



SALES & MARKETING



Driving growth and community impact through strategic campaigns, powerful brand storytelling, and consistent lead-to-member conversion across every UAC location.

SALES & MARKETING

- Pre-Sale Campaign SOP
- Grand Opening Event Checklist
- Lead Handling & Follow-Up Process
- Social Media Content SOP
- Marketing Toolkit (including Canva Templates)
- Merchandise Sales & Discounts (UAC x PUMA)



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Pre-Sale Campaign Execution Plan

Department: Marketing / Franchise Operations

Applies To: UAC HQ, Franchise Owners, Marketing Partners (Kode0 Digital)

Purpose: To provide a standardized framework for executing Pre-Sale Marketing Campaigns before a UAC facility launch — ensuring consistent messaging, professional execution, and measurable lead generation aligned with the brand's positioning as a high-performance athletic and recovery facility.

Scope

This SOP applies to:

- All new franchise locations entering the pre-opening phase (2–3 months before launch).
- Franchisees, HQ Marketing, and Kode0 Digital teams managing ads, social media, and local marketing.

Objectives

1. Build awareness in the local market before opening.
2. Generate qualified leads and early sign-ups.
3. Establish strong social media presence and brand visibility.
4. Transition leads into founding member conversions by launch week.

Campaign Duration

| Phase | Timeline | Goal |
|--------------------------|------------|--|
| Initial Setup | Weeks 1–2 | Page setup, branding, ad account configuration |
| Pre-Sale Campaign | Weeks 3–8 | Awareness, lead generation, engagement |
| Launch Campaign | Weeks 9–12 | Conversion push and opening event promotion |

CLUB OPERATIONS STANDARDS

Phase 1 – Initial Setup

| Task | Responsibility | Tool/Platform |
|---|-------------------|----------------------|
| Create/optimize Facebook, Instagram, LinkedIn pages | Kode0 / Franchise | Meta Business Suite |
| Set up Google My Business | Franchise / HQ | Google |
| Configure Meta Ads Manager + Pixel + Conversion API | Kode0 | Meta / Website |
| Create tracking links (UTM, Analytics) | Kode0 / HQ | Google Analytics |
| Finalize brand assets (logos, templates, tone) | HQ Marketing | Canva / Shared Drive |

Deliverable: Social pages live, verified, and brand-consistent.

Phase 2 – Pre-Sales Campaign Execution

Goals

- Build awareness of “UAC Coming Soon.”
- Capture leads through ads, website forms, and landing pages.
- Develop early relationships with local athletes, schools, and partners.

| Area | Deliverables | Responsibility |
|-----------------------------|--|--------------------|
| Content Production | 70 % video / 30 % image: 14–16 Reels & Stories, 6–8 photo posts, 1 promo | Kode0 / Franchise |
| Social Media Stories | 5–6 stories per week (progress, build-out, behind-the-scenes) | Franchise |
| Paid Ads | Awareness + Lead Gen campaigns targeting local area (radius 10 km) | Kode0 |
| Lead Capture | Auto-sync forms via Go High Level CRM → Zapier → GymMaster | Kode0 / HQ |
| Lead Follow-Up | Immediate text + email automation (“Welcome to UAC”) | Franchise / HQ CRM |
| Reporting | Weekly KPI update (spend, reach, leads, CPL) | Kode0 / HQ |

CLUB OPERATIONS STANDARDS

Target Metrics

- CTR $\geq 1.5\%$
- CPL $\leq \$10$ AUD
- Engagement rate $\geq 5\%$
- 500 + qualified leads pre-opening

Phase 3 – Launch Campaign (Weeks 9–12)

Goals

- Convert pre-sale leads into memberships.
- Showcase the facility, team, and founding community.

Actions

| Area | Deliverables |
|------------------------------|--|
| Content | 16–18 videos / month, 1 promo video, 9 photo posts |
| Ads | Conversion ads with testimonials, facility footage, limited-time offer |
| Promotions | “Founding Member” launch offer, 48-hour countdown push |
| High-Production Video | 60-sec hero video + 2 teasers for Meta/Instagram ads |
| Reporting | End-of-month performance report to HQ |

KPI & Reporting Framework

| Metric | Target | Owner |
|---------------------------|---------------------|-------------------|
| Leads Captured | ≥ 500 | Kode0 / Franchise |
| Conversion Rate | $\geq 20\%$ | Franchise |
| Ad Spend Efficiency (CPL) | $\leq \$10$ | Kode0 |
| Engagement Rate | $\geq 5\%$ | Kode0 |
| Monthly Report | Submitted by Week 4 | Franchise / HQ |

Reports must be uploaded to the UAC Marketing Tracker Sheet each month.

CLUB OPERATIONS STANDARDS

Roles & Responsibilities

- Kode0 Digital: Create, manage, and optimize ad campaigns; provide analytics.
- Franchise Owner / Manager: Local content capture, community engagement, lead follow-up.
- HQ Marketing: Approve creative, monitor consistency, manage data integrity.
- Franchise Support Officer (FSO): Verify campaign execution during audits.

Lead Management Workflow

Lead Source → Go High Level CRM → GymMaster Integration → Contacted → Book Tour → Join

| Step | Action | Tool |
|------|---|----------------|
| 1 | Lead fills out ad form | Meta Lead Form |
| 2 | Zapier auto-imports lead | Zapier |
| 3 | Welcome SMS + email sent instantly | Go High Level |
| 4 | Staff follow-up call within 24 hrs | Phone / CRM |
| 5 | Tour / trial booked → tag as "Hot Lead" | GymMaster |
| 6 | Weekly lead report sent to HQ | Google Sheet |

Compliance & Brand Standards

- All creatives must use UAC brand colors (Red #D71920, Dark Gray #2B2B2B, White).
- Language must reflect performance, inclusivity, and innovation.
- HQ must approve all promotional offers before posting.
- Music, imagery, and testimonials must follow licensing policies.

Review & Continuous Improvement

- Monthly performance meetings between HQ and Kode0 Digital.
- Quarterly review of lead data, ad creatives, and conversion trends.
- HQ to update SOP annually with best practices.

Optional Add-Ons

- Local B2B sponsorships & collaborations.
- Influencer or athlete ambassador mini-campaigns.
- Pre-sale event activation (media day / open-house).

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