

Meet A Member:

XCell Fitness Academy

Signal Hill, CA

A lifelong passion becomes a business

XCell Fitness Academy is a full-service gym that offers group fitness, personal training, and nutrition counseling. XCell was founded by Matthew Choate after he graduated from Cal State University, Long Beach in 2014. As a certified personal trainer, Choate has focused his fitness business on proper functional movement, and not on gimmicks or fads that lead to injury or a lack of results. Building a community and creating a place that people want to come train has been key to his success.



Choate picked Signal Hill, a neighborhood in Long Beach, California, to launch his business. Along with the amazing weather, Choate found a diverse and community-oriented customer base that makes his fitness programs both fun and engaging. While word of mouth from existing customers and event sponsorships has helped him grow, Choate also turned to digital platforms, including a website and social media pages on Facebook and Instagram to generate awareness of his business. He has also tried Groupon deals and Yelp, which led him to discount services to get more attention for his business.



Staying on brand to get ahead

Choate signed up for Fanbank in the spring of 2018. Since that time, he has taken advantage of the fitness-themed seasonal campaigns that are paired with brands like Adidas and Nike. Without having to use discounts, he can use Fanbank's platform to provide current customers with engaging communications to keep them coming back, as well as attract new attention for his business. "I love being able give my customers more value for what they spend with me. The Fanbank platform takes care of everything. It's great for member engagement," says Choate.

Ready to find a solution for your small business?

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