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How to Use Inbound Marketing for Gyms and Fitness Clubs



In today's digital world, inbound marketing is the most effective way to attract new members to your gym or fitness center. Traditional marketing and advertising are intrusive, interrupting a person's

activity, either on television, radio, or the internet. Using ad blockers, spam filters, and call blocking apps, consumers are actively working to avoid aggressive marketing methods. Inbound marketing works because it attracts those who are actually interested in what you have to offer, rather than trying to convince a cold prospect why they need you or your services.

[Read more on our blog here:](#)

An Outsourced CEO, Jim Thomas is the founder and president of Fitness Management USA Inc., a management consulting, turnaround and brokerage firm specializing in the gym and sports industry. With more than 25 years of experience owning, operating and managing clubs of all sizes, Thomas lectures and delivers seminars, webinars and workshops across the globe on the practical skills required to successfully to overcome obscurity, improve sales, build teamwork and market fitness programs and products. In addition, his company will buy gym equipment from gyms liquidating or closing. Visit his Web site at: www.fmconsulting.net or www.jimthomasondemand.com.



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