

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)



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

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

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	\geq 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.

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).