



Lead Generation for the Martial Arts Industry

Lead Generator & E-Leads Program™ for Martial Arts Businesses



 **GYMLINK** .COM.AU



Martial Arts Directory

Why Upgrade to the Lead Generator Listing & the Powerful E-Leads Program™?

- ✓ You give your Martial Arts business a **STRONG** online presence, ensuring you **ATTRACT MORE PROSPECTS** and **CLOSE MORE SALES.**
- ✓ You receive all **QUALIFIED LEADS** via email, including all personal contact details and health and fitness goals, **BEFORE** the prospect even walks through the door.
- ✓ You save huge marketing dollars by cost effectively targeting the **RIGHT AUDIENCE** for your business.
- ✓ You tap into the powerful GymLink **MARKETING NETWORK**, including on and offline national advertising at **NO ADDITIONAL COST.**
- ✓ You help health and fitness conscious consumers quickly access information on your business **24/7 365 PER YEAR.**
- ✓ You have **NO RISK** on your investment with the GymLink **100% MONEY BACK GUARANTEE.**



"Generating NEW business for your business!"

Who Is GymLink Australia?

GymLink specialise in providing lead generation & online marketing solutions to martial arts businesses. The www.gymlink.com.au website is Australia's leading health & fitness portal attracting over 1.7 million site visitors per month.

You should consider upgrading to the Lead Generator Listing & E-Leads Program™ if you want to:

- Give your Martial Arts business a stronger online presence
- Attract & direct more prospects to your Martial Arts business
- Increase new Martial Arts client sales & program sign ups
- Add a marketing medium that guarantees your Martial Arts business results

The Lead Generator Listing

The Lead Generator Listing gives your Martial Arts business a priority position on the health & fitness directory meaning more exposure & lead generation capability. The Lead Generator Listing also ensures your Martial Arts business can be found easily on the leading search engines and on www.gymlink.com.au from people looking for a health & fitness solution in their area. The Lead Generator Listing guarantees your Martial Arts business results or your money back!

The E-Leads Program™

As part of your Lead Generator Listing you automatically receive the powerful E-Leads Program™ which allows you to attract new prospects to your Martial Arts business by promoting your own Free Pass (optional). Prospects click on your Free Pass and fill in their details to redeem the offer. The prospects details are then captured, including postal & email addresses, mobile & home numbers, health & fitness goals and then forwarded to your email inbox, allowing you or your staff to follow up and initiate your sales process.

What Type of Results Can You Expect?

Case Study 1: In the first week of upgrading to the Lead Generator Listing, Tone Zone Personal Training sold a 20 pack of PT sessions; double the cost of the program for a whole 12 months. (2:1 ROI in 1 week)

Case Study 2: Boot Camp Fitness & Personal Training have generated hundreds of leads from their Lead Generator Listing. Being able to contact each lead personally and invite them to take up a trial session has enabled Boot Camp Fitness & Personal Training to pick up lots of new clients.

Case Study 3: Eveolve Female Fitness & Personal Training, a small ladies only studio in Adelaide generated \$28,350 in new personal training sales from their Lead Generator Listing in 2005. Of all those that joined, over 80% have renewed.

The average ROI for a traditional fitness marketing campaign is approx 2 -4:1. With the GymLink Lead Generator Listing & E-Leads Program™ you can expect an ROI anywhere from 5-40:1, even higher in some cases. *In most cases, the cost of the program is less than one 10 pack of martial arts sessions.*

Our 100% Money Back Guarantee

If your investment is not returned within a 12 month period, GymLink will refund your monies in full. This means you can market your business knowing that there really is **NO RISK!**

What Does My Lead Generator Listing Include?

- The E-Leads Program™ with all lead details forwarded directly to your email inbox
- Free 10 page GymLink search engine friendly website (helps get you found on google!)
- 'Free Pass' button (optional) - lead generation tool that attracts prospects to your business
- Your business logo
- Your business name, address & tel no. in bold
- Your business listed in 2 suburbs
- Your business listed in service 1 category
- 300-400 word business description
- IMA logo attached to your listing
- Free access to the Fitness Business Newsletter
- 50% discount on job placements on the GymLink Job Board

What Is The Cost To List My Business?

As an IMA Member, a discounted listing fee of \$17.96/mth has been negotiated for your business.

How Do I List My business?

Call 1300 854 991 or email enquiries@gymlink.com

Official Media Partner to:



Associate Business Members of:

