

Mastering Marketing Automation for Fitness Clubs

Instructor: Alan Leach – CEO & Director of Sales & Marketing, West Wood Clubs (Dublin)

1. Welcome and Course Overview

What You'll Learn

- Why automation is essential for fitness business growth in 2025 and beyond
- How to design profitable CRM and automation systems for your club
- Ways to streamline lead follow-up through automated emails, texts, and calls
- How to track online behavior, engagement, and campaign performance
- Website optimization strategies that convert visitors into qualified leads

Course Description

This course explores how marketing automation can transform your health club's marketing performance. Led by Alan Leach, CEO of West Wood Clubs, this session dives into real-world automation tools, workflows, and strategies that save time and increase profitability. You'll learn how to connect CRM systems, automate campaigns, use web intelligence to understand prospects, and optimize your website for conversions. Discover the systems behind one of Europe's most successful fitness brands and learn how to bring that efficiency and impact to your own business.

2. Meet Your Instructor



Alan Leach is one of the fitness industry's foremost experts on sales and marketing strategy. As CEO of West Wood Clubs, he has implemented data-driven automation systems that dramatically increase lead generation, improve conversion rates, and drive consistent profitability. With decades of experience in CRM, campaign automation, and marketing technology, Alan teaches operators how to modernize their marketing systems and harness automation to save time, boost efficiency, and grow revenue.

3. Key Terms You Need to Know

CRM (Customer Relationship Management): A system for tracking leads, members, and sales interactions to improve engagement and retention.

Marketing Automation: Software that automates repetitive marketing tasks like emails, SMS, and follow-ups.

Lead Scoring: Ranking prospects based on engagement, behaviors, or likelihood to convert.

Campaign Automation: A set of rules or workflows triggered by user actions that send communications automatically.

Web Intelligence: Tools that track visitor behavior on your website and connect data back to your CRM.

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4. Course Roadmap

Module No.	Title	Duration
1	Why Automate? The Explosion of Marketing Technology	~8 min
2	Understanding Marketing Automation Tools	~13 min
3	Email Marketing: Automation's Workhorse	~9 min
4	SMS & Text Marketing: The Unsaturated Channel	~5 min
5	Closing the Loop: Telephone Integration	~4 min
6	Web Intelligence: Knowing What Your Leads Do Online	~8 min
7	Website Optimization & Conversion Strategy	~7 min
8	Conversion Optimization	~5 min

5. Module Deep Dives

Module 1: Why Automate? The Explosion of Marketing Technology

Overview: Explore how the rise of marketing technology has reshaped the fitness industry and why automation is now essential.

Key Concepts:

- Marketing must always deliver value to a target audience at a profit.
- The marketing technology landscape has exploded, creating both opportunity and complexity.
- A customized CRM system can be your club's most profitable marketing asset.

Action Exercise: Identify three manual marketing tasks your club currently performs that could be automated.

Module 2: Understanding Marketing Automation Tools

Overview: Learn how CRM systems and automation platforms connect to streamline lead management and communications.

Key Concepts:

- Marketing automation enhances sales performance by ensuring no lead is missed.
- CRM systems store and organize all data to support personalized outreach.
- Automation triggers can send emails, texts, and reminders based on lead behavior.

Action Exercise: Map out your lead journey from website form to follow-up and highlight where automation could save time.

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5. Module Deep Dives Continued

Module 3: Email Marketing: Automation's Workhorse

Overview: Understand how to create impactful, automated email workflows that nurture leads and improve conversions.

Key Concepts:

- Simple, text-style personalized emails outperform overly designed templates.
- Pre-written workflows keep leads engaged automatically through timed communications.
- High-performing subject lines and clean databases drive open and click rates.

Action Exercise: Write one personalized auto-response email that sounds natural and value-focused.

Module 4: SMS & Text Marketing: The Unsaturated Channel

Overview: Discover how SMS automation cuts through noise and reaches members instantly.

Key Concepts:

- SMS remains powerful due to minimal saturation compared to email.
- Automated text messaging allows quick, personalized communication through integrations like Twilio.
- Combining text and email outreach maximizes engagement across channels.

Action Exercise: Draft a short follow-up SMS to re-engage leads who haven't booked a tour.

Module 5: Closing the Loop: Telephone Integration

Overview: Learn how integrating telephony systems with your CRM improves follow-up efficiency.

Key Concepts:

- Sales teams can make and track calls directly from the CRM platform.
- Pre-recorded "voice drop" messages save time and ensure consistent outreach.
- Call tracking and reporting provide visibility into sales performance.

Action Exercise: Identify one step in your sales follow-up process that could be streamlined with telephony integration.

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5. Module Deep Dives Continued

Module 6: Web Intelligence: Knowing What Your Leads Do Online

Overview: Explore how website tracking and analytics reveal what your prospects care about most.

Key Concepts:

- Web intelligence tools show which pages leads visit and for how long.
- Browsing data helps personalize outreach and improve closing rates.
- Owning your data eliminates dependence on third-party platforms.

Action Exercise: Review your website analytics and identify the top three pages leads visit before joining.

Module 7: Website Optimization & Conversion Strategy

Overview: Learn how to design a high-performing website that converts visitors into qualified leads.

Key Concepts:

- A simple, clear website structure is essential for conversions and SEO.
- Visitors decide within seconds whether to stay or leave—make your offer obvious.
- Visual hierarchy and usability rules like the F-pattern guide user attention.

Action Exercise: Audit your homepage and ensure your main call-to-action appears within the first screen view.

Module 8: Conversion Optimization

Overview: Apply everything learned to maximize your website and automation systems for measurable growth.

Key Concepts:

- Every page should lead toward your main goal, such as a trial or consultation.
- Dynamic offers and countdowns create urgency and boost response rates.
- Focused landing pages convert at higher rates than general homepages.

Action Exercise: Create or refine a landing page designed around a single conversion goal.

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6. Cheat Sheet / Quick-Reference Guide

Top Strategies:

- Automate lead follow-up across email, SMS, and phone.
- Use CRM data to personalize every touchpoint.
- Monitor engagement metrics to refine campaigns continuously.
- Simplify your website navigation to drive conversions.

Common Mistakes to Avoid:

- Overcomplicating automation before mastering the basics.
- Sending impersonal or generic messages.
- Neglecting to test and update automation workflows regularly.

Key Metrics to Track:

- New leads generated per month
- Email open and click-through rates
- SMS engagement rates
- Website conversion rate

7. Exercises & Practices

Automation Audit:

Goal: Identify opportunities to automate current manual marketing tasks.

Instructions: List three recurring actions your team handles manually and outline how automation could replace or enhance them.

Email Workflow Builder:

Goal: Design a simple three-step email automation sequence.

Instructions: Draft an autoresponder, a reminder, and a follow-up email tailored to your leads.

Website Conversion Challenge:

Goal: Optimize your homepage for conversion.

Instructions: Update your homepage with a clear offer, simplified copy, and a strong call-to-action above the fold.

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8. Next Steps

Congratulations! You've completed Mastering Marketing Automation for Fitness Clubs.

Move forward by:

- Automating your club's lead generation and follow-up systems
- Tracking and analyzing engagement data weekly
- Continuously testing new workflows to improve efficiency
- Building a marketing culture that prioritizes data, speed, and personalization