

Case Study: Kennedy Fitness & Wellness

Fitness chain has **grown from 1 facility to 7** in 20 years with the help of advertising with Money Mailer.

Situation:

Kennedy Fitness & Wellness, a medical-based fitness center out of Cherry Hill, New Jersey, wanted to drive customer traffic and expand their business, so they looked to Money Mailer as a direct marketing solution.

Strategy:

The owner worked with the local Money Mailer franchisee to develop an ad that would help Kennedy Fitness communicate that the business is not just a gym, it's a medically-based fitness facility. He did this by introducing the medical advisory board on the front of the ad. The back of the ad was used to generate new members by offering a week of free membership or free training class.

Results:

The owner shared that Money Mailer is the best advertising that he has found and has helped him grow from 1 facility to 7 in the past 20 years. He has tried many advertising solutions over the years but sticks with Money Mailer for the consistently strong results.

Front of ad:



Back of ad:

