

Fitness Club Increases Revenue by 310 Percent and Staff by 200 Percent With Infusionsoft

BACKGROUND

Founded by Birmingham-native Forrest Walden in 2010, Iron Tribe Fitness provides fitness and nutritional information, classes and athletic programs to both children and adults while actively contributing to charities. Since its inception, Iron Tribe Fitness has grown to six locations in metro Birmingham. They have also sold more than 30 franchises throughout several key markets in the southeastern United States.

CHALLENGES

Iron Tribe Fitness lacked a way to effectively manage and nurture the leads they acquired through traditional advertising, referrals and walk-ins. Furthermore, they had no system in place to acquire leads online. They wanted to obtain more quality online leads through automated processes, while better nurturing the leads they acquired through traditional methods.

"We knew we needed to better manage these leads, keep retention high, and engage with prospects and customers more consistently," says Jim Cavale, Vice President of Operations. "To achieve the growth we wanted, we needed to engage with prospects through smart, automated online marketing."

SOLUTION

Infusionsoft was the missing link. By implementing the software, Iron Tribe gained the tools they needed to capitalize on their sales and marketing efforts. Infusionsoft offered simplified and strategic access to data, which saved time and increased revenue. Additionally, implementing one solution across all their locations allowed the team to increase visibility into all business and marketing matters.

"In just one click," says Cavale, "we can push the same content we send via email to social directly from Infusionsoft. This means we reach more prospective clients and increase brand awareness."

RESULTS

"Infusionsoft energized our sales and gave us peace of mind," says Cavale. "The value of this plus our increased revenue are tremendous. Infusionsoft has given us the gift of attaining our full business potential."

With Infusionsoft, Iron Tribe Fitness achieved \$3 million in revenue in 2012, experiencing a 300 percent growth in revenue and 200 percent growth in employees. Additionally, the company exceeded its goal of selling 10 franchises by the end of 2012, and they expect to open more than 20 locations in 2013.

"Before we implemented Infusionsoft, our marketing was very fly-by-the-seat-of-our-pants. Now, we're controlling every step of our sales and marketing processes across all our locations."

– Jim Cavale
Vice President of Operations, Iron Tribe Fitness



FAST FACTS

Company: Iron Tribe Fitness

Owner: Forrest Walden

Employees: 31

Revenue: \$3,000,000

Years in Business: 3

Industry: Fitness

Location: Birmingham, Ala.

Customer Since: April 2011

Website: irontribefitness.com

Key Results:

- Expanded from one location to six within three years
- Increased revenue by 310 percent
- Converted 53 percent of online leads in 2012
- Grew its staff by 200 percent

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