MEMBER GROWTH & RETENTION STRATEGY

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OVERVIEW

BACKGROUND

FitWell+ is a subscription-based digital wellness platform offering on-demand workouts, personalized coaching, and exclusive discounts on wellness products.

Key Challenge:

The company experienced stagnant growth in memberships and a high churn rate among new sign-ups, leading to declining retention metrics.

Core Insights:

- 45% of trial users did not convert to paid memberships
- 60% of canceled members left within the first 60 days
- Only 25% of members engaged with personalized coaching features

Goal:

Develop a strategic marketing and engagement plan to drive growth and improve member retention

PROBLEM STATEMENT

Key Business Challenges:
- Low trial-to-paid conversion rates
- High early-stage churn among new members
- Underutilization of premium membership benefits

Root Causes:
- Lack of engagement during onboarding → Members were not guided through platform benefits effectively.
- No personalized experience → One-size-fits-all approach failed to resonate with different audience segments.
- Limited brand differentiation → Competitor brands with similar offerings created retention struggles.

Mission:
- Develop a strategy to address these pain points and drive long-term membership growth.

MARKET ET COMPETITOR ANALYSIS

Key Industry Insights

- Digital fitness subscriptions grew by 80% post-pandemic
- Churn rate among fitness app users is 50% within 3 months
- Bundled perks & personalization drive retention
- Consumers now expect hybrid fitness experiences, blending digital access with in-person options.

Competitor Insights

- Peloton Digital – High engagement but premium pricing creates barriers
- Calm – Strong retention due to gamified progress tracking
- Apple Fitness+ – Deep integration with Apple devices improves accessibility, but lacks robust community-driven engagement features.

Opportunities

- Leverage behavior-driven personalization and exclusive brand partnerships to increase engagement and customer loyalty.
- Implement AI-driven content recommendations based on user habits to improve retention.
- Build a community-driven experience by integrating social challenges and peer accountability.

STRATEGIC APPROACH

Project Management Framework

- Agile Sprint Planning – Iterative updates to marketing & onboarding
- Stakeholder Collaboration – Marketing, product, and UX teams aligned on key initiatives
- KPI-Based Tracking – Weekly adjustments to optimize growth efforts

Product Marketing Focus Areas

1. Optimized Pricing Model – Lower-cost first-month offer for increased trial sign-ups
2. Enhanced Onboarding Flow – Personalized member journey with interactive guides
3. Retention-Focused Content – Weekly health & wellness challenges to sustain engagement
4. Exclusive Member Perks – Partnerships with leading brands offering discounts

MEMBERSHIP GROWTH ᴇᴛ STRATEGY EXECUTION

Research ᴇᴛ Testing (Month 1-2)

- Conducted user surveys & focus groups to refine engagement strategy
- Partnered with UX team to refine sign-up flow
- A/B tested landing pages and onboarding emails
- Analyzed past churn data to identify drop-off points

Full Campaign Launch (Month 3-5)

- Referral program introduced – Members who referred a friend received a discount
- Social retargeting ads – Focused on re-engaging trial users who abandoned sign-upsCreated a custom landing page with A/B testing variations.
- Ran retargeting ads for users who abandoned sign-ups.

Optimization ᴇᴛIteration (Month 6+)

- Member usage tracking to refine future engagement strategies
- Gamification rollout – Points-based incentives for completed workouts
- Personalized email campaigns based on user behavior
- Expanded referral incentives to reward long-term members

RESULTS ⊏ᴛ PERFORMANCE METRICS

Key Outcomes

New Sign-Ups:
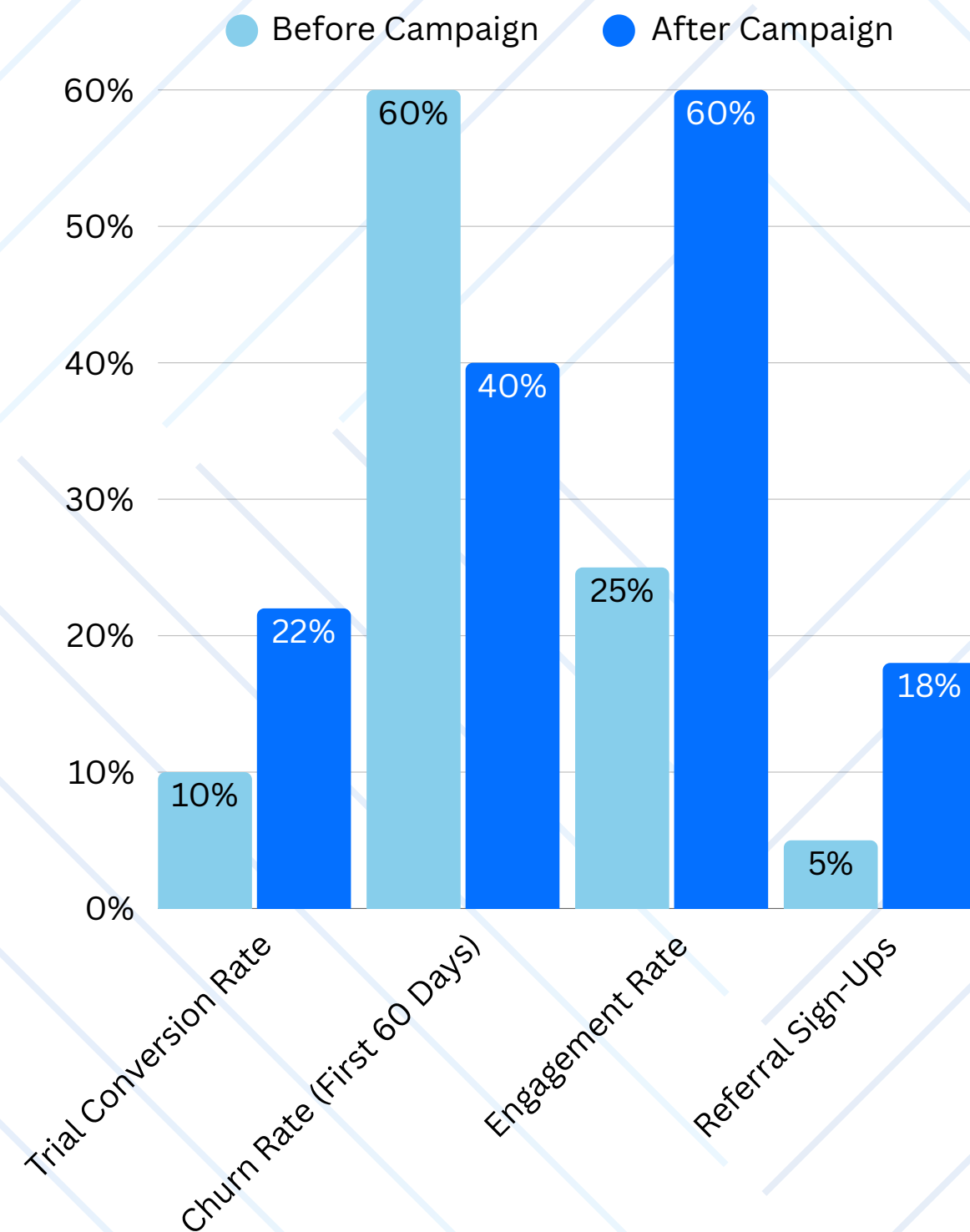+42% (Exceeded 30% goal)

Churn Reduction:
-20% (Reduced beyond target)

Engagement Increase:
+60% of new members completed onboarding

Referral Impact:
18% of new members came from word-of-mouth

MEMBERSHIP FUNNEL: GROWTH ଗ ENGAGEMENT

Visualizing the User Journey from Trial to Referral

: ◆ Trial Users ➝ 1,000 Users

◆ Paid Members ➝ 500 Users

◆ Engaged Members ➝ 300 Users

◆ Referral Sign-Ups ➝ 180 Users

Metric	Before Campaign	After Campaign	Improvement
Trial Conversion Rate	10%	22%	+12%
Churn Rate (First 60 Days)	60%	40%	-20%
Engagement Rate	25%	60%	+35%
Referral Sign-Ups	5%	18%	+13%
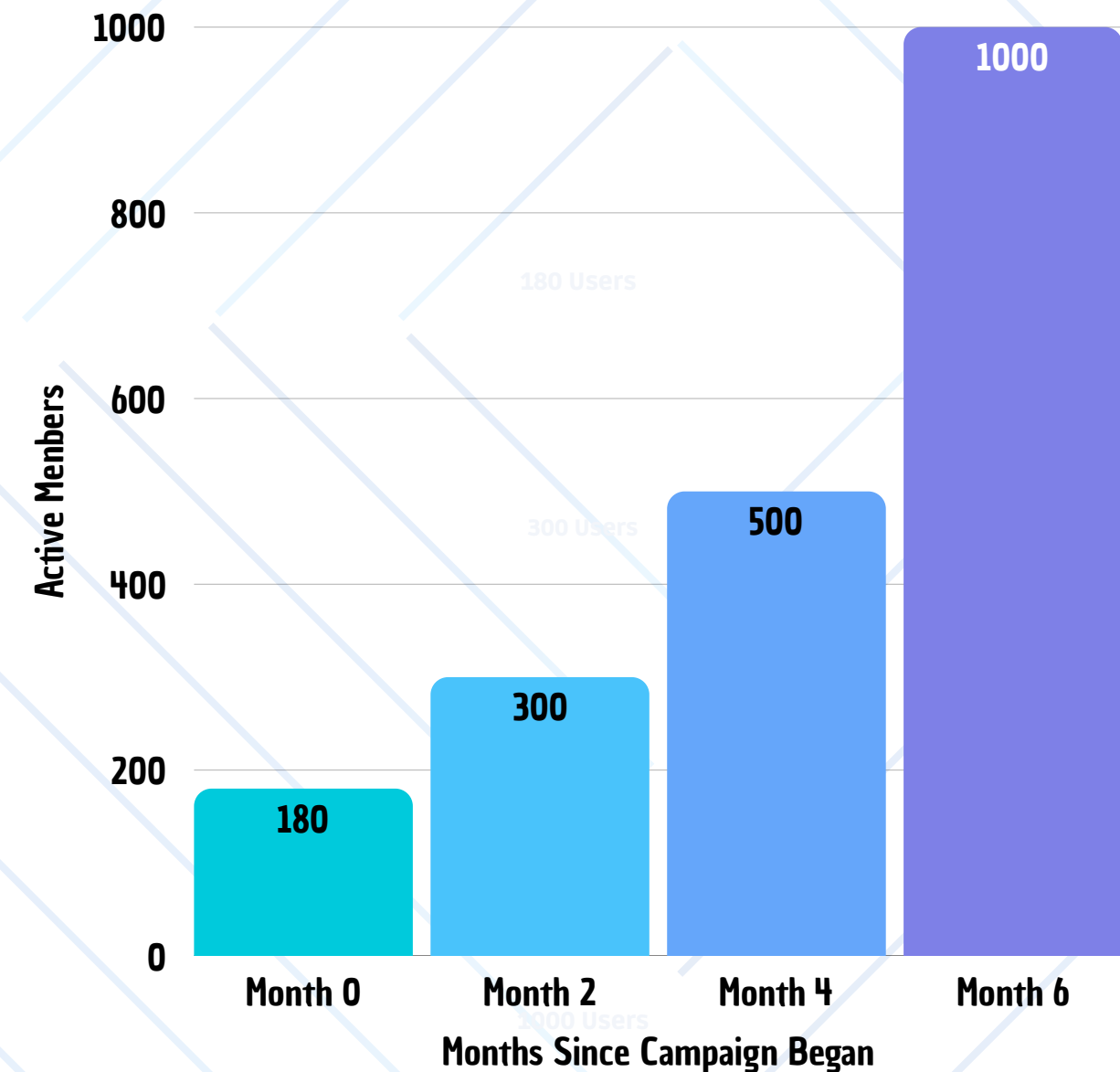
This funnel illustrates the progression of users through our membership lifecycle, from initial trial sign-ups to engaged members who actively refer new users.

KEY INSIGHTS *ᴇᴛ TAKEAWAYS

Strong Trial Acquisition:
  1,000 users entered the trial phase.

Conversion Improvement:
  50% of trial users converted to paid memberships.

Engagement Optimization:
  60% of paying members actively use the platform.

Referral Success:
  18% of engaged members referred at least one new user.

💡 Key Learning: Personalization and onboarding enhancements boosted conversion & retention rates.

KEY INSIGHTS *ᴇᴛ TAKEAWAYS

Top Lessons from the Project:

✔️ Personalization increased user engagement
✔️ Behavior-driven onboarding boosted retention
✔️ Agile project management enabled quick pivots & optimizations

📍 Future Recommendations:
1️⃣ Expand exclusive brand partnerships for additional member perks
2️⃣ Launch a community engagement feature to sustain long-term retention
3️⃣ Further enhance AI-driven personalization for better user experiences

💡 Key Learning: Personalization and onboarding enhancements boosted conversion & retention rates.

CONCLUSION

Why This Case Study Matters

- Demonstrates strong project management execution in an agile environment

- Proves ability to drive revenue growth in membership-based businesses

- Showcases expertise in product marketing & retention strategies

Interested in learning more? Let's discuss how I can bring these results to your team!

Fitwell + Laboratories

THANK YOU