



CONAN
FITNESS

case study

conan fitness

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WELCOME TO CONAN FITNESS

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- DIET TIPS
- FITNESS ADVICE
- RECIPE IDEAS
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SPECIAL OFFER

VENUE LOCATIONS

MEMBER SUCCESS STORIES



MRS JANE SMITH

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7 reasons why people choose Conan Fitness:

1. Results are guaranteed
2. Fantastic Service
3. Highly Qualified Personal Trainers
4. Team Motivation - You train with people just like you
5. Ongoing Nutrition and Training Education
6. Varying outdoor locations with magnificent scenery
7. Very affordable Packages to suit everyone

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SERVICES OVERVIEW

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“The CMS software used for this website allows Conan Fitness to easily edit, manage and publish online content, without having to call in a website developer.”

With the benefits of group motivation and a team-oriented focus, Conan Fitness run group training sessions much like a bootcamp, but without the “drill-sergeant” feel. Offering some of the most effective training methods from around the globe, Conan Fitness offers Personal Training services at Group Training prices.

When Conan Fitness started out, all their clients were given a diary in which to record their fitness and weight loss progress. As membership grew it became harder to keep track of all this information, and only one person (either trainer or client) could access it at a time.

Indepth Creative sought a solution that would benefit both Conan Fitness and their clients, with the ultimate aim of building up the client base.

Designing a client relationship Content Management System online simplified Conan’s diary system, allowing both client and trainer easy online access. Now able to track client’s progress online through an interactive website, Conan’s quality of customer service greatly improved.

The CMS software used for this website allows Conan Fitness to easily edit, manage and publish online content, including newsletters, news and events and session times, without having to call in a website developer.

A members’ only area of the website offers further incentive to join Conan Fitness, with exclusive online content such as research articles, recipes and special deals, all of which can be updated when required by Conan Fitness. A customised newsletter service allows the company to send different newsletters to different clients, depending on their preferences.

With the help of Indepth Creative, Conan Fitness has transformed their diary fitness tracking scheme into any easily accessible and self-managed online system. Easy back end CMS software ensures the website and therefore the clients can always be kept up to date, providing a more efficient and client friendly operation.