



# Copper Sky Membership Promotion Results & Future Ideas

April 18, 2017



# January Promotion

- January 2-15, 2017 – 2-week free membership  
– All memberships – 372
- January 2-15, 2016 – NO PROMOTION  
– All memberships – 217
- *Increase from 2016 to 2017 for all membership types – 155 during the 2-week promotion*

# January Promotion

- January 2-15, 2017 – 2-week free membership  
– 6 month and annual memberships only - 133
- January 2-15, 2016 – NO PROMOTION  
– 6 month and annual memberships only – 69
- *Increase from 2016 to 2017 for 6 month and annual memberships– 64 during the 2-week promotion*

# January Sales Without Promotion

- January 16-31, 2017 – NO PROMOTION  
– All memberships – 185
- January 16-31, 2016 – NO PROMOTION  
– All memberships – 138
- *Increase from 2016 to 2017 for all membership types – 47 – NO PROMOTION either year*

# February Promotion

- February 2017 – One month free for annual memberships  
– All memberships – 341
- February 2016 – NO PROMOTION  
– All memberships – 319
- *Increase from 2016 to 2017 for all membership types – 22 during the one month free for annual memberships*

# February Promotion

- February 2017 – One month free for annual memberships  
– 6 month and annual memberships only – 158
- February 2016 – NO PROMOTION  
– 6 month and annual memberships only – 98
- *Increase from 2016 to 2017 for 6 month and annual memberships – 60 during the one month free for annual memberships*

# March Promotion

- March 2017 – Promotion - 3 Personal Trainings and 2 InBody Scans for 12 month memberships
  - 12 Month memberships – 69
- March 2016 – NO PROMOTION
  - 12 Month memberships – 59
- *Increase from 2016 to 2017 for 12 month memberships – 10 during the one-month promotion*

# Revenues

- January increase: \$22,817
- February increase: \$33,986
- March increase: \$9,480
- Grand total of increased revenue: \$66,283



# Membership Totals

- Currently there are 8,166 members which is 17% of the City's population
- April 2016: 5,640 members
- April 2015: 5,827 members
- April 2014: 3,359 members

# Marketing Plan

- Staff is developing a formal marketing plan to outline promotions for a full fiscal year
- Videos, Facebook ads, InMaricopa and Maricopa Monitor



# Future Promotion Ideas

- Summer Stay Cool Membership Seasonal Promotion
  - 3 month membership from Memorial Day to Labor Day discounted 25%
  - \$80 – single
  - \$124 – couple
  - \$147 – family

# Future Promotion Ideas

- Back to School Annual Membership Promotion in August
  - As an incentive to becoming an annual member, anyone who signs up in August or current members who refer a new member will receive a backpack full of awesome Copper Sky swag including a massage session, a training session and Copper Sky back to school swag.

# Future Ideas to Drive Memberships and Promote Programs

- Offer customized incentives
- Membership that has personal training built in
- Membership that has massage built in
- Boost Silver Sneakers memberships by offering a reception/presentation for insurance agents and real estate agents

# Future Ideas to Drive Memberships and Promote Programs

- Offer Copper Sky VIP membership card. Partner with local business to offer discounts on City programs and local restaurants/entertainment
- Hire a contracted sales team for effective marketing and lead generation to boost sales



Questions?

