

## What Satisfied SuddenValues Customers Have to Say About Our Service

“I want to see my clients succeed, and personally I’d rather be in the gym training them than hanging posters any day!”

-Justin Garvey, Owner/Operator, Fitness Together



Type of Business: Gym

Located: Newburyport, MA

## CUSTOMER PROFILE: Fitness Together

### Challenge

Fitness Together is a one on one gym whose goal is to help people work on very specific goals. Their biggest challenge has always been in growing their ‘qualified client’ base. As a general rule the gym isn’t looking for people who just want to pay for a gym membership. They want people who will actually show up and work their personalized plan.

### Solution

The segment of people who owner Justin Garvey wanted to reach, was a perfect fit for SuddenValues. People who use SuddenValues generally have disposable income and care about their quality of life. The game plan their SuddenValues Dealer drew up included cross promotion on the SuddenValues website and most importantly- email updates to stay in front of their customers.

### Results

Have been very positive with online views and prints of their offers rising.

### The Experience

“People are so funny in that they procrastinate for months, sometimes years before they decide to start working out. Then after an initial gun hoe push, the average person can completely ‘fall off the face of the earth’ if you don’t continue to motivate them. SuddenValues helps us stay in touch with our customers every week, and that is priceless to me. I want to see my clients succeed, and personally I’d rather be in the gym training than hanging posters any day!”

-Justin Garvey, Fitness Together

U.S. spending on online local advertising grew 26% in 2005, reaching \$3.2 billion and is expected to reach \$5.3 billion by 2010.

-Jupiter Research Company

## TARGET MARKETING...REAL RESULTS!