

# 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

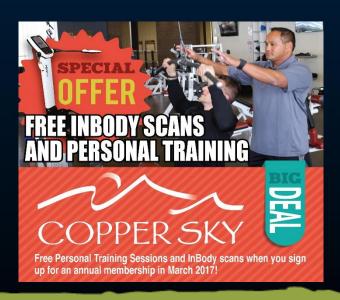


## **Marketing Plan**

- 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?**

