



# 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

# CLUB OPERATIONS STANDARDS

## 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

# CLUB OPERATIONS STANDARDS

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

# CLUB OPERATIONS STANDARDS

## Standard UAC Email Reporting Template

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

|-----|-----|-----|-----|-----|-----|-----|  
|-----|

| 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.
- KodeO to provide quarterly email performance dashboard to HQ.

## Common Email Campaign Types

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

# CLUB OPERATIONS STANDARDS

## 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.