

Client: Aspen Hill Tennis & Fitness Club



Client Brief- The client was disappointed with the common marketing response rates of 2% when trying to generate new club members. Typically it would cost the client in excess of \$2,500.00 to get a new member. A creative, measurable marketing campaign was developed to target a smaller core list of potential members and to gain a greater response rate.

Objective: To increase memberships to an exclusive tennis club and to exceed the normal 2% common response rate. A ten percent response rate was the target or 30 new members.

Execution & Strategy: we decided to create a measurable marketing piece that would generate a greater response than the normal 2% responses. We gathered the demographic information about the target audience: targeted area mailed within a 50 mile radius of the club, 50/50 women to men ratio, median age range between 35 to 55 and generally white collar workers - and to people that played tennis.

Overall Results: the mailer generated an incredible 25% response rate, and generated 75 new members, the measurable program cost the club \$52.00 net each, a 2,448.00 savings per member.