

# Communicate

...the right message to the right person at the right time

## Do you need to:

- **Recruit and retain more customers?**
- **Encourage your members to buy and do more?**
- **Create marketing campaigns that deliver real results?**
- **Run all your communications from one place?**

Communicate is a sophisticated software solution which enables you to communicate with your members more effectively than ever before. So, whether you want to send highly targeted email messages to a select group of customers or to print a personalised information booklet for everyone on the database, Communicate can help.



## Key benefits:

- Communicate uses information extracted straight from your database so it's always accurate and up to date
- It's totally flexible - choose exactly the right words and images for each member group
- You can deliver multichannel marketing campaigns quickly and easily
- Campaign statistics are available at a glance so you can always check your results
- Save time and money by creating regular automated campaigns linked to your member journey

## FAQs:

### *How does it work?*

Communicate works with data from your existing customer database – either live (pulling names and addresses directly from the database as and when you need them) or by using extracted lists. You can then use that information to segment your customers into groups – based on gender, age range, membership category, purchase patterns or visit history, for example. Each of the groups can receive different messages at different times. So, if you want to encourage your female 60+ members who haven't swum for a year to get back in the pool, you can create a message just for them.

### *Can I use different words and images?*

Yes, Communicate is fully flexible and it doesn't matter how large or small the target group is, you can use exactly the right words and images to appeal to each member. If you want different images for men and women, different colours for different age groups or different special offers depending on how often people visit we can help you build all of that into your campaign.

### *Can it be used to send email, SMS and letters?*

Communicate is a multichannel system incorporating email, text messaging, digital print and outbound calling so you can specify how to send each message. A message about direct debits might be better contained in a letter, while an induction session reminder could be sent out by text, for example.

You can also choose what to do if the messages don't get through, so if you've set up an email campaign but some of the addresses are missing then just tick a box to send a letter instead. If texts aren't getting through then opt to create a telephone list so your team can make phone calls to customers' landlines instead. The system links to the relevant fulfilment services – whether that's Campaign Monitor for emails or a specialist variable print company for letters and leaflets.

#### *How do I know what's worked?*

You can check and analyse your results quickly and easily within Communicate so you can see who's clicked on links in your email newsletter, whether more men than women have taken up a gym offer and so on. We can also produce detailed ROI reports for big campaigns so you can measure the return on investment.

#### *Is it only for the marketing team?*

Anyone who needs to send communications to customers can use the system. Communicate is used regularly and very successfully by finance and administration teams as well as sales and marketing.

#### *What if my customer database is inaccurate?*

Communicate takes information from your database so you need to make sure your data is accurate and up-to-date before you start. Don't worry if your database needs cleaning, we're experts in data and we can sort it out for you – either as a one-off exercise or by installing another piece of software that works in the background to check your member details and advise you of any errors. Just check out Validate on the Cascade3d website or ask us for details.



#### *How do I get started?*

We provide face to face training at a venue of your choice to help you set up and get the best out of the system. We also run a series of seminars and workshops across the UK each year to share new ideas. Further training to meet your specific needs is always available.

#### *I haven't got much time to create lots of new messages...*

We'll show you how to set up a series of regular messages that can run without a lot of input from you. Things like an automated welcome email shortly after joining or a personalised birthday greeting (or even special offers to encourage casual users to become members) can all be set up in advance, you don't need to create new ones each time.

#### *We don't have an in-house marketing team - can you run campaigns for me?*

Yes, we would love to help. We have copywriters and designers with lots of experience in the health, fitness and leisure markets available to create engaging campaigns for you. We can also create a member journey for you and even run the system on your behalf – you just need to sit back and check the results.

#### *Can we use Communicate without installing it on our server?*

For the best results, we recommend that Communicate is installed onto your server but it can also be run as a standalone system – just speak to our technical team to find out more 0844 7365227 (Option 1).

#### *How much does Communicate cost?*

There is an initial set up charge which includes installation and training plus an annual license fee. Any member of your team can use the system once it's installed. Please contact us for the current licencing and payment options to suit your needs.

To find out more, please email [contact-us@cascade3d.com](mailto:contact-us@cascade3d.com) or call 0844 7365227 (Option 2). We look forward to hearing from you soon.