



Club Opening & Presale

OVERVIEW & TOOLKIT

Welcome to Fernwood

FITNESS
fernwood®



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OVERVIEW & TOOLKIT



WELCOME

CONGRATULATIONS AND WELCOME TO THE FERNWOOD COMMUNITY.

Fernwood Fitness has been empowering women to shine since 1989. Fernwood's success is attributed to our partnership with dedicated franchisees who strive for excellence within their club and local community.

Our **full-service offering, exclusive to woman**, creates a strong point of difference. The Fernwood experience is like no other.

Our approach is holistic with each club providing comprehensive workout areas incorporating strength and cardio equipment, one-on-one personal training, small group personal training (FIIT30), various group fitness classes, wellness and nutrition programs and complimentary breakfast and toiletries.

Opening a new club is fun and exciting however, strategic planning and a strong pre-sale will set a solid foundation to create ongoing success.

CAMPAIGN PERIOD

Your Fernwood pre-sale needs to run for 12 weeks at a minimum. It is possible that your opening date will be delayed however, it is vital that you allow a 12-week period in the first instance.

CAMPAIGN OBJECTIVES

- ▶ **To build community awareness and drive enquiries to your new Fernwood club.**
- ▶ **To sell enough memberships to enable a break-even point prior to opening.**

The execution of a 12-week strategic plan will ensure that your sales and marketing requirements are achieved, supporting a successful grand opening.

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PRE-CAMPAIGN CHECKLIST

- DA
- Signed lease
- Club building plans approved by NSO
- Pre-sale budget set
- Cash flow forecast for pre-sale and first 12 months completed
- Hire sales staff for presale campaign
- Exerp training with NSO
- Pre-sale training with NSO (initial and ongoing)
- Order all printed marketing collateral
- Book casual leasing for your pre-sale site

LOCAL AREA MARKETING GUIDANCE

SOCIAL PAGE LIKES

- Build Facebook and Instagram likes/followers using a paid ad campaign. Ad copy simply states that Fernwood [location] is coming soon and to like the page to be the first to hear about pre-sale offers.
- Franchisee should send Facebook and Instagram pages to their friends and family to build likes organically (not paid)
- Your page likes ad campaign may continue for the duration of the pre-sale period or as necessary in order to build as much interest/following as possible prior to opening.

REGISTER YOUR INTEREST

If advertising is to start prior to DA or a few months before opening.

- Facebook/Instagram/Google (possibly YouTube) ads with copy around Fernwood [location] coming soon and to register interest about upcoming VIP/pre-sale/foundation membership offers.

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- Ad will lead to a landing page where prospects can enter their information (name, email, phone) to enable the franchisee to contact them either immediately or once pre-sale starts.

VIP PRE-SALE/FOUNDATION MEMBERSHIP OFFER

- Similar to the 'register your interest' stage however, this will only take place once DA has been approved and you are ready to start selling memberships. Ad copy will state that pre-sale has started (with more urgency to join) such as different stages (gold, silver, etc.) with limited memberships at each stage (based on Fernwood pre-sale membership stages). This will move into a last chance phase before club opens.
- Depending on lead numbers from the above, a secondary lead gen campaign (such as a competition to win a membership) may also be introduced prior to the grand opening to pull in as many extra leads as possible. All leads would be contacted about the pre-sale offer whilst also being told that they would also get their first year free if they win the competition. All leads would receive a final follow up offer once the competition winner is drawn at the grand opening, with a last chance to secure the pre-sale membership pricing.
- Your club manager should be the face of any organic social media posts and should post regular video updates on the club to build progress or any outreach activities. Some of these posts can also be boosted for additional exposure if necessary.

GRAND OPENING

- Once the club has opened, continue with a final grand opening offer for a few weeks. This will attract anyone that was waiting for the club to open before making their decision (possibly would like to see the club first, etc.).

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SOCIAL MEDIA GUIDANCE

Before beginning to post on your new club social pages, please review these best practice social media marketing guidelines on the Fernwood intranet.

This training manual includes information on:

- ▶ **Pre-scheduling posts on Facebook & Instagram**
- ▶ **Managing your social pages via mobile**
- ▶ **Pre-planning your posts**
- ▶ **When should you post?**
- ▶ **What posts are working?**
- ▶ **Creating high quality posts**
- ▶ **Creating engaging captions**
- ▶ **Regramming posts on Instagram**
- ▶ **How to use hashtags on Instagram**
- ▶ **How to use Link in Bio on Instagram**
- ▶ **Community**
- ▶ **Competitions**
- ▶ **Instagram Stories**

Also take time to review the Fernwood Brand Language and Social Media Management Guidelines for an overview on:

- ▶ **The Fernwood brand tone of voice**
- ▶ **Community management process**
- ▶ **Tips for responding to good and bad member feedback**

COMMUNICATIONS GUIDANCE

BUILD A DATABASE

Marketing communications via TalkBox is a great way to drive offers to existing leads and communicate with your new members. Before commencing a communications plan, start by building your database via other channels, such as a lead form, advertising, social media pages and other digital marketing efforts.

By building up your database of leads, this will create an audience for you to send foundation and other offers via email and SMS communications.

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CONFIRM YOUR LAUNCH OFFER

Before starting a communications plan, confirm your foundation/launch offer. This offer should run for a limited time, highlight your key service/program offerings and entice new members with a discount/add-on. Ensure to include terms and conditions within your communications, including the date (DD/MM/YYYY) the offer ends.

CREATE COMMUNICATIONS PLAN

Create a calendar of all planned communications in the lead up to, and post, opening. The number of communications (emails and SMSs) you send prior to launch is very dependent on:

- ▶ **When you first begin the communications plan**
- ▶ **How quickly your database of leads is growing**
- ▶ **Foundation offers and expiry**

Best practice outlines no more than three communications on the same topic to the same target audience group within a short timeframe, as this will likely lead to unsubscribes.

Some people may not want to commit to a membership until the club officially opens. They may want to take a tour, do a trial or simply wait until they know they can attend the club. That's why it's important to ensure your communication plan includes a post-opening calendar, to target prospects sitting on the fence.

EMAIL TEMPLATES & IMAGERY

Fernwood templates are available in all club accounts. You can use the standard email template, and update copy, images, links etc. to reflect your launch offer. Contact the Fernwood design team designstudio@fernwoodfitness.com.au to request custom imagery for your opening.

AUTOMATIONS

To reduce some of your workload during the launch period, you may wish to set up automated emails. For example:

- ▶ **A foundation offer email sent X days after enquiry date**

This would target every person who enquires (who is subscribed and has an active email account) within a set timeframe. Once the offer expires, you simply turn the automation off.

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SEGMENTING

Segmenting your audiences is an ideal way to ensure you send targeted communications. A few options for this could be:

- ▶ **Segment by date (enquired 6 weeks pre-launch, enquired 2 weeks pre-launch, etc.)**
- ▶ **Segment by type (contact, lead, prospect, etc.)**

Your communications plan should also include communications to members who have joined prior to the launch to keep them engaged and drive potential referrals.

You could consider running a referral campaign for members who sign up during the launch period to build connection and loyalty with the member, drive more sign ups and generate positive word of mouth reviews.

OTHER CONSIDERATIONS

- ▶ **Sunday, Monday, Tuesday and Thursday usually garner the best open and click rates**
- ▶ **Segment your audiences by enquiry date to ensure you do not saturate the same target groups with offer messaging – this can lead to unsubscribes before you have converted leads to members**
- ▶ **Keep members engaged with launch and club opening information**
- ▶ **Review Reports in your TalkBox account for open and click rates to gather data about which audience groups are most/least engaged**
- ▶ **Use merge field [first name] in the subject line for personalised content**
- ▶ **Refer to the TalkBox Manual for best practice advice on sending communications**

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MARKETING COLLATERAL ASSETS

Clubs should put in a custom request using the [Custom Design Request](#) form on the intranet. Once you have completed your custom request form, this can be lodged with our design team by emailing it to designstudio@fernwoodfitness.com.au

Please allow a 14 working day turnaround for your new club requests to ensure you have everything you need in time for your campaign.

Here is a recommended list of creative assets you would require for an 'Opening soon' campaign:

- Club Logo for digital use
- Outdoor banners for the local area
- Pull up banners for your shopping centre display
- Club plan poster to highlight what the club will look like (to be used in casual leasing spaces)
- A4 posters for noticeboards and shop windows
- DL fliers for letter box drops in your local area
- Social media images: Facebook post, Facebook cover image, Instagram post, Instagram story post
- Email banners
- External Club rendering for Fernwood website



- BALLARAT -



- BALLARAT -

Club Logo



Social Tile - Colour & BW



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MARKETING COLLATERAL ASSETS



Opening Outdoor Banner - 3000 x 1500mm



Pull Up Banner - Opening Soon



Pull Up Banner - Now Open

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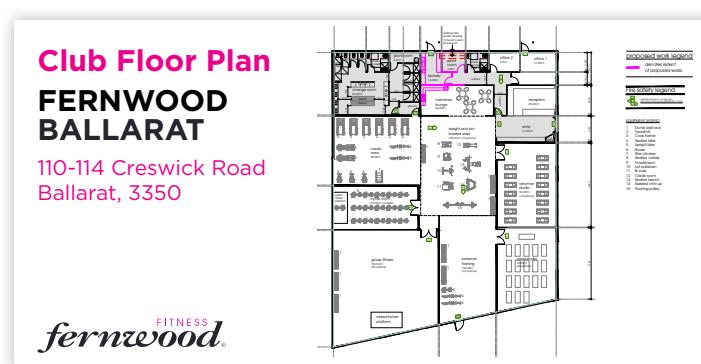
MARKETING COLLATERAL ASSETS



A4 Poster - Opening Soon



A2 Poster - Opening Soon



Club Floor Plan - Poster printed onto coreflute backing



DL Flyer - Front



DL Flyer - Back

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MARKETING COLLATERAL ASSETS



EDM Banner



EDM Banner



Facebook Cover Image



Digital - Website Landing Page



QR Code - Black & White



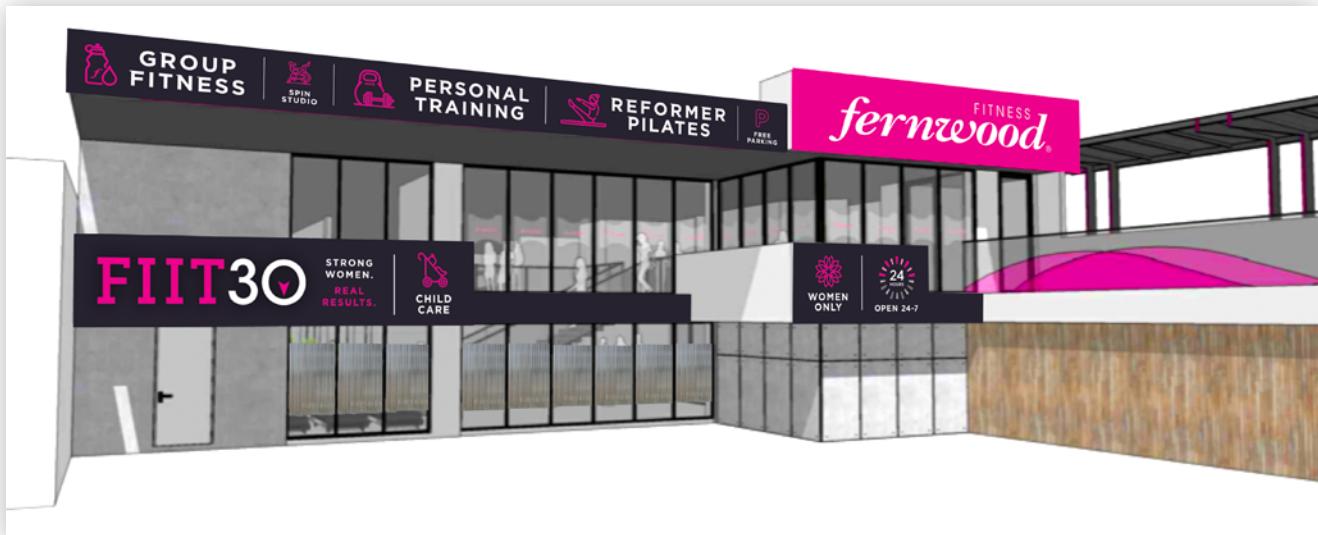
QR Code - Pink

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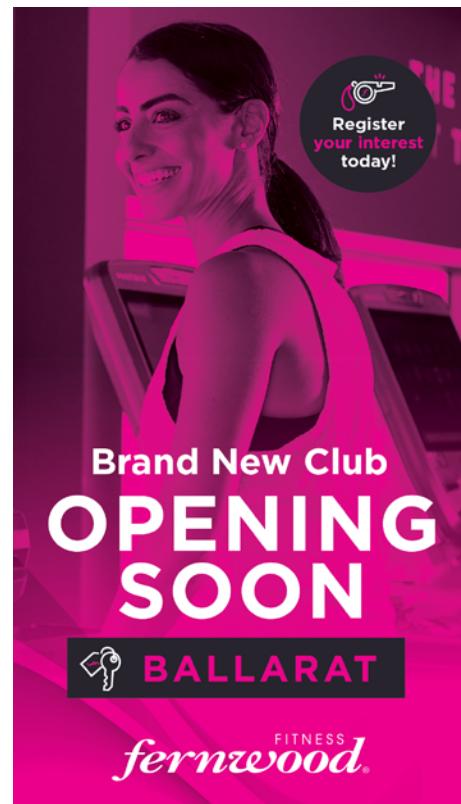
MARKETING COLLATERAL ASSETS



External Club Rendering - Fernwood Website



Social Assets - 1:1



Social Assets - 9:16



Social Assets - 16:9

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SALES STRATEGY

To help you kick off your pre-sale successfully, please book your Zoom pre-sale sales training session with **Belinda Amis**.

- **Email** belinda.amis@fernwoodfitness.com.au
- **Mobile** 0433 100 929

This 2-hour training session is designed to take place 13 weeks out from your planned opening date.

This training session will cover the following sales topics:

- **Maximising each lead**
- **Community presence**
- **Formulating pre-sale targets based on your club's break-even point**
- **Breaking down sales targets to daily expectations**
- **Sales hours required to achieve target**
- **Recruitment and training of sales team**
- **Sales activity required to achieve target**
- **Your pre-sale stand**
- **Sales strategy 12-8 weeks out**
- **Sales strategy 8-4 weeks out**
- **Sales strategy 4-0 weeks out**
- **Sales strategy first month of opening**

Once you have completed your initial training, we are still here to support you throughout the lead up to your successful club opening and beyond.

A weekly sales check in time will be set up with you to offer support and guidance throughout the duration of your pre-sale. These weekly check ins will be with Belinda and will run for 30-60 minutes dependant on pre-sale status.

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HOW TO PROCESS A NEW MEMBERSHIP IN EXERP

When you begin the sign-up process for your new members in club, you can refer to the below process on how to sign a new member up in **Exerp**.

You can either process a new sale by going through their lead profile in **Exerp** and using the membership sale app shortcut link, searching for them when you are in the Membership Sale app in **Exerp** or by following the CRM flow and choosing Sell when on their profile in the CRM.

We recommend going through the CRM flow to capture all this information in your Sales Performance reports in Superset.

A screenshot of the Exerp CRM interface. On the left, there's a sidebar with categories like 'LEAD MANAGEMENT', 'Unassigned (1)', 'Open (3)', 'Pending (1)', 'On-hold (0)', 'Closed', 'Deleted', and 'Overdue (0)'. The main area shows a list of leads with columns for 'Step', 'Title', 'Person', 'Status', 'Assigned to', 'Follow-up', 'Created date', and 'Last update'. One lead is selected, showing details like 'Lead - 1st Contact' and 'Website - Online Join'. Below the list, there's a section titled 'START DATE' with a user profile picture and a phone number. To the right, there are buttons for '(Sell Subscription (Automated))', 'Call', '(Book Appointment (Automated))', 'Sell Trial', '(Sell Trial (Automated))', and 'Sell'. The 'Sell' button is highlighted with a red box. At the bottom, there are tabs for 'Comments', 'Activity', and 'History', along with 'Edit' and 'Comment' buttons.

1. In the CRM, select your lead profile and choose the Sell button as pictured above. By selecting this, it will re-direct you to the Membership Sale app and pull across any of the existing details of the person into the sale.
2. Select the membership you are wanting to sell i.e., 12 Month Ongoing and select Next.

A screenshot of the Fernwood Membership Sale app. At the top, there are buttons for 'Start Date' and 'Add+'. Below that is a 'SELECT PRODUCT' section with a dropdown for 'Start Date (Lead) - Private'. There are also buttons for 'PRIVATE' and 'PERSON PROFILE'. A 'ENTER CAMPAIGN CODE' field is also present. In the center, there's a list of products. The '12 MONTHS' option is highlighted with a red box. Below it, there's a section for 'Subscriptions (12 Months)' with an offer for 'Fernwood 12 Month Ongoing \$50.00'. At the bottom right, there are radio buttons for 'Rebated', 'Recurring', and 'Paid in full'.

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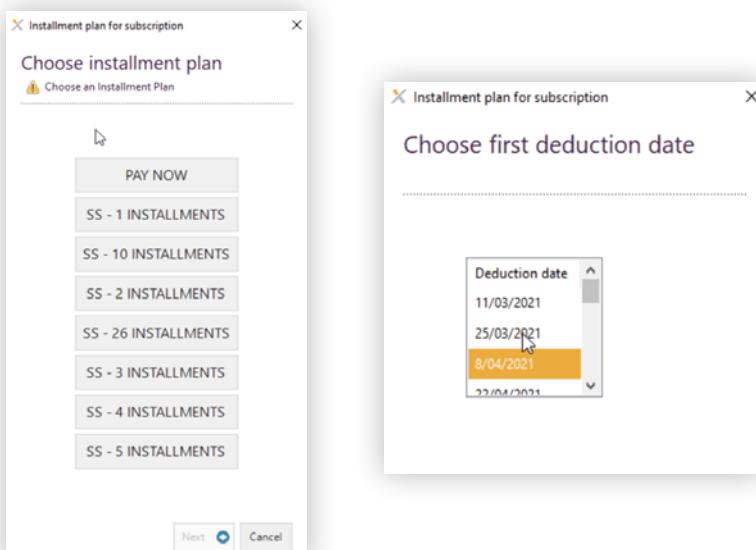
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3. This will take you through to the personal details section to update. Please ensure you check the existing details, the marketing preferences & DOB of the member to ensure they are correct.

You will also be required to enter their payment details - either bank account or credit card and check their payment cycle week. You may wish to update this if you would like your members on one set billing run.

4. You will then move through to the Membership Summary screen where you can double check all the details of the membership. A few things to check include:
 - a. Start date of the membership - ensure this coincides with the opening date of your club
 - b. Price per debit is correct
 - c. Activation Kit and pro-rata amounts
5. If you have Gantner set up in the club and are ready to assign FOBS you can assign the new FOB and take a photo of the member. Once happy with everything click on FINISH.
6. You will then be prompted to process any upfront membership payments for the new member. This will include their Activation Kit and any pro-rata amounts. You can either PAY NOW (provided you have DA approval and can take payments prior to open) or you can select an instalment plan. If you choose an instalment plan, you will then be prompted to select the start date of that instalment plan. We recommend choosing this in line with their first debit date at the club.



7. It will complete the sale in Exerp and create their membership. The new member will be sent their welcome email straight away with their contract attached.

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ONLINE JOIN

During your club pre-sale period and once your new club has opened, you can promote new membership sales via the online join form on our website.

[Click here.](#)

Online membership prices can be updated to reflect your current offers. If you would prefer to create a campaign code (I.e., Enter the code FERNWOOD10 at checkout for 10% off), this can also be coordinated by the NSO team.

To promote online sales for your new club, we recommend generating a URL that opens the online join page with your club pre-selected from the dropdown menu.

To create your unique club URL, simply add your club's Exerp ID where highlighted in the link below. [Click here.](#)

This custom online join URL can be used in your social posts and/or in your Instagram bio.

Do not forget to shorten your URL first using a tool such as bitly before posting on socials (so it does not take up as much room in your caption).

Some users may complete the online join form, however, do not proceed with the final membership purchase ("abandon cart") or reach an unknown error. These unsuccessful online joiners will appear in your clubs Exerp CRM under 'open leads > assigned to > all'.