

FIRST 21 DAYS FREE

# SERVE

## Confidence

Fernwood. For women.



JAN/FEB 2023  
**CAMPAIGN  
TOOLKIT**

**fitness**  
*fernwood*®

# FIRST 21 DAYS FREE

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## CAMPAIGN OVERVIEW

Kickstart 2023 on the right foot! It takes at least 21 days to create a new healthy habit, that's why we're giving new members this exclusive offer.

When joining in January or February on a new 12- or 18-month membership, they will get their first 21 days of membership for free!

Plus, new members will also receive a bonus health and fitness planner so they can start their new routine on the right foot.

There's a good reason we're the health, fitness and wellness clubs women LOVE. We are excited to also have Fernwood Ambassador and ex-tennis star, Jelena Dokic as the face of our campaign, in line with the Australian Open.

## CAMPAIGN PERIOD

The campaign will run from **January 1 - February 28, 2023**.

The campaign will be promoted nationally via a radio campaign on the ARN network (voiced by Jelena Dokic), podcast advertising, in-game advertising, social media ads, google ads, emails and the website.

Check out the [\*\*national marketing calendar\*\*](#) for the recommended local area marketing campaigns for January and February, plus other key dates.

## CAMPAIGN OBJECTIVES

- ▶ Position Fernwood as a supportive health club that provides a premium experience
- ▶ Drive new leads during a peak sales period
- ▶ Drive new memberships using a targeted offer
- ▶ Highlight Fernwood's strong community message through imagery

## KEY DATES

- ▶ **Wednesday, 7 December:** Jan / Feb First 21 Days Free campaign toolkit + [Canva assets available](#)
- ▶ **Sunday, 1 January:** First 21 Days Free national sale begins
- ▶ **Tuesday, 28 February:** First 21 Days Free national sale ends

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## TERMS AND CONDITIONS

Offer valid until 28 February 2023, on new 12- and 18-month memberships only. Offer also valid on flexible membership purchases for South Australian Fernwood clubs. The member will receive the first 21 days of their membership for free. The free time will be added as bonus time in addition to the contracted membership period. An onboarding fee and pro-rate fees apply at the time of joining. Participating clubs only. Fernwood Fitness clubs are women's only fitness centres.

## FIRST 21 DAYS FREE: LEADS IN CRM

During the campaign period, prospective members will be encouraged to fill out the lead form available at [www.fernwoodfitness.com.au/campaign/first21daysfree](http://www.fernwoodfitness.com.au/campaign/first21daysfree)

**\*\* NOTE:** this lead form will not be published live until closer to January 1

Leads will enter into Exerp CRM under the campaign title 'First 21 days free' for follow up.

Users can also redeem this offer directly via online join on the Fernwood website:

<https://www.fernwoodfitness.com.au/join>

No campaign code needs to be entered at online join checkout; the 21 days free time will automatically apply to all new 12- & 18-month membership purchases (and to Flexible membership purchases for South Australian clubs).

Users who begin to complete online join form but drop off prior to completion, will also appear in your Exerp CRM under the campaign title '**Online Join**'.

## FIRST 21 DAYS FREE : HOW TO PROCESS IN EXERP

### ONLINE JOINERS

**Any members that join online on a 12- or 18-month membership as part of the January / February campaign will automatically have the 21 days free time processed on their profile.**

There will be no need for these members to apply a code at the checkout. Depending on the date the member selects as their start date, the 21 days free time will apply from that start date. The new member will then be debited on closest debit after their first 21 days free has occurred.

# FIRST 21 DAYS FREE

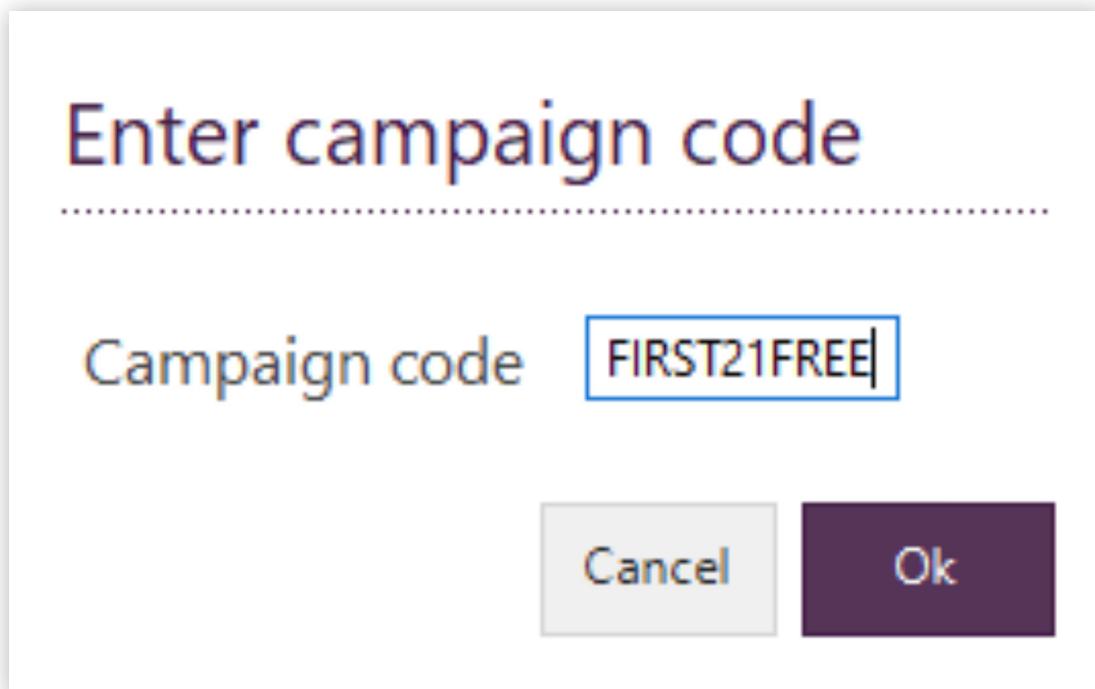
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## JOINERS IN CLUB

We have set up a campaign code **FIRST21FREE** so that you can apply this when processing new 12- and 18-month memberships during the January and February campaign period. This allows you to override the offer if required for trade-in offers or membership renewals or changes.

Simply enter the campaign code in the Membership Sale app for the first 21 days free discount to apply to the membership.



Depending on the date the member selects as their start date, the 21 days free time will apply from that date, and they will then be debited on the closest debit date after their first 21 days has been completed. Please note that the member may be charged a pro-rata amount on their first deduction depending on when their start date is, in line with the club debits.

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## BONUS HEALTH + FITNESS PLANNER

All members who join in January and February will also receive a bonus health and fitness planner.

This planner will be linked in the new member's first welcome email, so they can get started straight away, and will include both a vegetarian and standard meal plan option. The planner also includes workouts to help guide new members and get them into the club.

The planner is editable so members can keep and complete a digital version on their device, or they can also print it if they want to. Clubs are encouraged to print one copy of the planner to have at reception as a visual incentive to share with prospects.

**You can view and download the planners here:**

### PLANNER WITH STANDARD MEAL PLAN

- ▶ [Printable version](#)
- ▶ [Digital version](#)

### PLANNER WITH VEGETARIAN MEAL PLAN

- ▶ [Printable version](#)
- ▶ [Digital version](#)

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## MARKETING COLLATERAL

Creative to promote the First 21 Days Free campaign is now available on Canva under [Folders > National Marketing Campaigns > Jan Feb 2023](#)



A4 POSTER



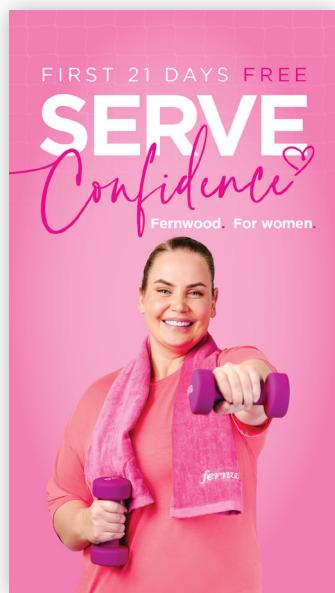
SOCIAL STATIC INSTAGRAM POST



DL FLYER



EDM



SOCIAL STATIC INSTAGRAM STORY

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## RADIO SCRIPT

This radio script can be used by any clubs who have purchased a radio package and can be edited as required.

*It takes at least 21 days to create a new healthy habit, that's why Fernwood Fitness is offering new members this exclusive offer!*

**Join Fernwood Fitness now you'll get the first 21 days free!**

**Plus, you'll get a bonus health and fitness planner with workouts and recipes so you can start your healthy hustle on the right foot.**

**Gym floor, group fitness classes, yoga and Pilates. There are so many reasons we're the health, fitness and wellness clubs women LOVE.**

**Visit [fernwoodfitness.com.au](http://fernwoodfitness.com.au) now. Participating clubs only. Terms and conditions apply.**

## COMMUNICATIONS PLAN

The following national emails will be sent on behalf of all Fernwood clubs to support the January and February First 21 Days free national offer.

### JANUARY

DATE	TYPE	TARGET AUDIENCE
SUNDAY, JANUARY 1	First 21 Days Free national campaign launch	<ul style="list-style-type: none"><li>• Contacts, leads, prospects, active trials</li><li>• Past trials</li><li>• Cancelled members</li></ul>
MONDAY, JANUARY 30	January national newsletter	<ul style="list-style-type: none"><li>• Active &amp; frozen members</li><li>• Contacts, leads, prospects, active trials</li><li>• Past trials</li><li>• Cancelled members</li></ul>
MONDAY, JANUARY 30	First 21 Days Free campaign – reminder	<ul style="list-style-type: none"><li>• Contacts, leads, prospects, active trials</li><li>• Past trials</li><li>• Cancelled members</li></ul>

### FEBRUARY

DATE	TYPE	TARGET AUDIENCE
SUNDAY, FEBRUARY 12	February national newsletter	<ul style="list-style-type: none"><li>• Active &amp; frozen members</li><li>• Contacts, leads, prospects, active trials</li><li>• Past trials</li><li>• Cancelled members</li></ul>
SATURDAY, FEBRUARY 25	First 21 Days Free campaign – final days reminder	<ul style="list-style-type: none"><li>• Contacts, leads, prospects, active trials</li><li>• Past trials</li><li>• Cancelled members</li></ul>

If you wish to opt out of any email communications listed above, please email the help desk by COB **Friday, 16th of December**.

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## SOCIAL CONTENT CALENDAR

Check out the content calendar below to find out what's happening on our national socials and what will be posted on your local club Facebook pages (if your club is signed up to our social scheduling service).

### JANUARY

							SUNDAY 1 JANUARY
NSO							<b>INFORM</b> First 21 Days Free Campaign Video
CLUB							

	MONDAY 2 JANUARY	TUESDAY 3 JANUARY	WEDNESDAY 4 JANUARY	THURSDAY 5 JANUARY	FRIDAY 6 JANUARY	SATURDAY 7 JANUARY	SUNDAY 8 JANUARY
NSO	<b>INFORM</b> National Giveaway!	<b>INFORM</b> New Podcast Episode. Now Live! Power Talk!	<b>ENTERTAIN</b> Affirmations for the new year	<b>ENTERTAIN</b> Plant based sources of protein video	<b>ENTERTAIN</b> Kettlebell only workout video	<b>ENTERTAIN</b> Reasons to get started today	
CLUB		<b>INFORM</b> New Podcast Episode. Now Live! Power Talk!	<b>ENTERTAIN</b> Affirmations for the new year	<b>ENTERTAIN</b> Plant based sources of protein video	<b>ENTERTAIN</b> Kettlebell only workout video		

	MONDAY 9 JANUARY	TUESDAY 10 JANUARY	WEDNESDAY 11 JANUARY	THURSDAY 12 JANUARY	FRIDAY 13 JANUARY	SATURDAY 14 JANUARY	SUNDAY 15 JANUARY
NSO	<b>EDUCATE</b> My fitness goals for 2023 are....		<b>EMPOWER</b> Testimonial Video with Jelena Dokic	<b>ENTERTAIN</b> Summer recipe video	<b>INFORM</b> Things that can fill your cup up	<b>ENTERTAIN</b> Humour Reel	<b>EMPOWER</b> Member Image or Video Re-post
CLUB	<b>EDUCATE</b> My fitness goals for 2023 are....		<b>EMPOWER</b> Testimonial Video with Jelena Dokic	<b>ENTERTAIN</b> Summer recipe video	<b>INFORM</b> Things that can fill your cup up		

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	MONDAY 16 JANUARY	TUESDAY 17 JANUARY	WEDNESDAY 18 JANUARY	THURSDAY 19 JANUARY	FRIDAY 20 JANUARY	SATURDAY 21 JANUARY	SUNDAY 22 JANUARY
NSO	<b>ENTERTAIN</b> Inspiration Quote	<b>ENTERTAIN</b> Humour Reel	<b>INFORM</b> How to use leftovers video	<b>ENTERTAIN</b> Humour Quote	<b>EMPOWER</b> Member Image or Video Re-post	<b>INFORM</b> Choose your workout combo	
CLUB	<b>ENTERTAIN</b> Inspiration Quote		<b>INFORM</b> How to use leftovers video	<b>ENTERTAIN</b> Humour Quote		<b>INFORM</b> Choose your workout combo	

	MONDAY 23 JANUARY	TUESDAY 24 JANUARY	WEDNESDAY 25 JANUARY	THURSDAY 26 JANUARY	FRIDAY 27 JANUARY	SATURDAY 28 JANUARY	SUNDAY 29 JANUARY
NSO	<b>INFORM</b> First 21 Days Free Campaign Static Post	<b>ENTERTAIN</b> Humour Reel	<b>EMPOWER</b> Member Image or Video Re-post	<b>ENTERTAIN</b> Humour Quote	<b>INFORM</b> Blog Post	<b>ENTERTAIN</b> Humour Reel	<b>EMPOWER</b> Testimonial Video with Jelena Dokic
CLUB				<b>ENTERTAIN</b> Humour Quote	<b>INFORM</b> Blog Post		<b>EMPOWER</b> Testimonial Video with Jelena Dokic

	MONDAY 30 JANUARY	TUESDAY 31 JANUARY					
NSO		<b>EMPOWER</b> Member Image or Video Re-post					
CLUB							

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## FEBRUARY

		WEDNESDAY 1 FEBRUARY	THURSDAY 2 FEBRUARY	FRIDAY 3 FEBRUARY	SATURDAY 4 FEBRUARY	SUNDAY 5 FEBRUARY
NSO		<b>INFORM</b> First 21 Days Free Campaign Static Post	<b>ENTERTAIN</b> National Valentines Day Giveaway	<b>ENTERTAIN</b> Top Exercises to Improve Your Game - with Jelena Dokic	<b>INFORM</b> Blog Post	<b>EMPOWER</b> Member Image or Video Re-post
CLUB				<b>ENTERTAIN</b> Top Exercises to Improve Your Game - with Jelena Dokic	<b>INFORM</b> Blog Post	

	MONDAY 6 FEBRUARY	TUESDAY 7 FEBRUARY	WEDNESDAY 8 FEBRUARY	THURSDAY 9 FEBRUARY	FRIDAY 10 FEBRUARY	SATURDAY 11 FEBRUARY	SUNDAY 12 FEBRUARY
NSO	<b>ENTERTAIN</b> Humour Reel		<b>EMPOWER</b> Testimonial Video with Jelena Dokic	<b>ENTERTAIN</b> National Pizza Day recipe video	<b>INFORM</b> Healthy sleep habits	<b>EMPOWER</b> Member Image or Video Re-post	
CLUB			<b>EMPOWER</b> Testimonial Video with Jelena Dokic	<b>ENTERTAIN</b> National Pizza Day recipe video	<b>INFORM</b> Healthy sleep habits		

	MONDAY 13 FEBRUARY	TUESDAY 14 FEBRUARY	WEDNESDAY 15 FEBRUARY	THURSDAY 16 FEBRUARY	FRIDAY 17 FEBRUARY	SATURDAY 18 FEBRUARY	SUNDAY 19 FEBRUARY
NSO	<b>INFORM</b> Ways to love yourself	<b>ENTERTAIN</b> Valentines Day Couples Workout	<b>ENTERTAIN</b> Humour Quote	<b>ENTERTAIN</b> Humour Reel	<b>INFORM</b> Morning v Evening pre-workout snacks video	<b>EMPOWER</b> Member Image or Video Re-post	<b>INFORM</b> TRX only workout
CLUB	<b>INFORM</b> Ways to love yourself	<b>ENTERTAIN</b> Valentines Day Couples Workout	<b>ENTERTAIN</b> Humour Quote		<b>INFORM</b> Morning v Evening pre-workout snacks video		<b>INFORM</b> TRX only workout

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	MONDAY 20 FEBRUARY	TUESDAY 21 FEBRUARY	WEDNESDAY 22 FEBRUARY	THURSDAY 23 FEBRUARY	FRIDAY 24 FEBRUARY	SATURDAY 25 FEBRUARY	SUNDAY 26 FEBRUARY
NSO	<b>EMPOWER</b> Member Image or Video Re-post	<b>INFORM</b> Mobility + Flexibility routine	<b>INFORM</b> Dairy free calcium sources video		<b>ENTERTAIN</b> Humour Quote	<b>ENTERTAIN</b> Self care menu	<b>EMPOWER</b> Member Image or Video Re-post
CLUB		<b>INFORM</b> Mobility + Flexibility routine	<b>INFORM</b> Dairy free calcium sources video		<b>ENTERTAIN</b> Humour Quote	<b>ENTERTAIN</b> Self care menu	

	MONDAY 27 FEBRUARY	TUESDAY 28 FEBRUARY					
NSO	<b>INFORM</b> First 21 Days Free Campaign Video						
CLUB							

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## SALES TIPS

It takes at least 21 days to create a new healthy habit, that's why we're giving new members this exclusive offer to join now on a 12- or 18-month membership and get their first 21 days free!

### ONBOARDING

This campaign is a great opportunity to improve your current average onboarding (view in dashboard in sales performance report) and plan to increase this during the campaign.

### CORE OFFERINGS

This campaign is also a fantastic time to encourage women to jump on another core offering such as PT, FIIT30 or reformer.

*"Since you are not going to be paying membership fees for the first 21 days, why not use the money you are saving towards personal training which will help you to achieve the weight loss and increased strength you are looking for?"*

### POINT OF SALE URGENCY

- ▶ Urgency of an offer is helpful, but when it is combined with a pair of ears that listen and an authentic desire to help, that's when the magic happens.
- ▶ Make your conversation genuine and strengthen with urgency (goals and offer):
  - ▶ "Thank you so much for sharing your weight loss goals with me. I understand you have been thinking about this for a long time. I am so pleased that you are here today, and I can help you take the first steps towards getting started. It's been shown that it can take 21 days to form a long-lasting habit. Let's get you feeling better than ever before with your first 21 days free."
  - ▶ You can also consider adding an additional incentive at the point of sale to gain the urgency of TODAY ONLY. "When you get started today you will receive 2 weeks of FIIT30 and your FIRST 21 DAYS FREE - let's do it!"

### LEAD GENERATION

1. What is your club's current lead to sale ratio. Calculate your lead to sale ratio by using the following formula:

**Sales divided by leads =, multiplied by 100**

2. With the above in mind, how many leads will you need in January and February and how are you going to make sure you achieve this lead target? Calculate how many leads you need to hit target by using the following formula:

**Sales target divided by lead to sale ratio = multiplied by 100**

3. Once you know how many leads you will need, get busy formulating your marketing calendar and stay on track day-to-day with your lead target. Jump into the many resources on Canva. The hard work is done for you.

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### IN REACH

Happy members love to introduce their friends and family to their club.

- ▶ What is your referral plan for January and February? Can you utilise the current national referral offer (refer a friend and get 1 month free when they join).
- ▶ What is your monthly referral target? Make sure you break down this larger number and achieve daily referral targets by walking the floor, referral stands, POS referrals and post sign up calls.

### OUTREACH

There is so much to gain by getting out of the club! Initiate woman-to-woman connections in your local community. Strike up a real conversation and invite them in. Have some fun with this and get the whole team involved.

- ▶ Who can get the most leads or book the most appointments?
- ▶ Who gave out the most class passes?

Be sure to add these activities to your marketing calendar. Strategise locations, events, gatherings, businesses, schools, shopping centres and more. Allocate time daily to get out of the club and make this happen.