

Nuffield Health gets fit for the future using digital marketing

About Nuffield Health

Nuffield Health is one of the UK's leading Health and Fitness groups. They have been caring for the public for over 50 years, through the development of gyms, hospitals and health centres. Currently Nuffield Health has over 200 facilities across the UK including; Gymsnasiums, Private Hospitals, Health Clinics and Diagnostic Units.

Business Challenge

Nuffield Health has always been a progressive organisation when it comes to marketing. Historically they grew their business through traditional marketing channels but one of their key challenges was that they had no way of measuring each campaign's success. Nuffield's ambition was to broaden their marketing reach and they brought two specific business challenges to CustomerMinds;

- 1 Maximise the use of traditional and digital marketing channels to reach a wider and increasingly diverse audience, while monitoring the effectiveness of each campaign on a daily basis.
- 2 To measure lead generations (new member acquisition) using SMS as the call to action or response mechanism.

The Solution

Nuffield Health required a solution that would enable them to manage their leads more efficiently but also allow them to leverage a whole host of digital and traditional marketing channels to reach an increasingly diverse audience.

In order to start broadening their reach, Nuffield ran a series of traditional advertising campaigns using print media and outdoor advertising – they even ran the promotion on the side of black cabs in London. Every advert invited the consumer to text their postcode and their email address to a short code number but they also had to include a keyword that was specific to that advertisement.

The use of these keywords provided Nuffield Health with a valuable insight into how each of the traditional marketing channels was performing. By using the W50 Enterprise, the Nuffield Health marketing team had far greater visibility of the performance of their campaigns from day to day. This allowed them to monitor the success of each advertising medium in real time and increase or decrease spending on that channel in the future.

So how did the campaign mechanic work in practice? The CustomerMinds Platform recognises the postcode and matches it to a gym in the prospect's vicinity. An automated email is then sent out to the prospect informing them of the location of their local Nuffield Gym and notification is sent to the manager of that gym so they can pop the Free Day Pass in the post for delivery the following day. Simple as that!



Nuffield
Health

Customer Facts

Location: United Kingdom

Industry: Health and Fitness

Key Challenges: Use digital marketing to communicate more effectively with existing customers and to develop new business.

Results:

11,000

new member enquiries generated by SMS

CustomerMinds product used: Which50 Enterprise



“
In such a crowded marketplace, it's important that we differentiate ourselves, both in terms of providing more than just a gym, but also by demonstrating that we understand the best way to communicate with customers, who all have different needs and requirements
”

Jane Bell

Customer Relationship Marketing Manager

Tactic Tip 1 Use Inbound Text to measure campaign success

Tracking marketing spend is a big issue for organisations of all sizes. The CustomerMinds Platform enables you to identify Which50% of your marketing is really working. This can be done in a variety of ways but we are big fans of using **inbound text campaigns as a great response channel** - it is low cost, easy to implement and pretty much everyone on the planet has a mobile phone in their pocket!

Based on the number of inbound SMS responses you receive it is possible for your organisation to determine which advertisements to continue and which to cease. This is invaluable for companies who are looking to tighten the purse strings and allocate their resources more effectively.

Tactic Tip 2 Broaden your Reach through the use of multiple marketing channels

Managing leads is a critical task for a business of any size. In the absence of a quality process around lead management, potentially lucrative leads may slip through your fingers.

In this digital age leads are probably coming at you from all angles – from your website and through Social Media, via Email and SMS. We should also not forget that many people will still respond to more traditional marketing and advertising approaches. To manage these leads effectively you need to store your customer information in a centralised database.

Having a cloud database through W50 will enable your business to adopt a pleasantly “hands-off” approach to data management and storage.

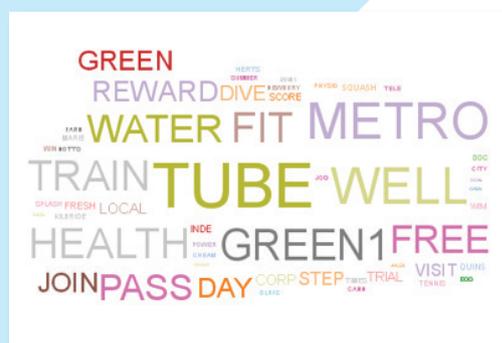
When a prospect responds to your campaigns by email, SMS, social or any other method, the data received will automatically be populated into your database hosted within our platform and your sales team can then get to work to convert these high quality leads.

The Results

The changes Nuffield Health made to their marketing campaigns garnered instant results. The W50 platform gathered over 11,000 new member enquiries by enabling them to reach a far more diverse audience.

Using CustomerMinds reduced Nuffields marketing costs by enabling them to focus on the campaigns that were working and to stop any that weren't; this led to a substantial increase in ROI for advertising.

An added benefit of W50 is that any unconverted leads gathered through the campaign can be kept warm and a sales dialogue can be reopened in the future as your sales team see fit.



Which50 Ticks & Takeaways

- ✓ Use inbound SMS campaigns to identify Which 50% of your ad budget is really working
- ✓ Focus on building a centralised database with high quality information about your leads and prospects
 - leverage this data for effective targeting and communication