

EOFY FLASH SALE

CAMPAIGN TOOLKIT



fernwood FITNESS



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SALE
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CAMPAIGN OVERVIEW

JUNE 2023 END OF FINANCIAL YEAR (EOFY) SALE TOOLKIT

OFFERS: JOIN NOW + GET 1 MONTH FREE

DATES: SATURDAY, 24 JUNE – FRIDAY, 30 JUNE

This year, we are running a week-long national EOFY sale for all Fernwood clubs.

Join on a 12- or 18-month membership and get 1 month free (plus receive a FREE 14-day trial pass for a friend!)

In addition to their membership and 1-month free, new joiners will receive a FREE 14-day trial pass to give to a friend of their choice.

We hope this will provide a strong membership and lead injection for all clubs at a time of year when consumers are on the lookout for sales and promotions. We also know consumers are more inclined to spend at this time of year with tax return season just around the corner.

CAMPAIGN PERIOD

The campaign will run from **Saturday, 24 June - Friday, 30 June 2023** and will be promoted nationally across all club locations via social ads, google ads, the website and email.

CAMPAIGN OBJECTIVES

- ▶ Position Fernwood as a supportive health club that provides a premium experience.
- ▶ Drive new memberships using an exclusive / limited time targeted offer.
- ▶ Build and grow our community through the Fernwood member base with a 14-day trial pass they can gift to a friend.
- ▶ Drive new leads and membership sales via secondary offer messaging.

KEY DATES

- ▶ **May 10:** Campaign creative available to download from Canva [here](#).
- ▶ **May 26:** Last day to opt out from national EOFY sale.
- ▶ **June 24:** Campaign begins.
- ▶ **June 30:** Campaign ends.



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TERMS & CONDITIONS

JOIN AND GET 1 MONTH FREE:

Offer valid from 24 June 2023 to 30 June 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 30 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. The new member will also receive a 14-day Fernwood trial pass to gift to a friend.

14-DAY TRIAL PASS:

This pass gives the recipient a 14-day free trial to Fernwood Fitness during staffed hours only. Offer only available for women who have not participated in a free trial previously. One (1) pass per person. Not valid in conjunction with any other offer. Pass expires 31 July 2023. Once activated, the pass must be used over 14 consecutive days. Participating clubs only. Products and services vary by club. Not valid on additional paid services including but not limited to reformer Pilates, FIIT30/FIITRIGHT sessions or Personal Training. Fernwood Fitness clubs are women's-only fitness centres.

EOFY SALE 2023: 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/EOFYsale2023

** Note: this lead form will not be published live until closer to June 24

Leads will enter into Exerp CRM under the campaign title '**EOFY Sale 2023 Enquiry**' 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 one month free 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 the online join form but drop off prior to completion, will also appear in your Exerp CRM under the campaign title '**Online Join**'.

EOFY SALE 2023: HOW TO PROCESS IN EXERP

ONLINE JOINERS

Any members that join online on a 12- or 18-month membership as part of the June EOFY campaign will automatically have the one month free 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 month free will apply from that date and will then be debited on closest debit after their first month has gone through.

NEW JOINERS IN CLUB

We have set up a campaign code **EOFY2023** so that you can apply this when processing new 12- and 18-month memberships during the August 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 month free discount to apply to the membership.

Depending on the date the member selects as their start date, the month free will apply from that date and will then be debited on closest debit after their first month has gone through.

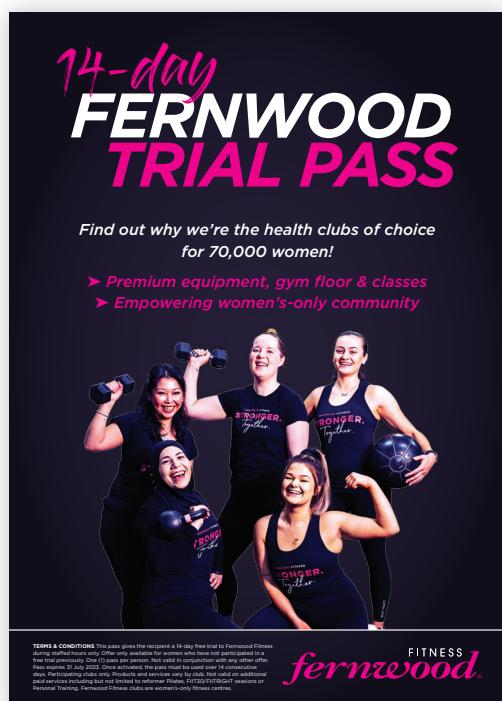
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MARKETING COLLATERAL

Creative to promote the June EOFY sale campaign is now available on Canva under [Projects > National Marketing > June 2023 EOFY Sale](#) including:

- ▶ DL flyer
- ▶ Email banners
- ▶ Social media images + GIFs



14 DAY PASS



SOCIAL STATIC INSTAGRAM POST



DL FLYER



EDM



SOCIAL STATIC INSTAGRAM STORY

COMMUNICATIONS PLAN

NSO will send a national email on behalf of clubs on the first day of the campaign (see table below for details) to allow clubs to tailor the campaign to their local audience.

Clubs are strongly encouraged to send additional communications to the audiences listed below to further promote the campaign and add a sense of urgency (e.g. final days/ends today messaging). Clubs are advised to plan their communications around the below schedule.

Clubs are encouraged to review their reports for previous campaign emails, via the Reports section of TalkBox, to review which audiences, times and days, performed best for their club.

DATE	EMAIL TYPE	AUDIENCE
Sunday 11 June NOT CAMPAIGN RELATED **Clubs to remain opted in**	National newsletter	<ul style="list-style-type: none"> ▶ Active + frozen members with a visit in last 45 days ▶ Contacts, leads, prospects, active trials ▶ Cancelled members + past trials (excluding last 90 days)
Saturday 24 June	June EOFY campaign launch	<ul style="list-style-type: none"> ▶ Trials ▶ Contacts, leads and prospects

Every club is automatically opted into all national emails (excludes clubs in presale). Clubs who wish to opt out of the EOFY sale communication listed above and chose to send their own, please email Aimée via aimee.goder@fernwoodfitness.com.au by **COB Friday 26 May** with your communications plan.

SMS SCRIPT

Clubs can choose to run an SMS campaign to target contacts, leads and prospects. 2-way SMS is a great way to engage and interact with leads by providing a call to action.

Sample 2-way SMS with CTA to reply for more details:

Hey [First name - merge field]! Join Fernwood [location] now & get 1 month FREE. Reply SALE for details. Hurry, offer ends June 30!

SOCIAL MEDIA

Clubs are encouraged to use the social media collateral available on Canva [here](#).

When posting to socials, clubs can customise the below caption templates.

TEMPLATE 1

Do it for you this EOFY! Join Fernwood Fitness today & get 1 month FREE 😍

Our purpose-built clubs aim to empower and guide women on their fitness journey, whatever their goals may be. Elevate your fitness and wellness routine and train now with Fernwood!

! Hurry, sale runs for 1-week ONLY so get into your local club to redeem this offer or join online !

TEMPLATE 2

Want to get your first month at Fernwood FREE, plus, a 14-day trial pass to give to your bestie? Of course you do! Now's the time to reach your fitness and wellness goals and train with Fernwood!

This EOFY sale runs for 1-week only so visit us in club or join online to get started now!

SALES TIPS

Who wants to get one month of their membership for FREE? **PLUS**, a 14-day trial pass to give to their bestie?? **EVERYONE!** So, let's make the most of every single day of this one-week campaign.

You can create your own custom online join URL using the formatting below:

<https://www.fernwoodfitness.com.au/join?club=central-coast>

<https://www.fernwoodfitness.com.au/join?club=albury>

This will open up the online join page with your club already pre-selected.

CORE OFFERINGS

This campaign is helpful when encouraging women to jump into another core offering such as FIIT30, reformer or PT.

"Since you are not going to be paying membership fees throughout winter, why not use the money you are saving towards reformer Pilates so you can experience the best of fitness and wellness?"

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. Let's get you moving with one month FREE."

LEAD GENERATION

- What is your club's current lead to sale ratio (see Dashboard in sales performance report)?

Calculate your lead to sale ratio by using the following formula:

Sales divided by leads = multiplied by 100

- With the above in mind, how many leads will you need in June 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

- 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 and all you need to do is edit and make them your own! Choose a couple of your favourites to use in June.

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. Strategize locations, events, gatherings, businesses, schools, shopping centres and more. Allocate time daily to get out of the club and make this happen.