

# Lead nurturing and trial conversion

Automatically nurtures fitness leads through personalized communication sequences and converts trial members into paying memberships using behavioral triggers and targeted offers.

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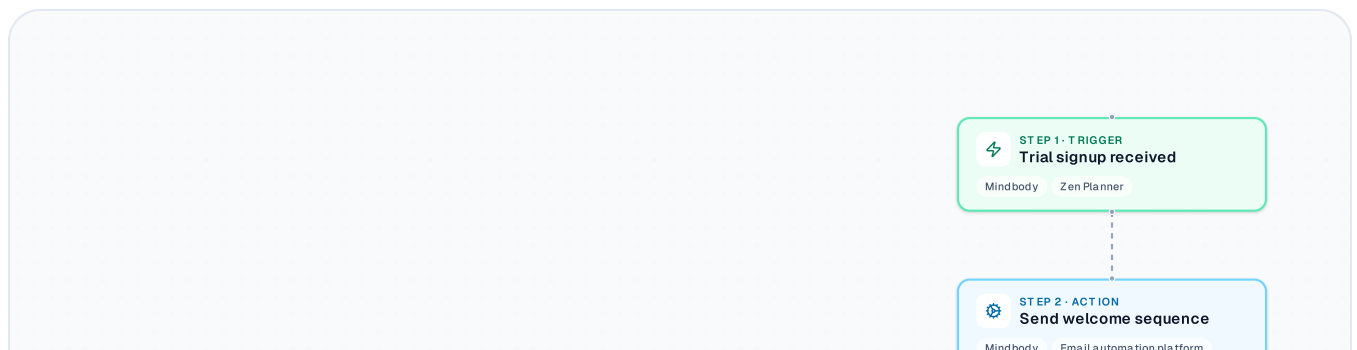


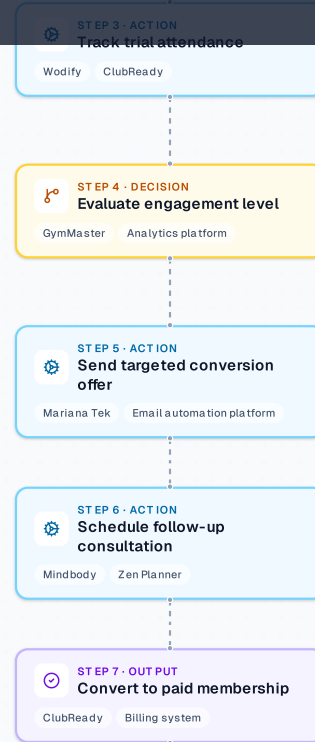
## WORKFLOW TRIGGER

New lead signs up for trial membership or free class pass through website or app

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

## Trial signup received

A potential member completes trial membership registration or books their first free class. Lead information is captured in the gym management system.

Mindbody

Zen Planner

2

 ACTION

## Send welcome sequence

Automatically sends personalized welcome email with trial details, facility tour invitation, and preparation tips for their first visit.

Mindbody

Email automation platform

3

 ACTION

## Track trial attendance

Monitors check-ins, class participation, and engagement levels during the trial period. Records behavioral data for personalization.

Wodify

ClubReady

4

 DECISION

## Evaluate engagement level

Analyzes trial member's attendance frequency and class participation to determine their engagement level. Routes to appropriate nurturing path based on activity.

GymMaster

Analytics platform

5

### Send targeted conversion offer

Delivers personalized membership offers based on engagement level - premium discounts for highly engaged leads, extended trials for moderately engaged ones.

Mariana Tek

Email automation platform

6

⚙️ ACTION

### Schedule follow-up consultation

Automatically books personal trainer consultation or membership advisor meeting for interested leads who engage with conversion offers.

Mindbody

Zen Planner

7

🎯 OUTPUT

### Convert to paid membership

Processes membership signup and billing setup for converted leads. Updates member status and triggers onboarding sequence for new paying members.

ClubReady

Billing system



## AI Business OS

### Outputs

- Converted paid memberships
- Scheduled consultation appointments
- Updated lead engagement scores



### Key Metrics

- Trial to paid conversion rate
- Average days to conversion
- Revenue per converted lead



### Tools & Integrations

- Mindbody
- Zen Planner
- Wodify
- ClubReady
- GymMaster
- Mariana Tek
- Email automation platform
- Analytics platform
- Billing system

## AI Business OS

## AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

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