



Standard Reporting for Email Blasts

Department: Marketing / Operations / Communications

Applies To: UAC HQ, Franchisees, and Club Managers

Purpose: To provide a standardized process for email marketing execution and reporting across all UAC clubs, ensuring:

- Brand consistency in all communications,
- Measurable campaign performance,
- Compliance with privacy and anti-spam laws,
- Alignment with UAC's national marketing calendar and local promotions.

Scope

This SOP applies to:

- All marketing or operational email campaigns sent to members, leads, or staff lists.
- UAC HQ Marketing Team, Kode0 Agency, and Franchise Owners/Managers responsible for localized blasts.

This includes:

- Promotions (e.g., Free Trial, 12-Week Challenge, Recovery Launch)
- Operational Notices (e.g., Schedule changes, Closures)
- Newsletters (UAC Crest Program, Member Success Stories, Community Events)

Objectives

1. Maintain minimum 30% open rate and 3–5% click-through rate (CTR) on all campaigns.
2. Ensure all campaigns are reported within 3 business days after sending.
3. Track conversion, engagement, and unsubscribes to guide marketing strategy.

Platform Used

Platform / Tool	Purpose
Kode0 CRM / Go High Level	Primary email automation and tracking
GymMaster CRM	Member communication and targeted blasts
Mailchimp / ActiveCampaign	Optional local club platform (if integrated)
Google Sheets – HQ Reporting Tracker	Standardized reporting database
Canva (HQ Templates)	Brand-aligned email design templates

Email Blast Process

Step	Action	Responsible	Tool / System
1	Identify campaign objective (promotion, update, announcement).	HQ / Franchise Manager	CRM / Campaign Planner
2	Draft and approve email copy using UAC-approved template.	Marketing / HQ	Canva / CRM
3	Upload contact list (ensure updated and GDPR/Privacy compliant).	Admin / Manager	CRM
4	Schedule campaign (ideal: Tuesday–Thursday, 10 AM–2 PM).	Marketing / Manager	CRM
5	Send test email to HQ or yourself for QA check.	Marketing	CRM
6	Launch campaign.	Marketing / Franchise	CRM
7	Review analytics after 48–72 hours.	Marketing / Manager	CRM
8	Complete UAC Email Blast Report template and submit to HQ.	Franchise / Marketing	Google Sheet

Email Design & Content Standards

A. Branding

- Use UAC logo and colors (Red, Dark Gray, White)
- Include unsubscribe link at the bottom (mandatory)
- Header banner must feature UAC or local club imagery
- Footer: Club contact details + social media links

B. Content

- Keep email concise: 100–150 words max per section
- Call-to-Action (CTA): 1–2 per email only (e.g., “Book Now,” “Join Today”)
- Include relevant visuals (coach, club photo, program logo)
- Avoid all caps or excessive exclamation marks
- Always proofread and send test before launch

C. Compliance

All emails must adhere to:

- Australian Spam Act 2003
- Privacy Act 1988 (APPs) – data consent and opt-out inclusion

Reporting Metrics

Each email campaign must be tracked and reported using the UAC Email Reporting Template.

Metric	Definition	Target / Benchmark
Total Sent	Number of delivered emails	100% of target list
Open Rate	% of recipients who opened	≥ 30%
Click-Through Rate (CTR)	% who clicked a link or CTA	≥ 3–5%
Bounce Rate	% undelivered emails	≤ 2%
Unsubscribe Rate	% opted out	≤ 1%
Top Link Clicked	Identify strongest call-to-action	—
Conversion Rate	Leads or sales generated	≥ 10% of clicks
Revenue (if applicable)	Direct sales generated	Measured per campaign

Standard UAC Email Reporting Template

| Campaign Name | Date Sent | Objective | Total Sent | Opens | CTR | Unsubs |
Conversions | Notes / Learnings |

|-----|-----|-----|-----|-----|-----|-----|
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| e.g., "12-Week Challenge Launch" | 20/02/2025 | New program signups | 1,240 | 41% |
5.2% | 0.4% | 45 | Early bird CTA performed best |

- All clubs must update this report within 72 hours after campaign completion.
- Submit monthly consolidated report to marketing@uac.com.au.

Follow-Up & Insights

Post-campaign review (every month):

- Identify best-performing subject lines & CTAs.
- Note underperforming segments for re-targeting.
- HQ to share monthly benchmark summary across all clubs.
- Kode0 to provide quarterly email performance dashboard to HQ.

Common Email Campaign Types

Type	Frequency	Examples
Promotional Blasts	Monthly	Challenges, New Programs, Sales
Operational Notices	As needed	Holiday hours, Closures, Policy updates
Member Engagement	Fortnightly	UAC Crest updates, Success stories
Onboarding Automations	Automated	Welcome emails, App setup guide
Retention Campaigns	Quarterly	Lapsed member win-backs, Feedback surveys

Roles & Responsibilities

- HQ Marketing: Approve templates, monitor performance, provide benchmarks
- Kode0 / CRM Partner: Manage automation setup, tagging, and tracking
- Franchise Manager / Admin: Execute local blasts, maintain data accuracy, submit reports
- FSO (Franchise Support Officer): Audit campaign reports during monthly reviews

Quality Assurance & Review

- Proofread all content and test across devices (desktop, mobile).
- Avoid sending identical content twice to the same list.
- Monitor bounce/unsubscribe rates — clean lists quarterly.
- All email data retained in CRM and not to be exported without HQ approval.

Quick Reference Summary

Action	Who	When	Tool
Prepare Email	Club / HQ Marketing	Weekly / Monthly	CRM
Send Test Email	Marketing / Admin	Before Send	CRM
Launch Campaign	Manager / Marketing	Scheduled	CRM
Review Metrics	Manager / Marketing	48–72 hrs Post-Send	CRM
Submit Report	Club to HQ	Within 3 days	Google Sheet

Review & Compliance

- This SOP reviewed annually by UAC HQ Marketing & Franchise Operations.
- Clubs failing to report 2+ campaigns consecutively will receive a compliance reminder.
- Email content and reporting audits included in quarterly UAC Audit Form.