


Blink Fitness Creative Brief

Member Email

Subject Line:

 Ring the Fitness Alarm! We're Turning Up the Heat on Our New Year's Goals!

Email Body:

It's time to check in! We appreciate you and we're here as your feel-good fitness partner. Jumpstart your New Year's resolution today by downloading our mobile app to find new workouts at home or in the gym. We've added nutrition guides, workout menu cards, and more. Stop by your nearest Blink today!

Lead Email

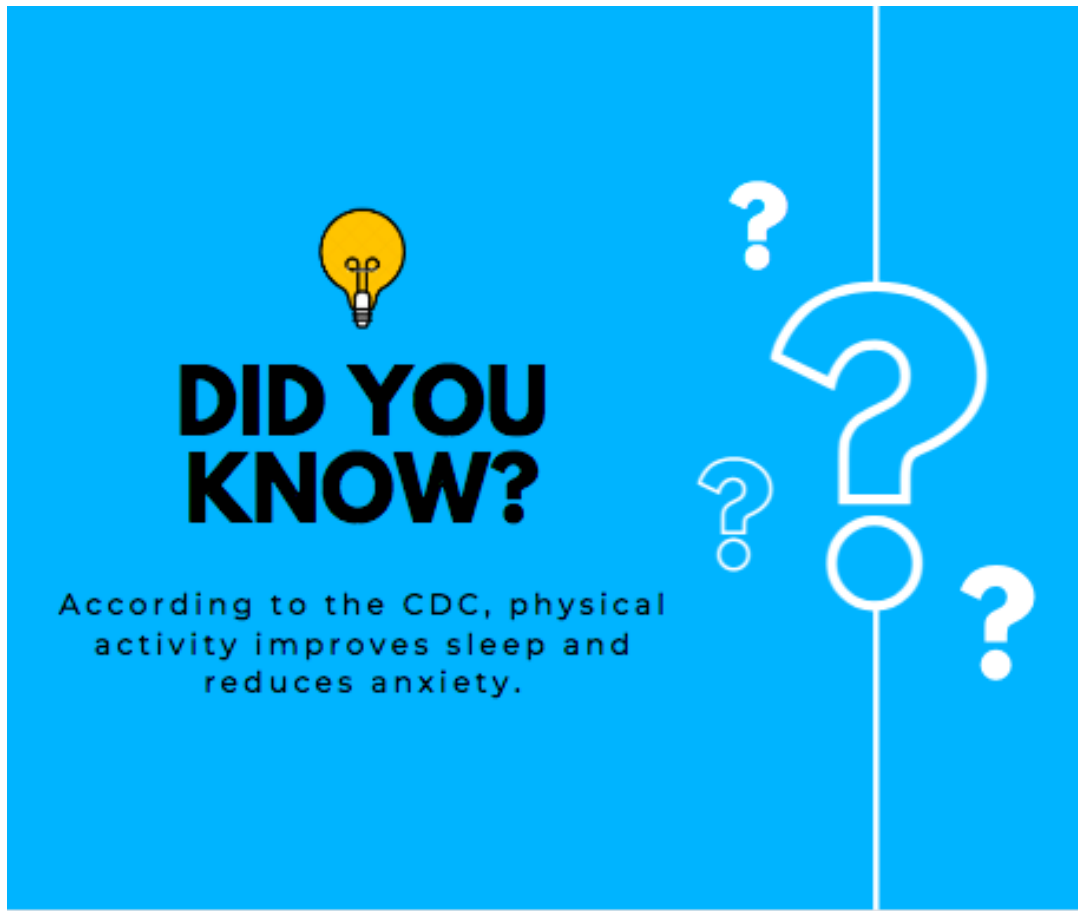
Subject Line:

New Year, New YOU! Check Off Your Fitness Goals One Step at a Time!

Email Body:

Join us as we're committed to you and your health this new year! Our flexible membership offers tons of perks! Personal training in and out of the gym, easy check-in's through our mobile app, and much more to help you reach your fitness milestones. Sign-up for feeling good and we'll do the rest!

Social (Instagram & Facebook Posts)



Caption: Per CDC recommendations, working out increases sleep and reduces anxiety. Start your inner fitness journey by taking a few steps a day!

(Source)

<https://www.cdc.gov/physicalactivity/activepeoplehealthynation/why-should-people-be-active.html>



**MEMBER
SPOTLIGHT**

- TAG US TO BE FEATURED!
- LET US KNOW WHEN YOU JOINED & YOUR GOALS
- USE THE HASH TAG #FITNESS FAM

WWW.BLINKFITNESS.COM

Caption: We LOVE hearing your stories, so let's get connected #fitnessfam!



Caption: Overall health is wealth! The more you feel good the better! #fitnessfam #feelgood