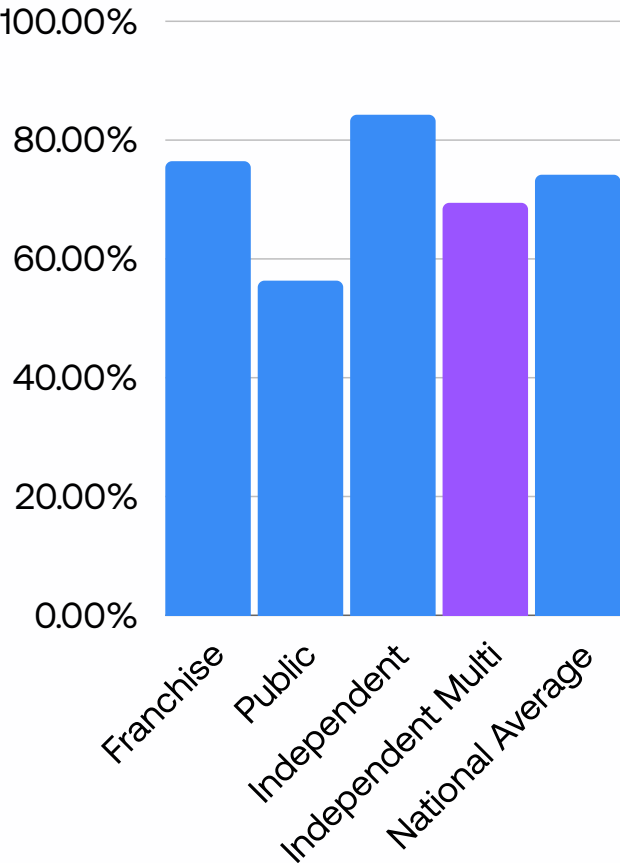
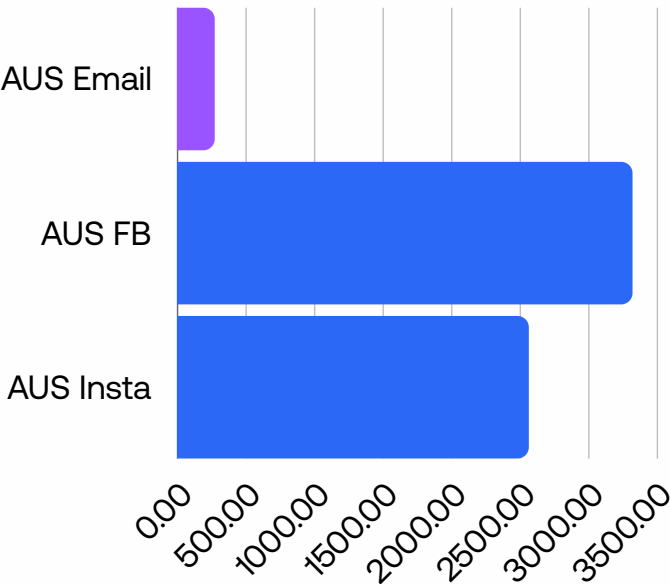**271** minutes

Average Email Response Time

30.56%

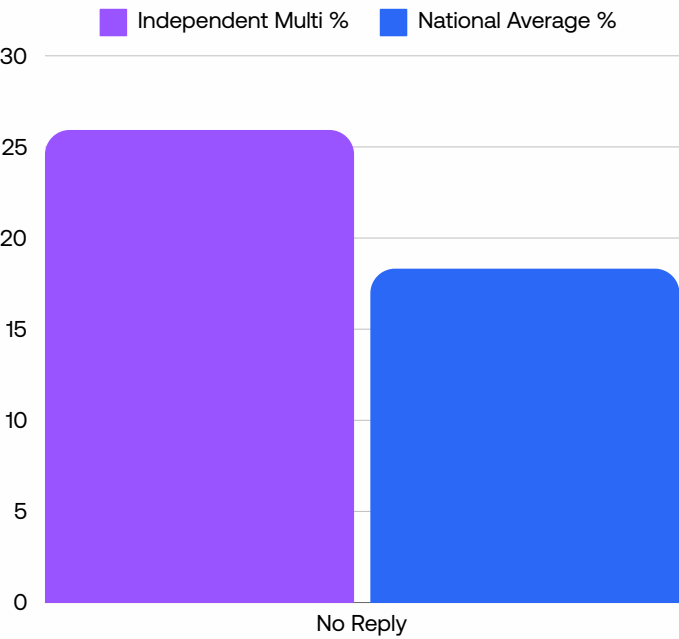Of all inquiries went unanswered

62%

Websites with no FAQ section

Email

Average Response Time (minutes)

% of Unanswered Inquiries

Independent Multi % National Average %

No Reply

Average Response Time

In terms of email responses, Multi-Site Independents had the shortest overall average response time by a huge margin at 'only' 271 minutes, the highest rate of response within 24 hours at 90%, and all responses were sent within 48 hours.

Certainty of Reply

The certainty of receiving a response fell short of expectation set by the segment's speed of reply. With 25.93% of emails going unanswered Multi-Site Independents answered below the national average, with Australia's second lowest response rate.

25.93%

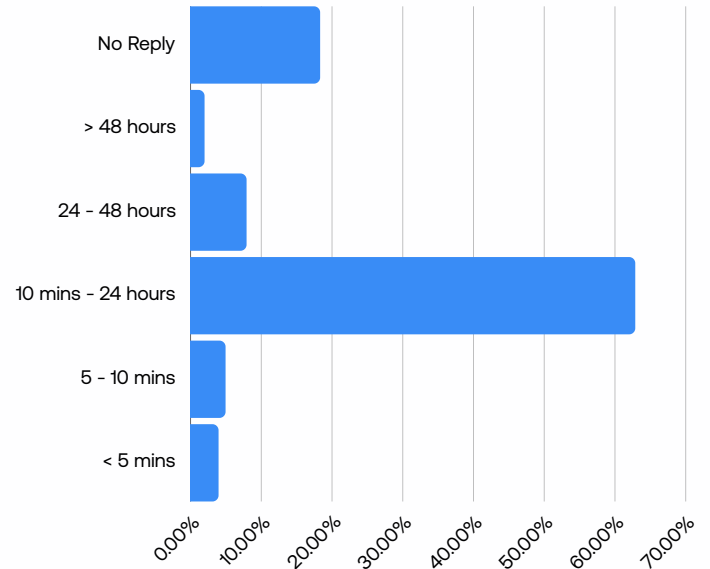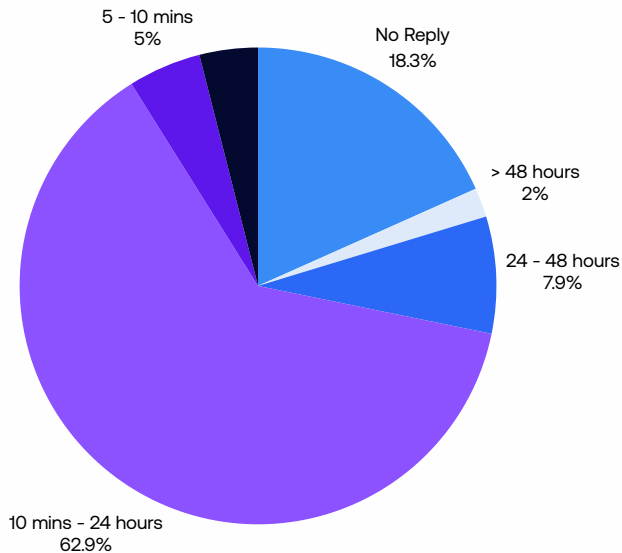Emails unanswered

271minutes

Average time taken to reply

18.23%

National Average Emails Unanswered

Email continued ...

For those who did respond, only 5% replied within the 5-minute 'golden window,' falling to 4% when we include those who didn't reply. After a further 5 minutes total responses to all emails sent had increased to just 9%. Given that only 7.4% of the Multi-Site Independents we enrolled in the test used an automated email response, the absence of real replies in the golden window was not mitigated by automation.

If we imagine for a moment that these venues were aiming to reply within 24 hours - a response time we know to be insufficient, but one we occasionally see quoted nonetheless - we see that this still didn't happen 28% of the time.

4%
Replies in under 5 minutes

62.9%
Replies in 10 minutes - 24 hours
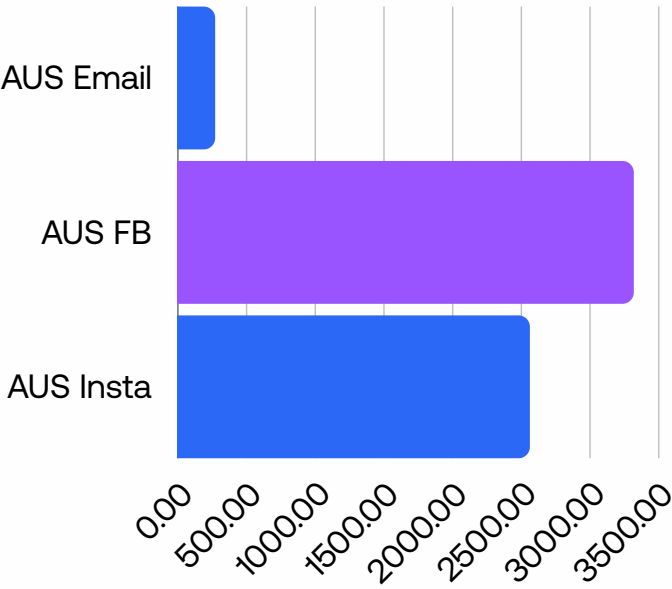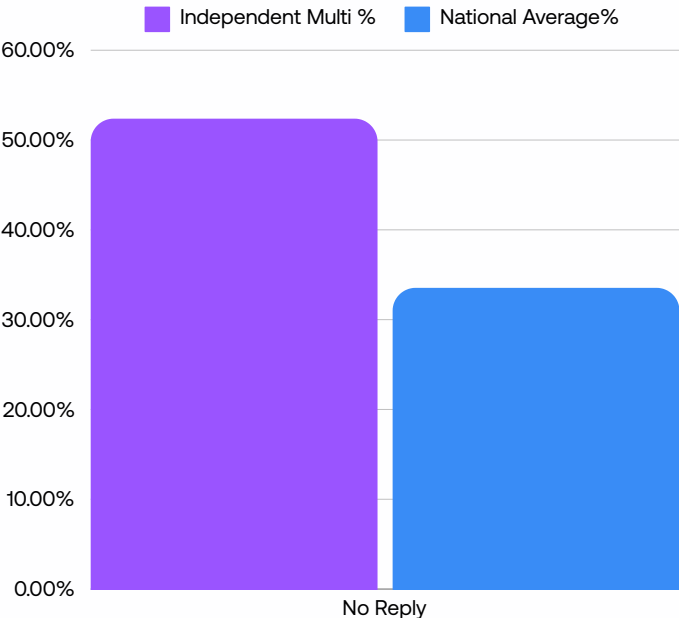
7.9%
Replies in 24-48 hours

2%
Replies in over 48 hours

Facebook

Average Response Time (minutes)

% of Unanswered Inquiries

Legend: Independent Multi % · National Average%

Average Response Time

Facebook replies took over 12 times longer to arrive than responses to emails, at 3318 minutes on average.

Of these, only half came inside of 48 hours - the most of any segment in any channel across this test.

Certainty of Reply

On Facebook, over half of inquiries went unanswered with only 47.62% sending a real reply. The same percentage (47.62%) received an automated reply.

With half of these crossing over and receiving both, the automated responses do something to lessen the blow, but a full 28.57% still received neither a real nor automated response.

3318 minutes

Average time taken to reply

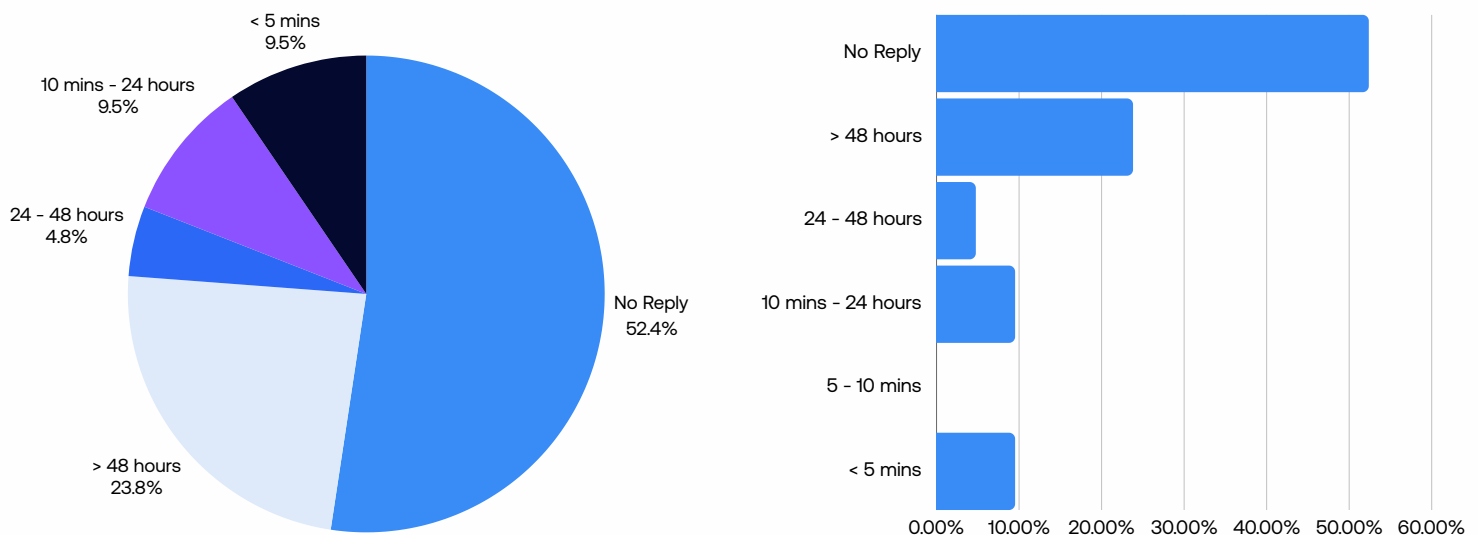## 52.38%

Facebook Messages unanswered

Facebook continued ...

9.5% managed to respond within 5 minutes (20% of those who replied), the best performance of all segments for this metric, though the number didn't increase when the window was expanded to 10 minutes.

Interestingly while the percentage of responses within 5 minutes was markedly better than email performance, we can see that improvement quickly vanished when overall average times were considered.

9.5%
Replies in under 4 minutes

9.5%
Replies in 10 minutes - 24 hours
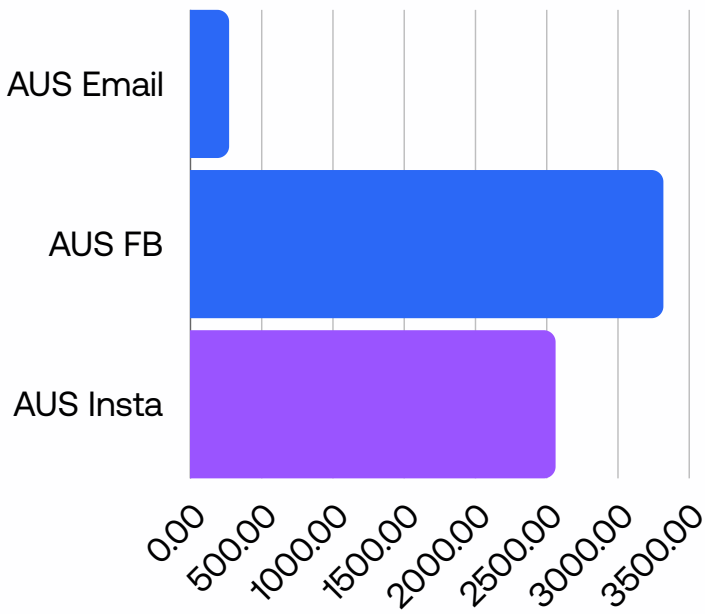
4.8%
Replies in 24-48 hours

23.8%
Replies in over 48 hours

Instagram

Average Response Time (minutes)

% of Unanswered Inquiries

Legend: Independent Multi %   National Average%

Average Response Time

Though a huge improvement over Facebook, with an average response time of 2562.2 minutes there is still much room for improvement in the segment when it comes to Instagram.

That this time is so long could suggest less importance being placed on Instagram than email, where the 271 minutes taken is a small fraction of this time. But the certainty of reply contradicts this entirely …

2562 minutes

Average time taken to reply
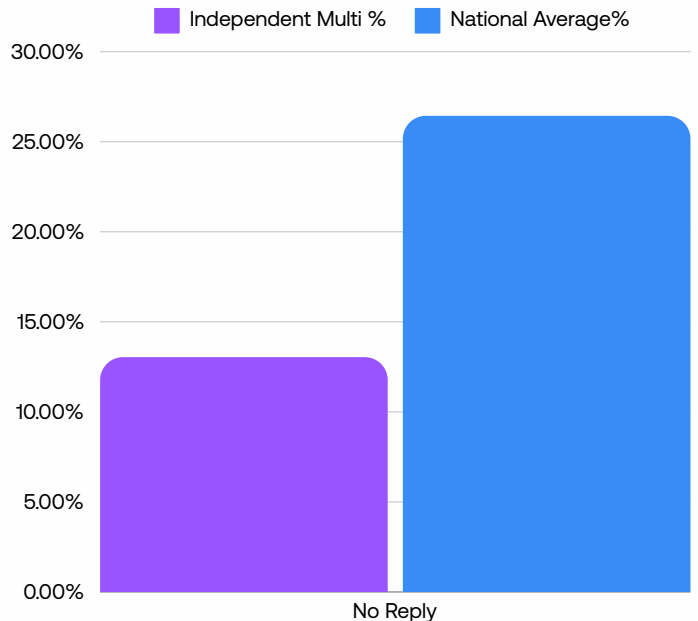
Certainty of Reply

Instagram was the best performer in this segment when it came to 'certainty of reply,' with a strong 86.96% sending a real response.

In fact 13% unanswered was half the national average and the second best response rate of any channel in any segment. One might conclude the segment appreciates the importance of the channel, but not the necessity of timely response.

13.04%

Instagram Messages Unanswered

Instagram continued ...
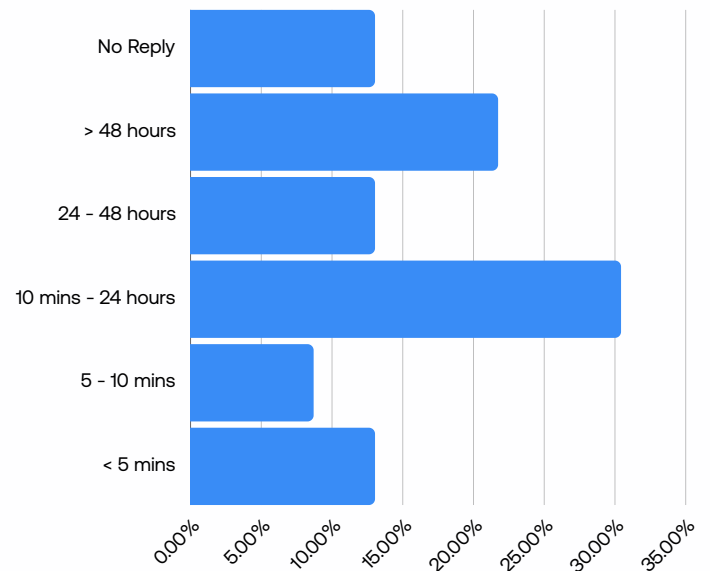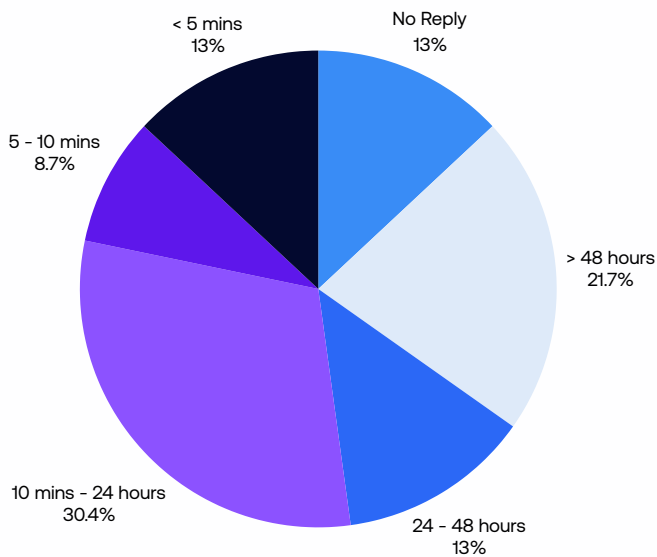
So far then we know the overall response rate was high, but unfortunately so too was the average response time. That's not to say that there weren't some strong performances though, with 13% of inquiries receiving a reply within the first 5 minutes (15% of those who replied) and a further 9% before the timer hit the 10 minute mark.

However, we can see how a sizeable portion (21.7%) taking over 48 hours and some 13% taking between 24 and 48 hours to reply, pushed the average for the channel up considerably.

13%
Replies in under 4 minutes

30.4%
Replies in 10 minutes - 24 hours

13%
Replies in 24-48 hours

21.7%
Replies in over 48 hours

A Note on Quality of Reply

In a large sample taken from those emails that received a response, over 28% did not answer the question asked in the inquiry. This rose to 37% in the social media replies. Of those who did answer the question, only 31% mentioned booking a facility tour, trial, or visit.
Given how critical these aspects of the member acquisition process are, it's evident that slow responses, lack of follow-up, or poor-quality replies are significantly hindering membership sales in Australia.

When considering consumers' expectations of personalized replies in any B2C context, the quality of fitness inquiry responses witnessed adds a crucial layer of complexity.

Hi, can you give me some info on membership prices and any joining fees please?

Hi Hilary- our memberships are all transparently displayed on our website 🙂

Hey Hilary, thanks for reaching out! If you would like to submit an enquiry on our website, one of our membership consultant's will be in touch! 😊

Hey 👋 Thankyou for your enquiry, this is the social media team I'll get one of our staff to give you a call with the details what was your best contact number? 😊

Email Replies that failed to answer the inquiry	28%	
Social Replies that failed to answer the inquiry	37%	

FAQs

Legend: Yes (blue), No (purple)

Chart: FAQ usage by segment. Y-axis 0% to 100%.
- Franchise/Chain: Yes ~41%, No ~59%
- Public Leisure: Yes 0%, No 100%
- Independent: Yes ~24%, No ~76%
- Independent Multi: Yes ~38%, No ~62%
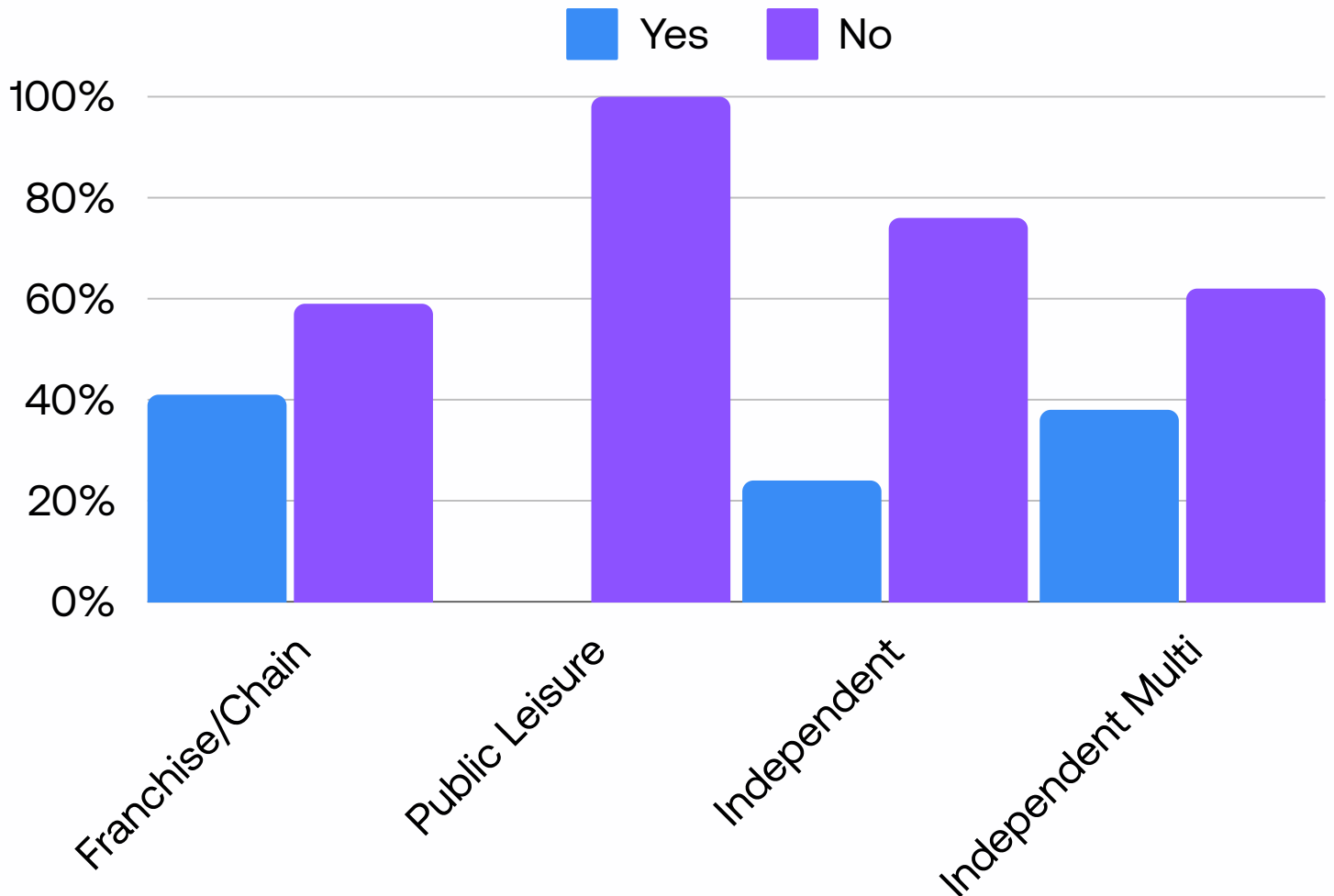
Use of FAQs

Multi-Site Independents came second to Franchise/Corporate Chains with 38.10% of sites including FAQs, but with 25.00% of these flagged as poor, the gap between the two segments is truthfully wider.

With none including FAQs on location-specific club pages, their informational footprint becomes smaller again than Franchise/Corporate Chains.

- Overall Australian operators in all segments are underutilizing FAQs and we have to assume failing to recognise their importance when it comes to driving trial and tour traffic to their doorsteps.

- Multi-Site Independents have some catching up to do with Franchise/Corporate Chains when it comes to understanding the value of unique FAQ information at club level.

Challenges & Opportunities

Anything that stands between a prospective member and the information they need to consider your facility, is a barrier for them and a weak point in your member acquisition strategy.

Availability of Information

For multi site operators in Australia, the opportunity is clear - there is a great deal of room to set oneself apart in this segment by concentrating on the right things.

62%
Don't provide FAQs

If we start with FAQs, the reality is that with only 38% of websites offering them and 25% being of poor quality, prospective customers would struggle to self serve in the early stages of their decision process.

Certainty of Reply?

In the best case scenario their next move would be to get in touch for the answers to their questions, the other option being to simply look elsewhere. For those who try, an average of 25% won't get a response at all.

25%
Unanswered Inquiries

That number drops to as low as 13% for those who contact through Instagram, but jumps to a majority of 52% unanswered for those who reach out through Facebook.

Time to Reply

The speed of the response received will also vary considerably by channel. The best case of 271 minutes for an email response seems quick when compared to the Facebook average of 3318 minutes (2.3 days). To the segment's credit, this was the shortest average response time across all segments and channels.

3318 mins
Facebook Response Time

However, when we know that the golden window for conversion is 5 minutes, 271 has to be viewed for what it is - another opportunity to improve.

Keepme's AI-Powered Sales Agents

Multi-Language, Multi-Channel Lead Generation

- ✓ Generate leads 24/7, 365 days a year
- ✓ Book more high-intent tours
- ✓ Connect more outbound calls
- ✓ Engage prospects across every channel, in any language

Always On

While addressing all these issues might seem daunting, Keepme Agent simplifies the process, resolving these challenges in just a couple of weeks thanks to straightforward integration with any CRM..

Automating responses across multiple channels ensures instant replies to inquiries, eliminating delays and improving responses.

The AI Sales Agent replaces the need for FAQs by providing real-time, accurate answers to common questions, making information easily accessible.

Additionally, its AI is action-oriented, able to handle multiple languages, and drive prospects towards scheduling trials and tours.

Support Your Team

With Keepme Agent, staff are freed from repetitive tasks, allowing them to focus on high-value, human interactions that boost member acquisition, engagement, and satisfaction.

This strategic automation transforms the member acquisition process, helping multi-site operators capitalize on the opportunities highlighted in the study, all while enhancing overall efficiency and customer experience.

21x

Your leads are 21 times more likely to convert when they receive a response within 5 minutes

keepme
A G E N T

Book Your Private Demo