

Crunch Fitness increased Google Maps reviews 335% in 30 days with Map Labs.

**335%**

MORE REVIEWS

in first 30 days

**50,000**

LEGACY REVIEWS

automatically replied

**↑11%**

INCREASE

in average star rating

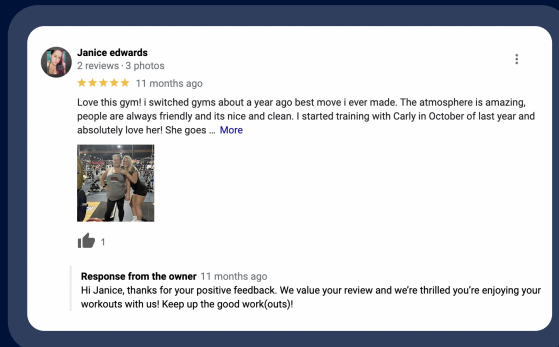
Reviews
increased**↑100%**

year-over-year

ABOUT CRUNCH FITNESS

Crunch Fitness is a U.S. based brand of **over 400 franchised and corporate owned fitness clubs** located in the United States, Puerto Rico, Canada, Spain, Portugal, Costa Rica, and Australia.

Map Labs works with **CR Fitness Holdings'** (the leading franchisee of Crunch Fitness) **60+ locations.**



THE PROBLEM

Crunch Fitness wanted to **increase engagement on Google Maps** so their Google Business Profiles would generate more revenue. CR Fitness Holdings had thousands of unresponded reviews, and wanted to increase the number of new reviews they were receiving.

Legacy reviews on Google Maps strengthen your businesses' brand equity. **New reviews are what customers use to make a purchase decision today.**

THE GOAL



Reply legacy reviews



Generate new reviews



Increase average star rating



Increase overall engagement





MAP LABS' STRATEGY

Increasing Reviews 335% in 30 days

As a Coaching client, **Crunch Fitness received the support and consultation of a Map Labs expert.** CR Fitness Holdings implemented the following recommendations:

Review Automation

CR Fitness Holdings **automatically replied 100% of legacy reviews with Map Labs' Review Assistant.** Each review response was highly customized and personalized based on what kind of review was left. Responding to all reviews is critical as it will give your business more visibility on Google Maps.

Review Generation

To increase the number of new reviews CR Fitness Holdings received, Map Labs recommended utilizing our QR Code generator to create fliers requesting new reviews. The **QR Code fliers proved to be instrumental in directing members to CR Fitness Holdings' review landing page**, where they were encouraged to leave positive feedback.

Review Management

CR Fitness Holdings maintained this massive growth in new reviews by setting the number of monthly reviews at each location as part of their overall KPI structure. This incentivized employees to continue using the fliers, and directing customers to leave a review. With Map Labs, CR Fitness Holdings was able to **monitor new reviews, average ratings, and rank each location with a benchmark rating of at least 4 stars.**

Map Labs helps grow businesses like Crunch Fitness with Google Maps marketing.

MapLabs.com

