PEAK PERFORMANCE FITNESS

Business Scenario

Peak Performance Fitness is a local fitness studio that attracts most new prospects through Instagram posts and word-of-mouth referrals.

Interested prospects typically visit the website before deciding whether to attend a trial class.

The studio's goal is to increase membership sign-ups.

Where the Journey Breaks

Discovery

Instagram generates awareness, but the studio has little visibility in local search results such as "gym near me" or "fitness classes in Phoenix.".

First Impression

The website lists class schedules and pricing but does not clearly communicate who the studio is designed for or how it differs from other gyms.

Lead Capture

Visitors must call the studio to schedule a trial class. There is no simple online option to express interest.

Lead Nurturing

After attending a trial class, there is no structured follow-up communication.

Conversion

Testimonials are limited and membership options are unclear.

Key Insights

1. The most significant breakdown occurs between First Impression and Lead Capture.
2. Visitors can learn about the studio but have no simple way to take the next step, which means many interested prospects leave the website without becoming leads.

Priority Improvements

A few focused changes could significantly strengthen the customer journey:

- clarify the homepage value proposition
- introduce an online trial class signup
- implement a short email follow-up sequence

These improvements help convert interest into identifiable prospects and eventually into new members.

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