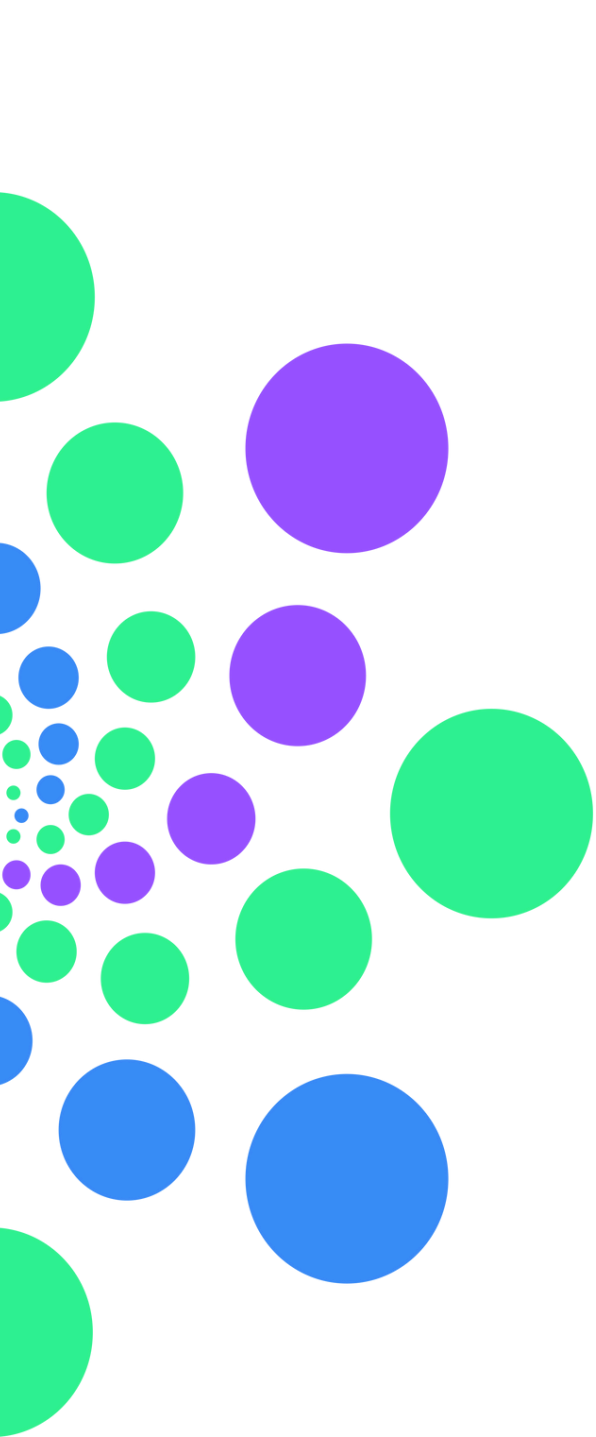# keepme
AGENT

United Kingdom

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.

2024

www.keepme.ai

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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.

Foreword

Hilary McGuckin

Director of Marketing, Keepme

Segment Highlights

So, how did UK Multi-Site Operators perform overall?

If we consider both certainty of reply and the time taken to get a reply, as a segment there is room for improvement all round.

Multi-Site Independents had a longer average response time than public leisure operators on both email and Facebook by a large margin, besting them only on Instagram response time. At 713 minutes email is the channel via which prospective members can expect the fastest response. However, we should note the time taken to reply across all channels only applies to 55% of communications sent, with 45% of inquiries never receiving a real reply.

With 62% of websites in the segment including FAQs multi-site independents fared slightly better than public leisure when it came to ease of access to information for prospects, but the 38% that remain mean a significant portion of the sector lacks this essential information.

% of Inquiries Receiving a Response
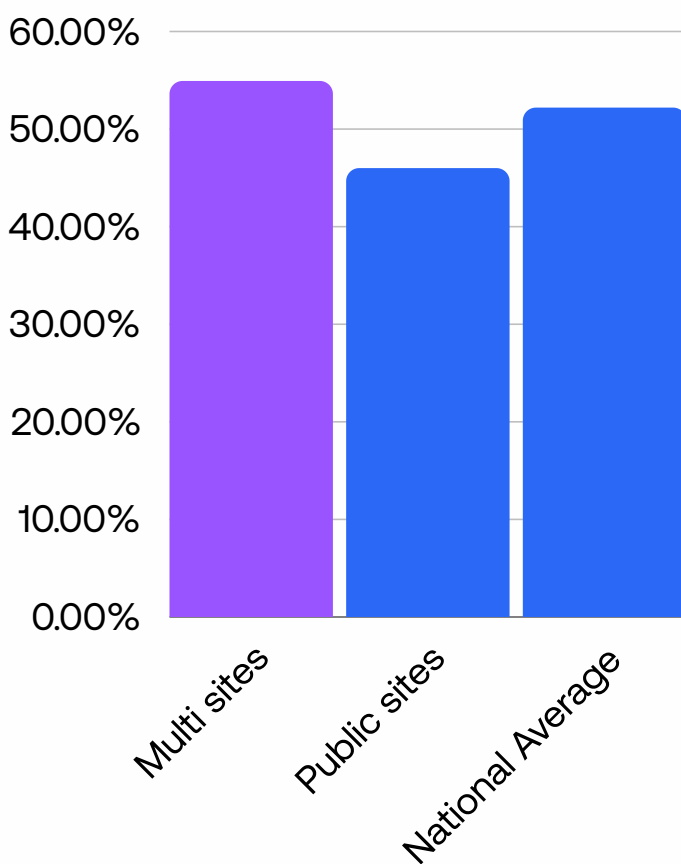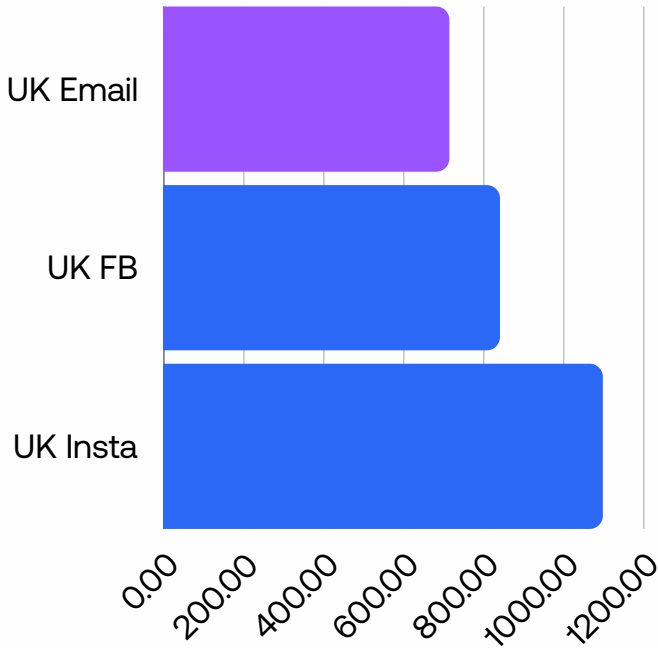

714 minutes
Average Email Response Time

45%
Of all inquiries went unanswered

38%
Websites with no FAQ section

Email

Average Response Time (minutes)

UK Email

UK FB

UK Insta

0.00 200.00 400.00 600.00 800.00 1000.00 1200.00

% of Unanswered Inquiries

■ Independent Multi %   ■ National Average %

50.00%

40.00%

30.00%

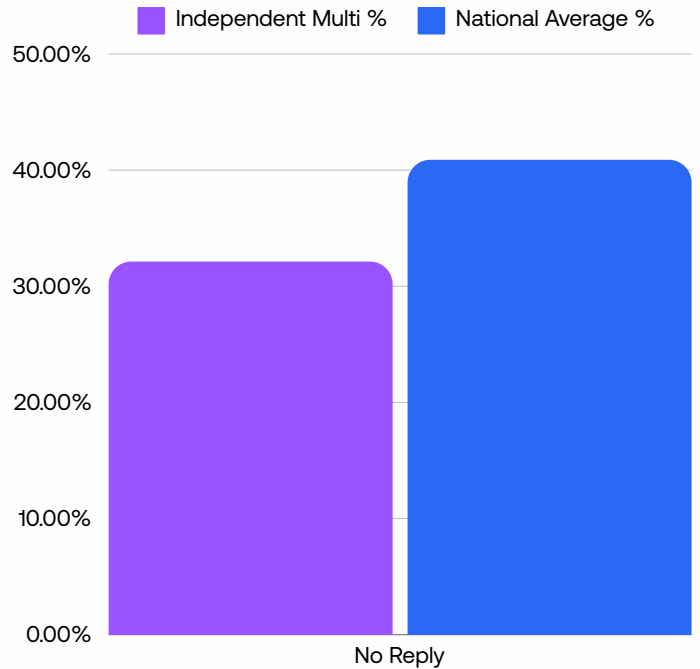20.00%

10.00%

0.00%

No Reply

Average Response Time

In terms of responses, email proved to be the fastest way to get an answer from Multi-Site Independents, with an overall average response time of 713.88 minutes.

Though far from the 5-minute ideal, it was demonstrably faster than either of the social media channels tested.

Certainty of Reply

Email also proved to be the channel where a reply was most likely, with 68% of emails receiving a response vs 63% of Instagram messages and far ahead of 41% of facebook messages. Certainty of reply was also well ahead of the national average.
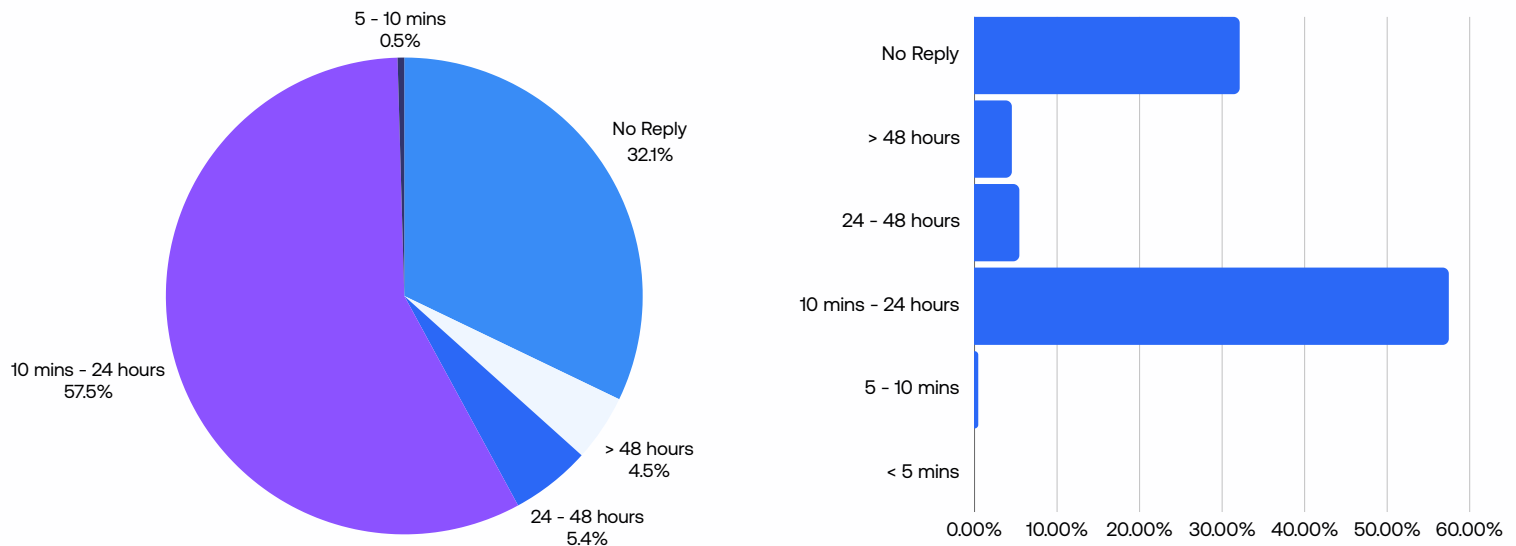
32.13% ↙

Emails unanswered

714 minutes ↙

Average time taken to reply

40.89% ↙

National Average Emails Unanswered

Email continued ...

With no responses coming within the 5 minute 'golden window' and only 0.45% of responses coming in under 10 minutes, email is far from optimized as a lead generation channel in this segment.

While 58% of replies came within 24 hours, the next 5.43% of replies filtered through over the following 24 hours, and the remaining 4.5% took over 48 hours, ultimately leaving 32% receiving no reply. Given what we know about consumer expectations and the importance of timeliness of response, prospects receiving this level of service are likely to have restarted their journey elsewhere.

0%
Replies in under 5 minutes

57.5%
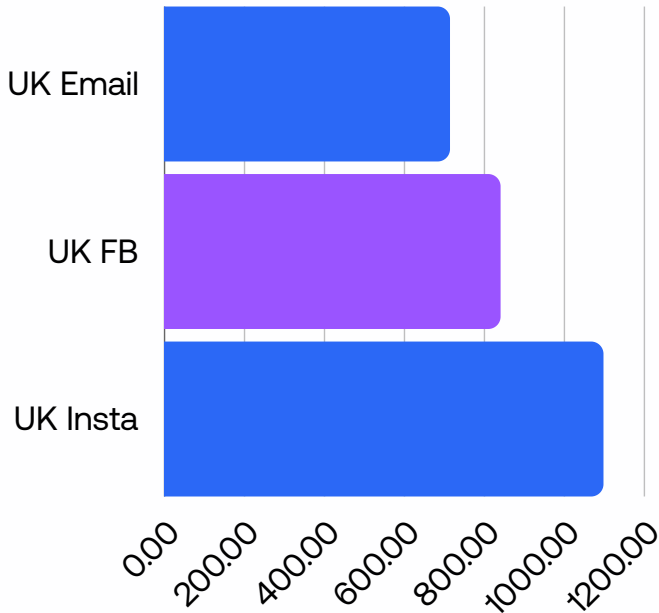Replies in 10 minutes - 24 hours

5.4%
Replies in 24-48 hours
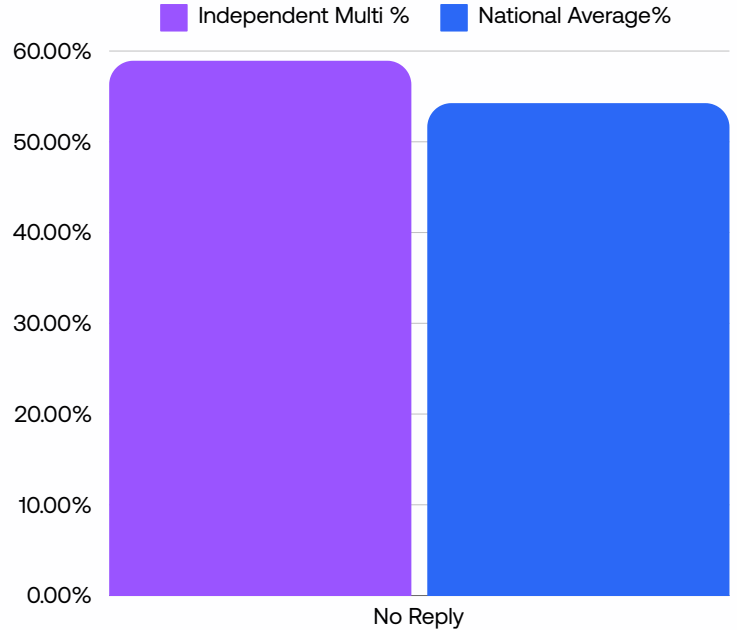
4.5%
Replies in over 48 hours

Facebook

Average Response Time (minutes)

% of Unanswered Inquiries

Average Response Time

Facebook replies were slower again than email, arriving 18% later on average at 840 minutes.

Of these, fewer than 30% of Facebook messages received a reply inside of 24 hours - far behind the 58% achieved on email, suggesting leads on this channel are not receiving the same level of attention despite its ready availability to potential members.

Certainty of Reply

The picture is similar when it comes to certainty of reply, with 58.93% of inquiries failing to receive a real reply.

A little over half (54.2%) of all Facebook messages sent received an automated response. However, with many of these crossing over and receiving both, a full 24% still received neither a real nor automated response.

840 minutes

Average time taken to reply

58.93%

Facebook Messages unanswered

Facebook continued ...
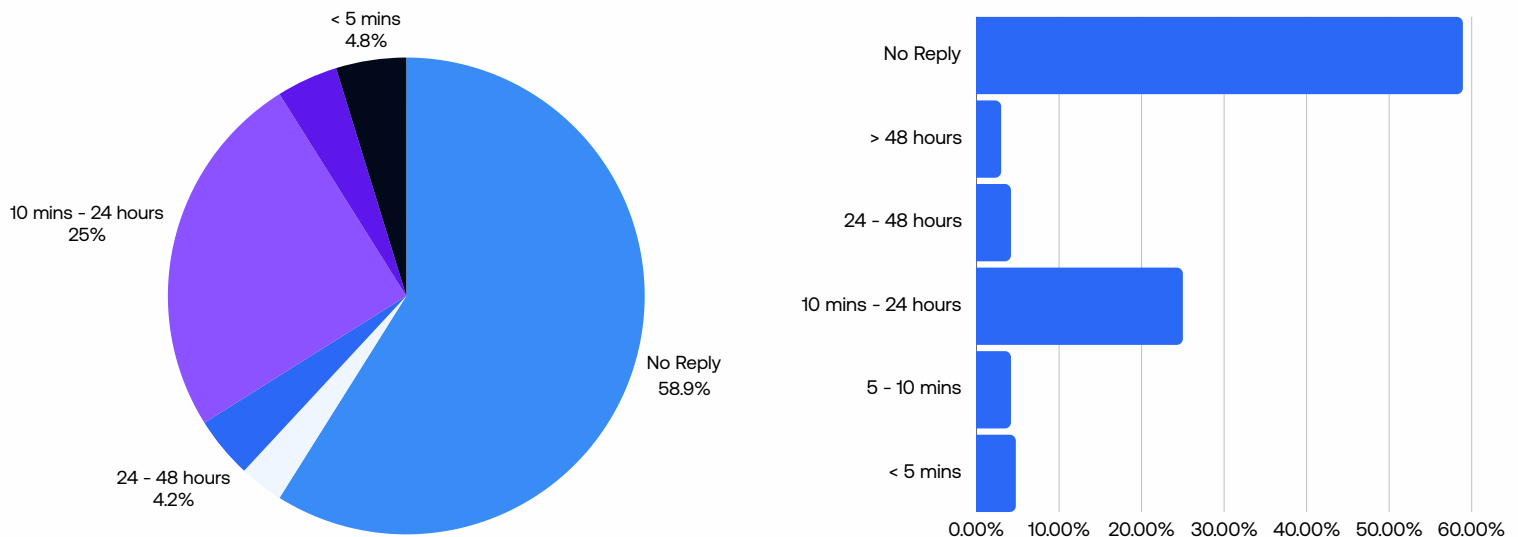
Responses under 5 minutes were an improvement over email, with 4.76% managing to reply within the golden window, and a further 4.17% of inquiries receiving a reply within the next 5 minutes. A quarter of all messages we sent received a reply after the 10 minute mark, but before 24 hours were up, meaning that while the immediate responses were an improvement on email, Facebook quickly fell behind once the clock hit 10 minutes.

Ultimately the number of replies didn't grow a great deal after 24 hrs, with 4.17% receiving a response before 48 hrs and 2.98% after, and ignoring a total of 58.93% of leads - a considerable majority.

4.8%
Replies in under 5 minutes

25%
Replies in 10 minutes - 24 hours
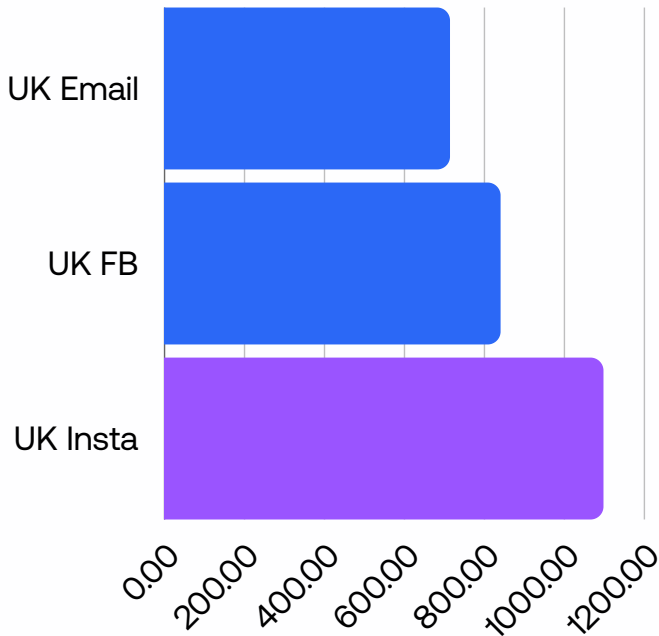
4.2%
Replies in 24-48 hours
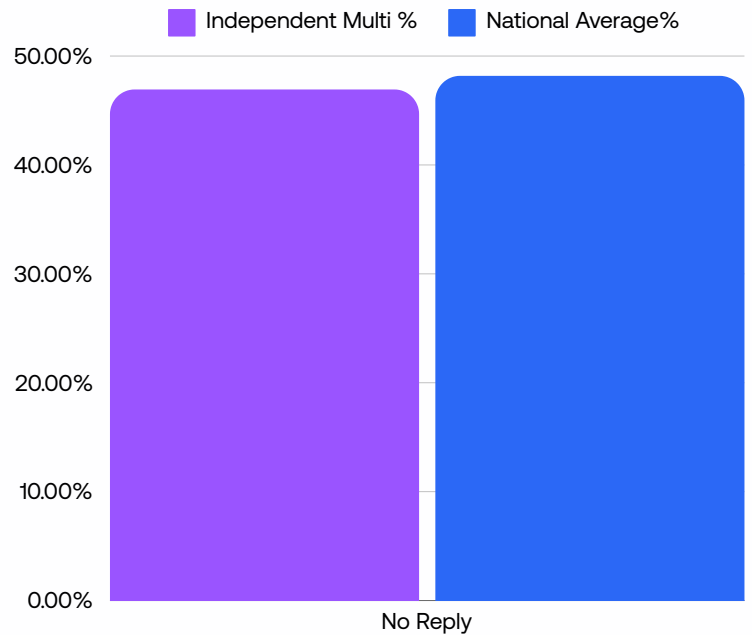
3%
Replies in over 48 hours

Instagram

Average Response Time (minutes)

% of Unanswered Inquiries

Legend: Independent Multi % | National Average%

Average Response Time

With an average response time of 1097 minutes, Instagram is by far the slowest channel for Multi-Site Independents, and in this aspect the channel with the greatest opportunity for improvement knowing the effects of response speed on engagement and conversion.

While the slowest response time would suggest less importance is being placed on Instagram than Facebook, the certainty of reply rather contradicts this ...

Certainty of Reply

Instagram fell a little behind email, but came in well ahead of Facebook when it came to 'certainty of reply,' with 63% of inquiries on this channel receiving a real response.

That this feels so much at odds with the slow response times, there is every possibility that Multi-Site Independents grasp the value of the channel, but not the importance of timely response.

1098 minutes

Average time taken to reply

46.93%

Instagram Messages Unanswered

Instagram continued ...
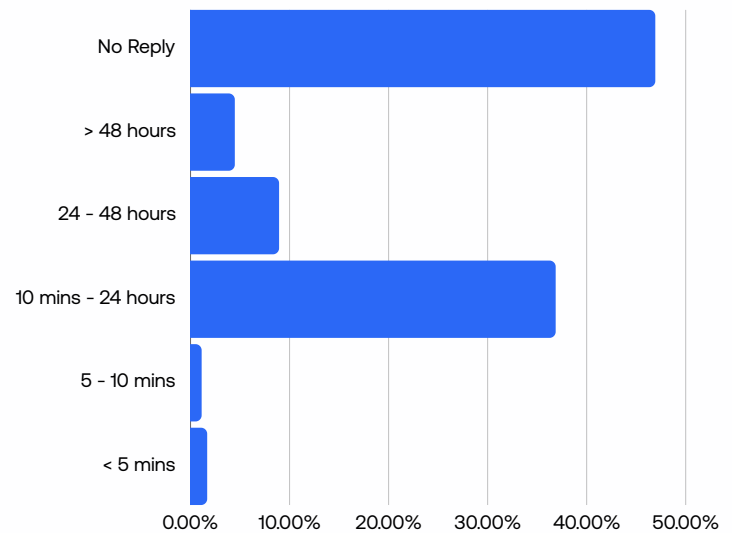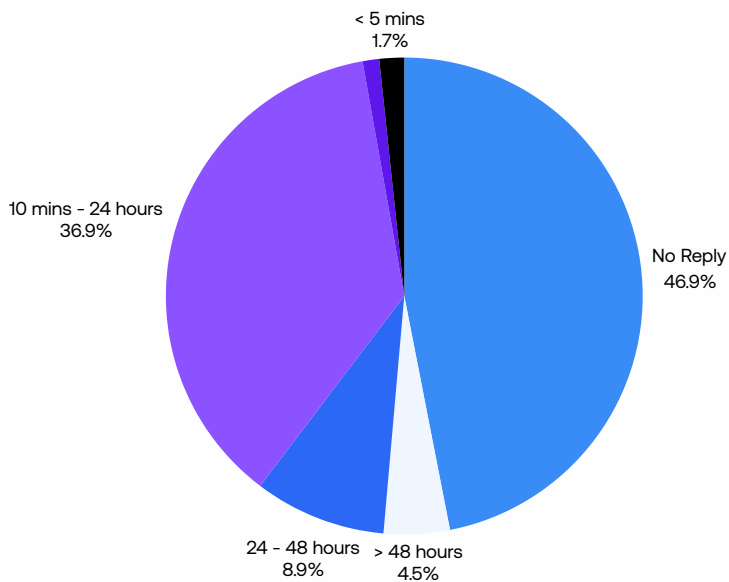
So far then we know the overall response rate was higher than Facebook, but unfortunately so too was the average response time. Responses under 5 minutes and in 5-10 minutes were better than email but again fell behind Facebook at 1.68% and 1.12% respectively. As is most often the case across all channels and segments, the 10 minute - 24 hour period is when the majority of replies came, and was again considerably ahead of Facebook.

There was also a meaningful number of Multi-Sites (4.5%) taking over 48 hours and some 8.9% taking between 24 and 48 hours to reply, which ultimately pushed the certainty of reply to a majority.

1.7%
Replies in under 5 minutes

36.9%
Replies in 10 minutes - 24 hours

8.9%
Replies in 24-48 hours

4.5%
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 the UK.

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

Yes — No
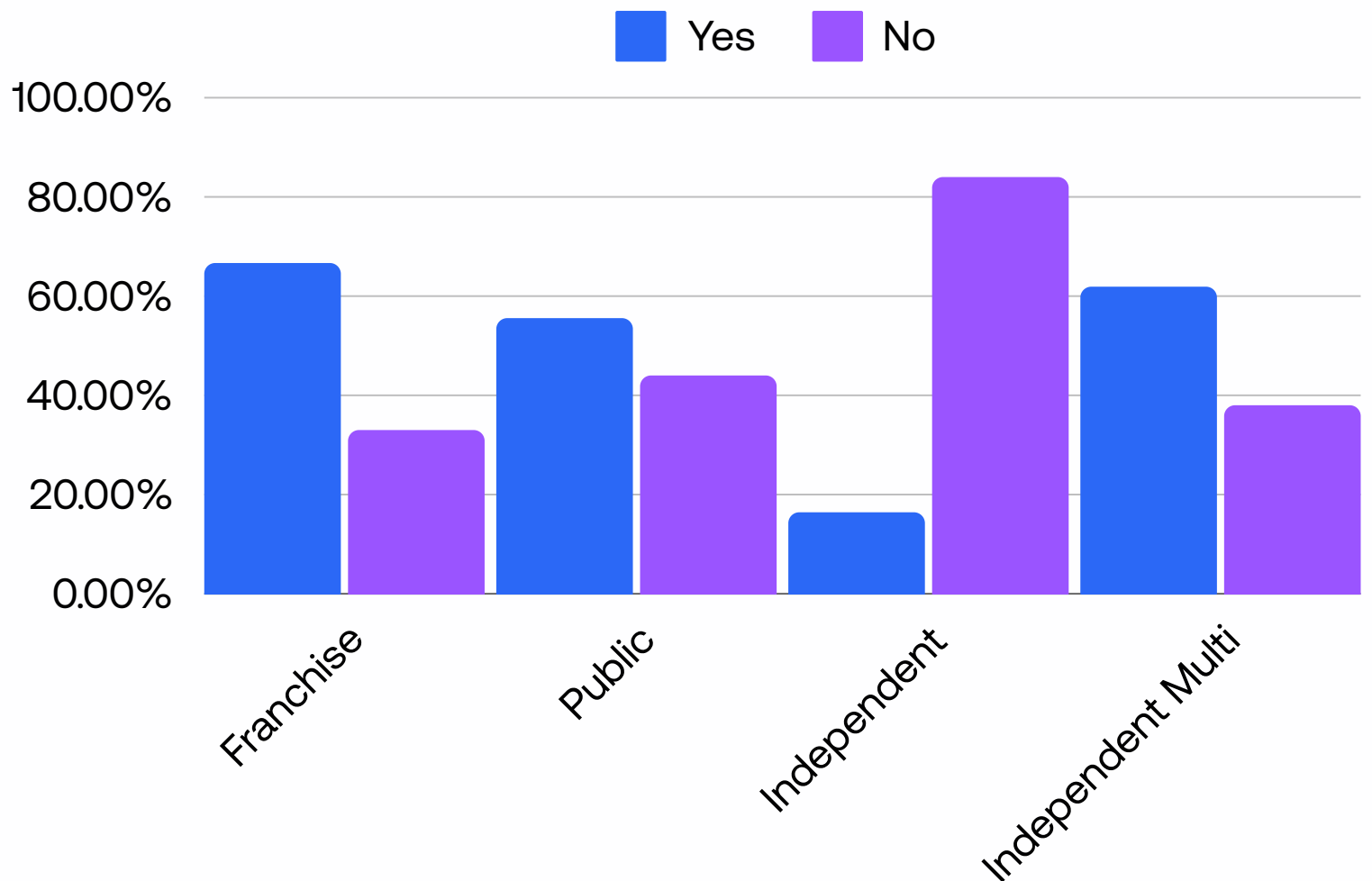
Use of FAQs

Multi-Site Independents came second to Franchise/Corporate Chains in our FAQ study, with 61.9% of sites including FAQs. But with 15.38% of these flagged as poor, the gap between these segments grew.

A handful of clubs (3.13%) featured their own dedicated venue FAQ pages, these exceptional operators really understand the value of this information for prospects.

- Overall UK 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, though they stand out 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 the United Kingdom, the opportunity is clear - there is a great deal of room to set oneself apart in this segment by concentrating on the right things.

38%
Don't provide FAQs

When it comes to FAQs, the reality is that with 38% of websites fail to offer them and 15% of those that do are of poor quality. The result? Prospective members will 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 45% won't get a response at all.

45%
Unanswered Inquiries

That number drops to as low as 41% for those who contact through Facebook, but jumps as high as a majority of 68% of inquiries answered for those who reach out through Email.

Time to Reply

The speed of the response received also varies considerably by channel. The best case of 714 minutes for an email response seems quick when compared to the Instagram average of 1098 minutes (18.3 hours).

1098 mins
Instagram Response Time

Armed with the knowledge that the golden window for conversion is 5 minutes, the 714 minute 'best' for the segment still has to be viewed as a significant opportunity, which is greater still for Instagram and Facebook.

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