

Fitstyler brings health and fitness to their hottest leads using Swiftpage for ACT! by Sage

Company

[Fitstyler](#) provides Bootcamp or group fitness style training with benefits ranging from weight loss, increased cardio fitness, increased strength, more energy, improved posture and injury prevention. We make it easy to look good and feel great, just by showing individuals simple changes they can make in diet and exercise. Our mission is to become as synonymous with outdoor fitness training and people's health as the iPod is to the MP3 player. We strive to have a positive influence on the current rates of Obesity and Diabetes through changing people's belief systems that exercise and good health is achievable.

Problem

We wanted to find an email service provider that would minimize the number of applications we were using for our marketing needs and that would give us greater control over our customer management system, ACT! by Sage. The other criteria we were looking for included an easy-to-use newsletter distribution system, a reporting tool to show detailed analytics and the ability to create a hot list of our most interested prospects.

Solution

Swiftpage seemed to be the perfect fit. Because of its full integration into ACT! by Sage we were able to better manage and follow up with our prospects as needed as well as extend our clientele base. The Forward to a Friend tool has become one of the effective ways we have reached out to new people that have indicated an interest in health and fitness.

Results

Our newsletter distribution has allowed us to continue to be on people's radars concerning health and exercise. Through Swiftpage's reporting tools we are able to target email recipients depending on their interactions with our newsletters. Ultimately, Swiftpage has allowed us to keep in contact with potential clients and monitor their interest which has lead to a 12% increase in sales specifically through targeting those people generated by our customized hot lists.

To learn more about Fitstyler, visit <http://www.fitstyler.com.au>.