

## Case Study:

# Iron Tribe Fitness

Lakeway, TX



Iron Tribe Fitness was founded on the idea of using team based, group workouts to create fitness communities that change lives. For the Lakeway, TX location, text messaging was the most effective form of communication for reaching members & prospects, while adding that one-to-one interaction their clientele was craving. However, instead of texting from their personal numbers, they wanted to have one central location where their team could communicate with their clients & prospects regularly. After learning that Zipwhip integrates with their lead generation tool, Loud Rumor, they implemented Zipwhip's Enterprise class texting package into their daily work flows and saw how Zipwhip texting saves time and helps convert leads to members faster than ever.

## Challenges

Before using Zipwhip, the club manager Molly Atherton and the rest of her staff were using their personal phone numbers to text their clients. But now that their existing landline number is textable, clients can text their branded gym number using Zipwhip's platform. This helps streamline communication directly to prospects & current clients' cell phones, which has shown a huge increase in quick response rates -- most of which are same-day responses.

**“Texting is quick and easy. I am very pleased with Zipwhip and the support we have received is wonderful. The simplicity of the software makes it incredibly user-friendly and very effective in communicating with our clients and prospects.”**

– Molly Atherton  
Club Manager, Iron Tribe Fitness  
Lakeway, TX

## Results

The Lakeway location is seeing great results in getting same day responses when reaching out to leads using Zipwhip. They utilize features like Keywords to easily set and confirm appointments, while also providing directions to the gym in a matter of seconds. Lakeway staff are also using the Scheduled Text feature for leads that wish to be followed up at a later date. When reaching out to multiple members or a specific training group, they can quickly notify the entire class with a blind carbon copied Group Text.

Having the ability to attach images to texts has also been useful for both the gym and it's clients. Sending pictures of schedules to clients allows them to easily access the information. Pictures of nutrition guides also makes it easy for clients to follow their specific diet plan from their phone.

Using Zipwhip, the Lakeway staff are driving prospects through their doors, while saving the time spent on making phone calls and sending emails. Getting in direct contact with customers and securing that same day response via text has never been easier.



Zipwhip lets businesses add texting to their existing landline, VoIP, and toll free numbers so customers can choose to text or call. Our software makes it easy to handle text message conversations at scale.

Zipwhip for Fitness  
Text or Call  
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