

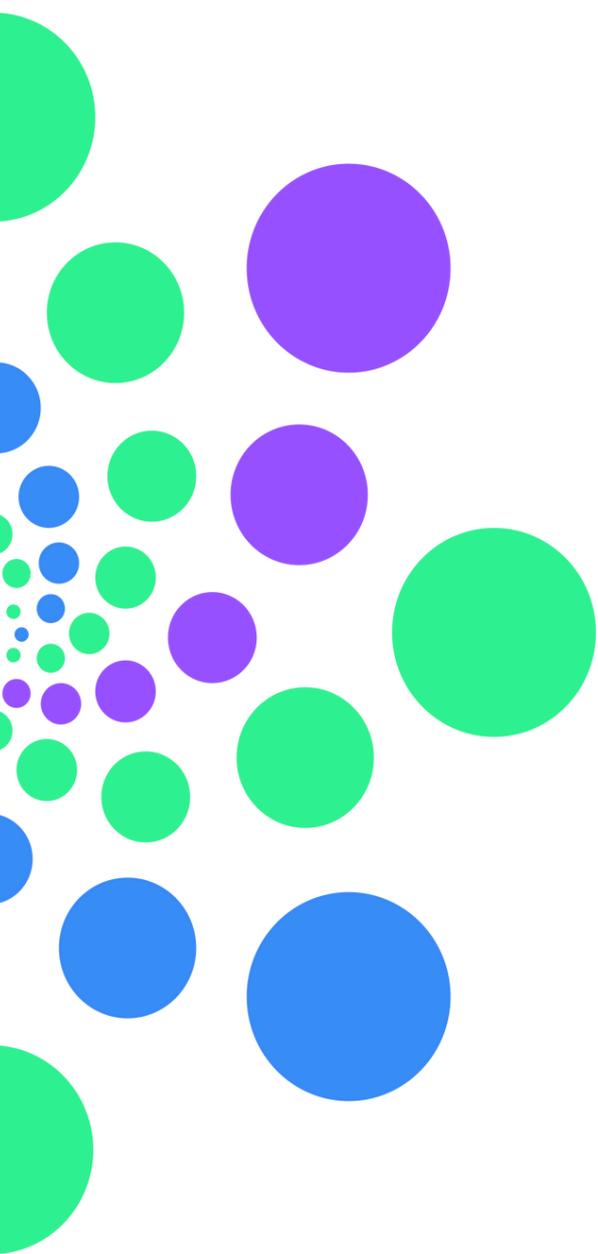


North America

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.



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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.



**Hilary
McGuckin**

Director of Marketing,
Keepme

Foreword

Segment Highlights

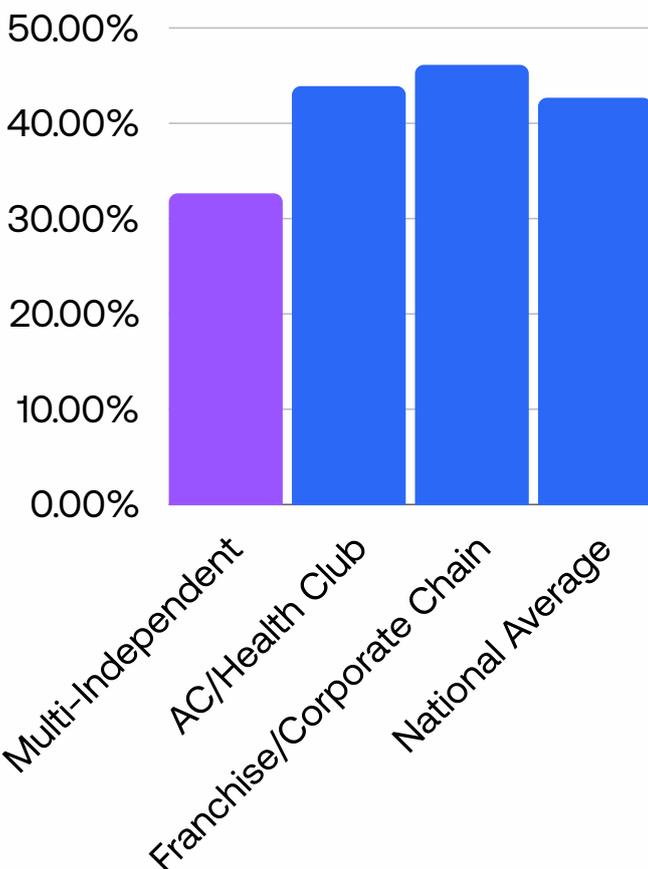
So, how did Multi-Site Independents in North America perform overall?

If we consider certainty of reply, time taken to get a reply, and availability of information, the segment's performance was a mixed bag of relative highs and lows.

On the face of it, Multi-Site Independents in North America had the shortest overall average response time on email of any segment or indeed any territory we studied. However, this was marred by having the poorest certainty of reply across the studies too (11%), with the smaller devaluing the number somewhat. In fact on average across all channels, 2/3 of all inquiries went without response, well above the North American average of 57%.

With 47% of websites including FAQs multi-site independents performed well ahead of Independent Health Clubs/Gyms, but still fell far short of Franchises/Corporate Chains, and ultimately left themselves a great deal of room to improve.

% of Inquiries Receiving a Response



65 minutes

Average Email Response Time

67%

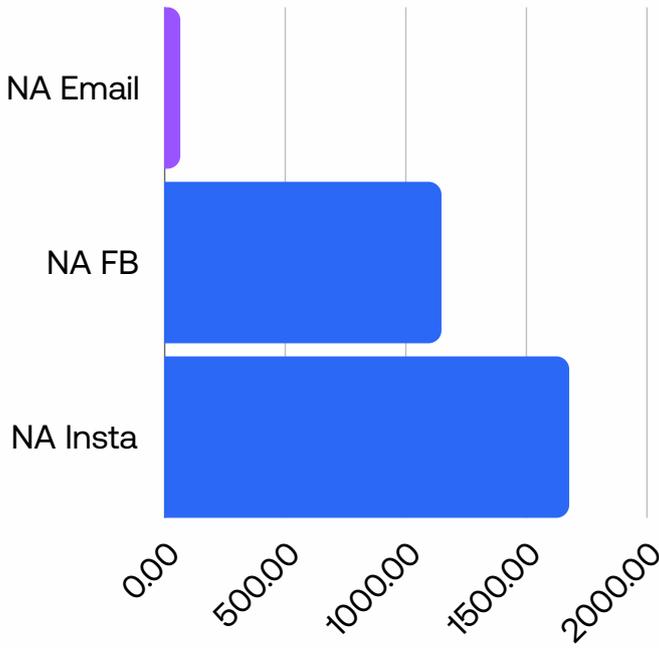
Of all inquiries went unanswered

53%

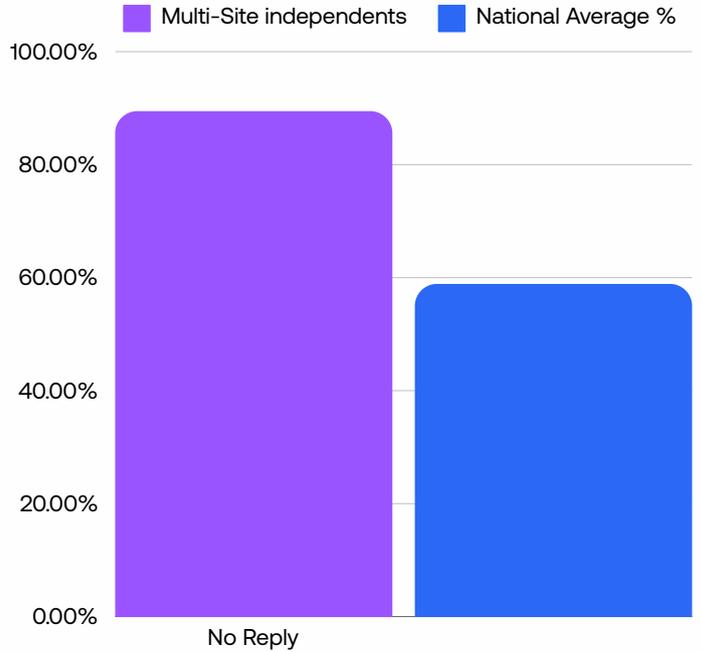
Websites with no FAQ section

Email

Average Response Time (minutes)



% of Unanswered Inquiries



Average Response Time

In terms of email responses, Multi-Site Independents led all of the studies we have conducted so far, with the shortest overall average response time by a huge margin at only 65 minutes.

However, as we noted above, the response rate was so low for the segment it created an unusually small number of responses to consider.

65 minutes



Average time taken to reply

Certainty of Reply

Certainty of reply was the poorest for this segment not just in North American terms, but across all segments and territories. The opportunity to stand out in this segment and transform lead generation and member acquisition is simply massive.

89.47%



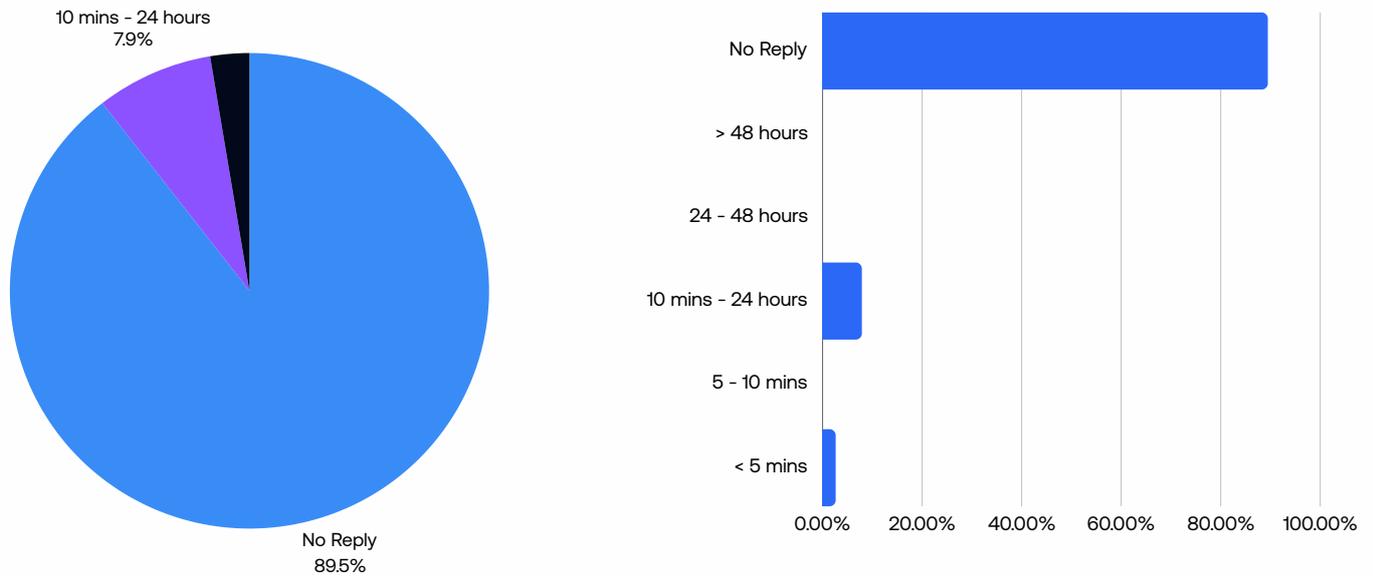
Emails unanswered

58.89%



National Average Emails Unanswered

Email continued ...



We have established that replies for this segment were lacking when it comes to email, meaning that the statistics above are based on a smaller sample than the other segments we've examined.

With that in mind, the segment still falls into the typical pattern of the greatest number of replies sent between the 10 minute and 24 hour mark, and interestingly there were still those who managed to reply within the 5 minute golden window of response. So while the segment has not performed well, there exist exceptions who value speed of reply.

2.63%

Replies in under 5 minutes



7.9%

Replies in 10 minutes - 24 hours



0%

Replies in 24-48 hours



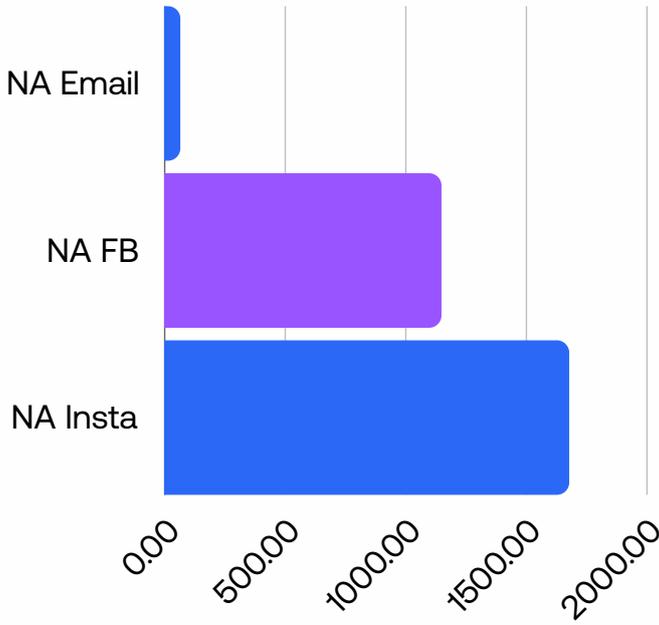
0%

Replies in over 48 hours



Facebook

Average Response Time (minutes)



Average Response Time

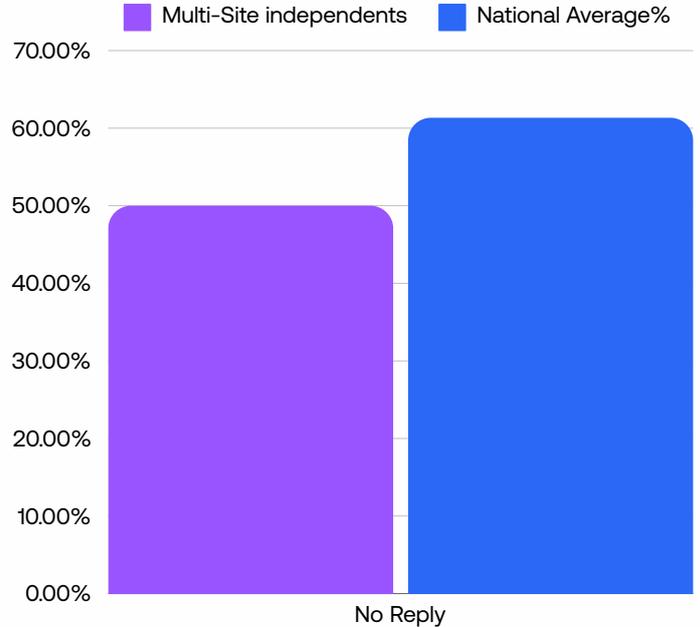
Facebook replies took took 1148 minutes on average, and while these numbers are a great deal further from the 5-minute ideal, they are more robust having been based on a great deal more replies.

Despite the convenience of the channel when it comes to messaging, it still lost out to email on the 'golden window' with none of the replies coming in that time.

1148 minutes

Average time taken to reply

% of Unanswered Inquiries



Certainty of Reply

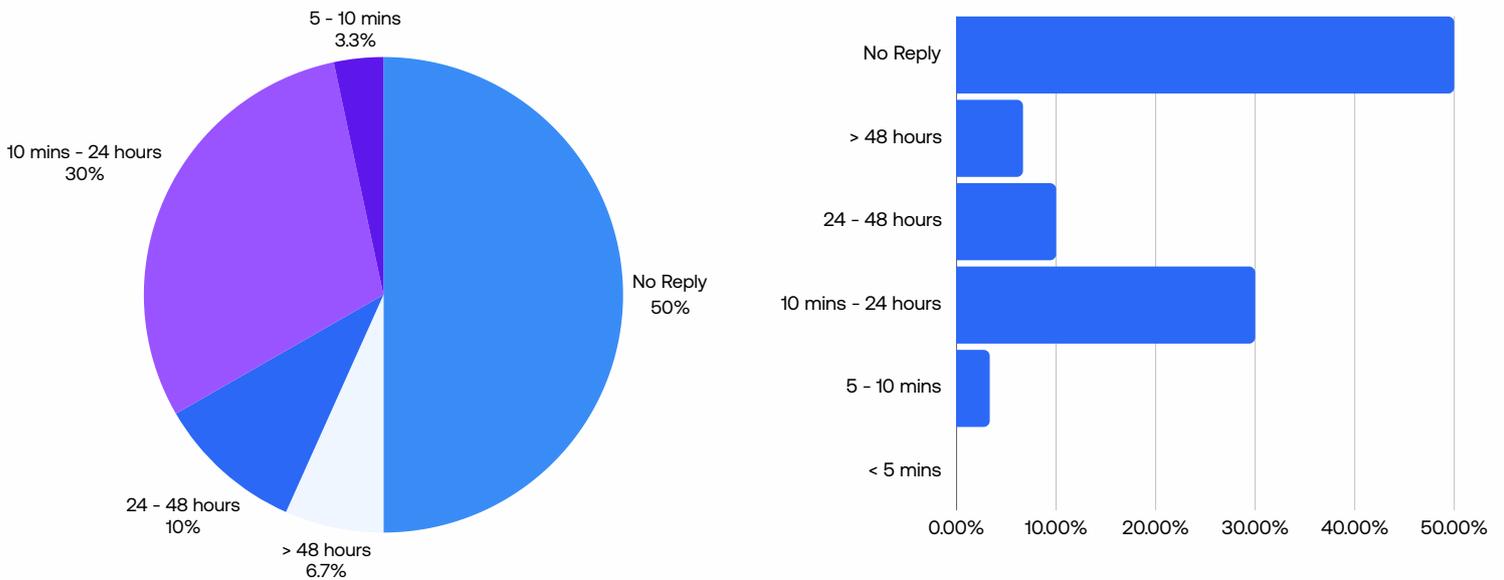
Facebook saw precisely half of inquiries going unanswered, which in addition to being a stronger performance than on email, it was also ahead of the national average where all segments combined managed to reply to only 39% of inquiries.

Almost as many (46.67%) received an automated response, giving the overall impression that the segment applies more resource to this channel.

50%

Facebook Messages unanswered

Facebook continued ...



Though no responses came within 5 minutes, 3.3% replied when the window was expanded to 10 minutes, and a further 30% replied before 24 hours had passed.

Unlike email, where responses dried up entirely at this point, on Facebook they kept coming, with another 10% of inquiries receiving replies before 48 hours were up, and 6.7% more after the 48 hour mark. These slower response times are far from ideal, but go some way to explaining the certainty of reply, and might suggest the channel is better 'manned' than email.

0%

Replies in under 5 minutes



30%

Replies in 10 minutes - 24 hours



10%

Replies in 24-48 hours



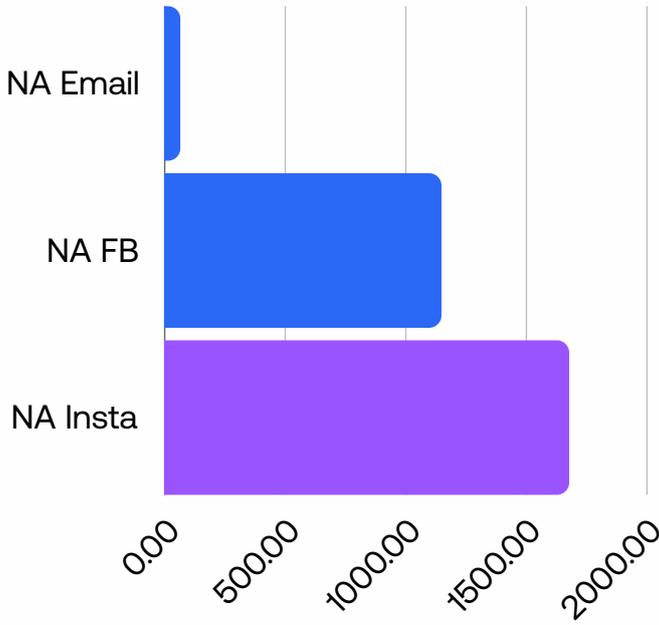
6.7%

Replies in over 48 hours



Instagram

Average Response Time (minutes)



Average Response Time

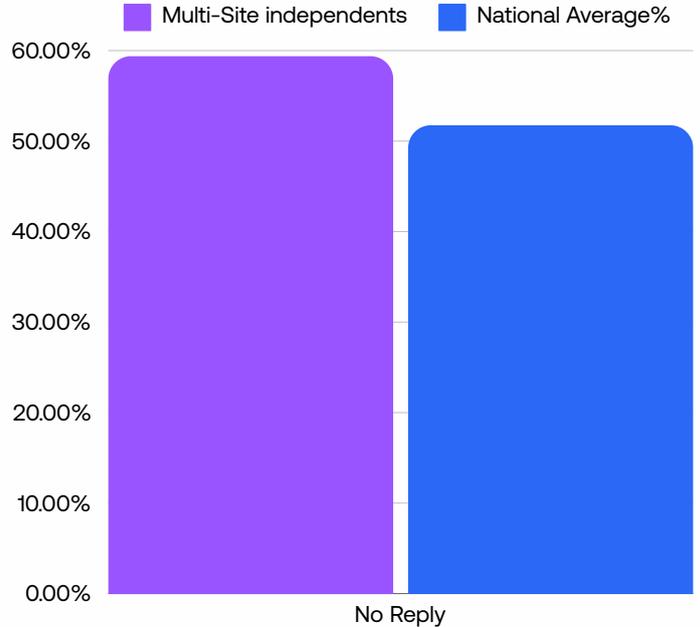
Instagram replies took longer again than Facebook, with an average response time of 1678 minutes - well past the 24 hour mark of a 'one-day' response.

Independent Multi-Sites fall into a trap we've seen in other segments and geographies where it appears the specifics of their approach to Instagram may not be given much consideration, given its improved likelihood of response vs email, but slow speed of reply.

1678 minutes

Average time taken to reply

% of Unanswered Inquiries



Certainty of Reply

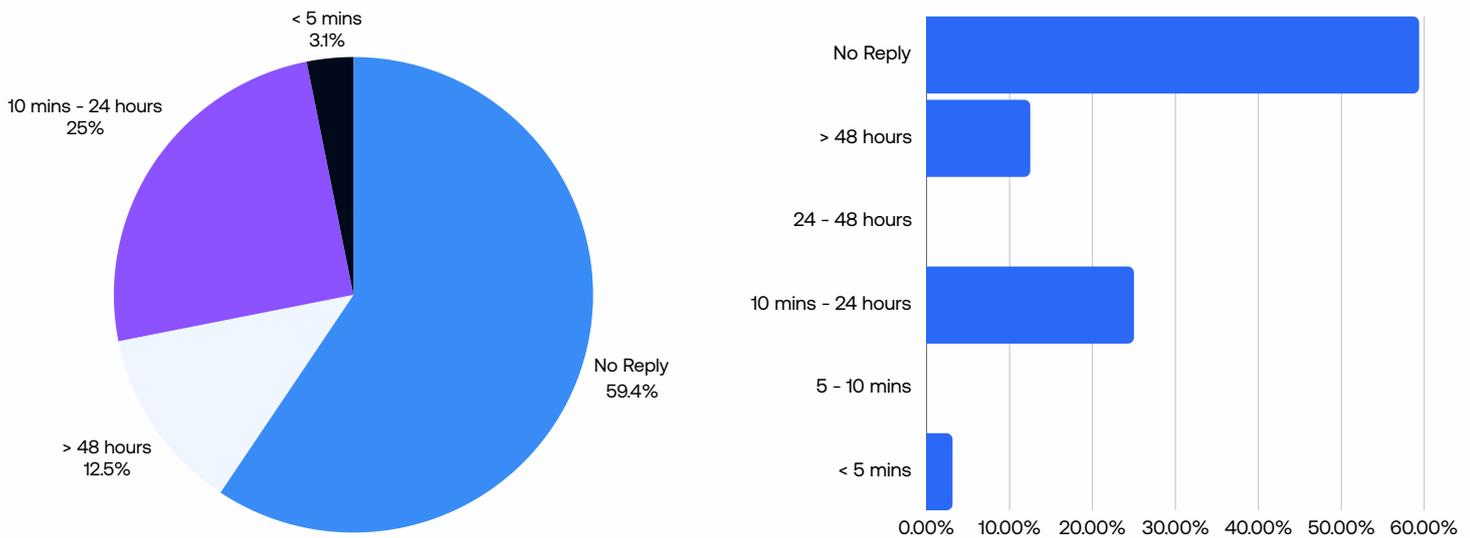
As I've just alluded to, 'certainty of reply' then was better than email with 41% of Instagram inquiries garnering a real response, but the 59% that were ignored represent a lot of potential members looking elsewhere.

On this channel then replies from Independent Multi-Sites are less certain than the national average of 51.75%.

59.38%

Instagram Messages Unanswered

Instagram continued ...



Replies on Instagram beat Facebook when it came to the golden window, with 3.13% coming in under 5 minutes, but it lost the race from here on with no replies coming in the 5 minutes that followed and only a further 25% coming before 24 hours had passed.

Interestingly, while no replies came between 24 and 48 hours, 12.5% came after 48 hours had passed. Just as we mentioned with Facebook, these slower response times are not desirable, but add more weight to the argument that social channels are better 'manned' than email in this segment.

3.1%

Replies in under 4 minutes



25%

Replies in 10 minutes - 24 hours



0%

Replies in 24-48 hours



12.5%

Replies in over 48 hours



A Note on Quality of Reply

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

It's important to note that getting a response doesn't always equate to getting answers. In fact, many of the responses failed to answer our inquiry, whether by redirecting us to their website (sometimes with a link, often without), or in some cases trying to move us to a different channel such as telephone or from social media to email.

Furthermore, many of those who did answer the question did exactly that, and nothing more, failing to take action in the form of 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 North America.

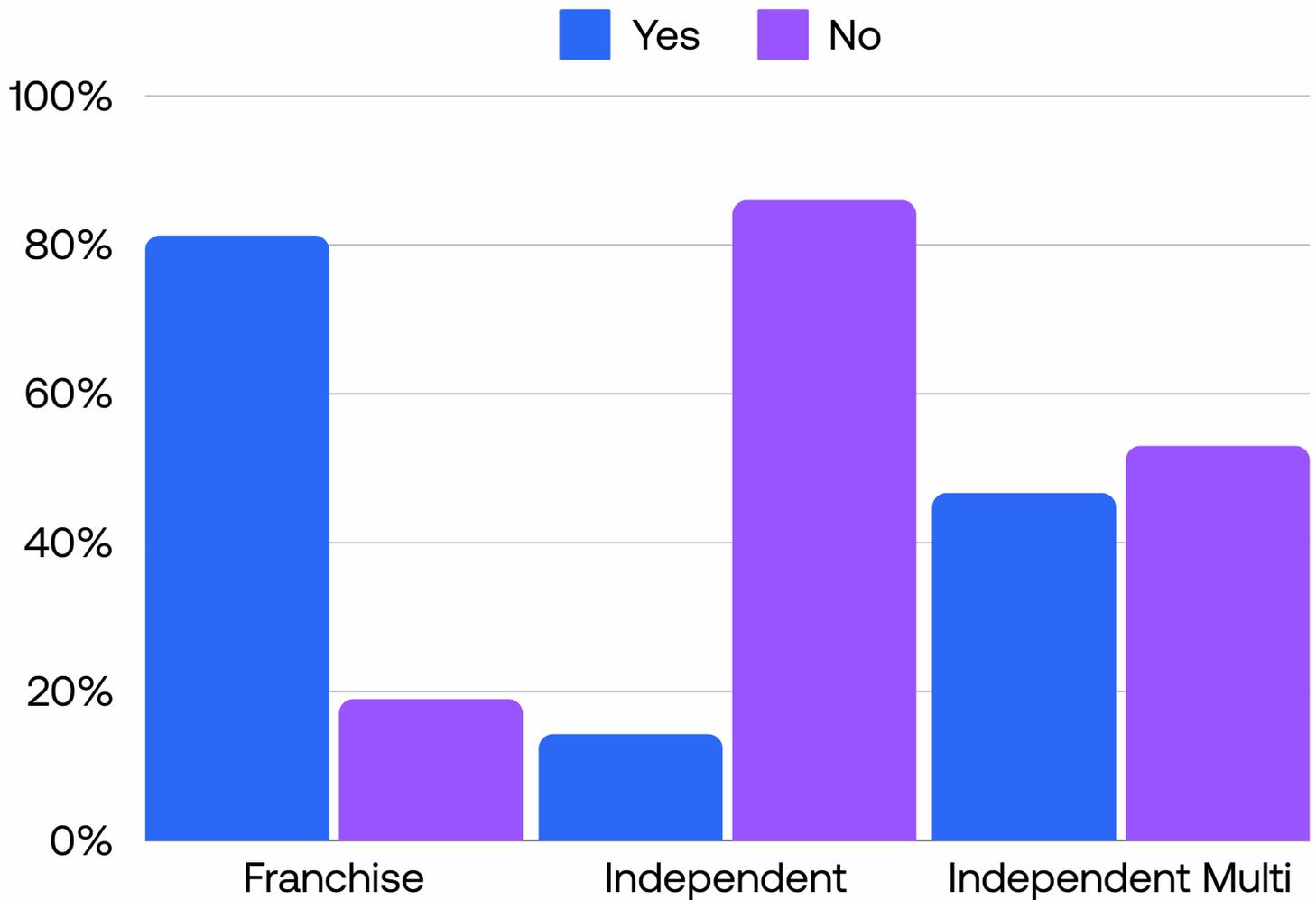
When considering consumers' expectations of personalized replies in any B2C context, the quality of fitness inquiry responses witnessed adds a crucial layer of complexity.

Hi 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? 😊

FAQs



Use of FAQs

With 47% of sites including FAQs, Multi-Site Independents came in well ahead of Independent Health Clubs/Gyms, but fell far behind Franchise/Corporate Chains. None were flagged as 'poor', so those who included them did so well.

A notable missed opportunity here seen in other segments and territories is venue-specific FAQs, but we could find none.

- Overall in North America it's only really Franchises/Large Chains who are using FAQs well. Multi-Site Operators might be doing better than Independent Health Clubs/Gyms, but don't appear to fully appreciate the importance of FAQs when it comes to driving trial and tour traffic to their doorsteps.
- There is a general opportunity here to both do better overall, and consider the value of venue-specific FAQ information.

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



If only 47% of Multi-Site operators in North America are providing FAQs and making it easy for potential members to self-serve, then the opportunity for the other 53% is clear.

53%

Don't provide FAQs

If we go one step further and consider the potential value of venue-specific FAQs in terms of the ability to self-serve on an even more personalized level, then Multi-Sites have a huge opportunity to set themselves apart with nobody else we studied in their space currently doing this.

Certainty of Reply?



In the best case scenario their next move would be to get in touch for the answers to their questions (if they don't simply look elsewhere). For those who try, almost half (48%) won't get a response at all.

48%

Unanswered Inquiries

What's worse is that number drops to as little as 11% for those who contact through Email - a universal channel that's only too easy to find as a prospective member of these facilities.

Time to Reply

The speed of the response received varied considerably by channel, but remember that the 65 minutes for an email is undermined by the poor rate of response.

1678 mins

Instagram Response Time



Furthermore, we have to consider that this anomalous result still represents a response time that's an hour longer than we know to be ideal.

The best channel then has room to improve even on its best statistic, while Instagram's average reply time of almost 28 hours needs to be better by more than a day.

Keepme's AI-Powered Sales Agents



keepme
AGENT

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



[Book Your Private Demo](#)