

FITNESS
fernwood®

REFER A FRIEND FOR
THE CHANCE TO

*Win a \$5000
SHOPPING SPREE*
CAMPAIGN
TOOLKIT



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CAMPAIGN OVERVIEW

OFFERS: REFER A FRIEND FOR THE CHANCE TO WIN A \$5000 SHOPPING SPREE WITH YOUR BESTIE

DATES: JUNE 1 – JUNE 30, 2023

TYPE: REFERRAL

FOCUS: MEMBER RETENTION

OFFER: Go in the draw to WIN a \$5000 shopping spree with your bestie

The purpose of a referral campaign is to boost member retention, increase brand awareness and generate positive word of mouth reviews, while also generating new leads – and potential new members!

Current Fernwood members should regularly be encouraged to refer their friends, family, colleagues, and anyone in their support network to Fernwood by offering them a free class pass. This campaign is a great time for pushing referrals as we're offering an extra incentive – any referring members will receive one (1) entry per referral into the June national competition (win a \$5000 shopping spree with your bestie – provided in the form of a pre-paid Visa gift card to the value of \$5000) when they refer a friend **before 30 June, 2023**.

CAMPAIGN PERIOD

The campaign will run from **June 1 – June 30, 2023** and will be promoted nationally to members across all club locations via social ads, the website and email.

OFFER: REFER A FRIEND

Fernwood members can refer their friends to Fernwood by sending them a free class pass. Fernwood members can do this by either:

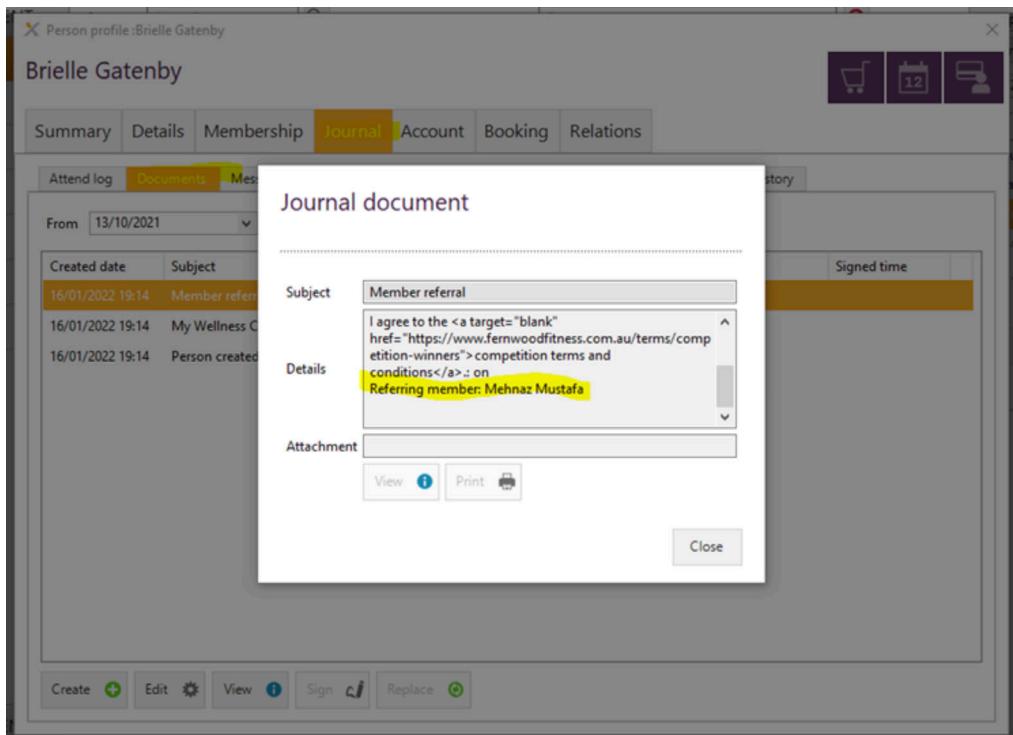
- Logging into the Fernwood App and clicking the 'Bring a friend for free' link OR
- Scanning the QR code available on the competition poster displayed in your club (available to download + print from the Canva campaign folder [here](#)).

The referral lead will appear in Exerp CRM under the campaign title 'Member Referral – Free Class Pass'. The journal note against the referral's person profile in Exerp will list the current member's

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name – which will pull automatically pull from Fernwood Pulse.

Referring members will receive one (1) entry per referral into the **June 2023** competition (the chance to win a \$5000 shopping spree with your bestie).



ASSIGNING REFERRALS IN EXERP

To ensure that we capture the referring member for the competition draw, we need to use the Referred By feature in Exerp when the referral lead enters your CRM.

- ▶ Open the lead profile and click into the ‘Relations’ section

ID	Name	Type	Relation status	From date	To date
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- In the 'Referred by' field, search for the current member to assign them as the referee.

ID	Name	Type	Relation status	From date	To date	Person status
314p11202	Alison Grego	My referrer	Active	30/03/2023 15:32		Active

- You can later review either person's profile and you will notice in the Relations tab you can see the referred by link and details on the profile.

ID	Name	Type	Relation status	From date	To date	Person status
314p11202	Alison Grego	My referrer	Active	30/03/2023 15:32		Active

By actioning the above, this will qualify your current member entries into the competition draw.

TERMS & CONDITIONS

Competition open until 30 June, 2023. Referring members receive one entry per referral made. Winner will receive pre-paid Visa gift card to the value of \$5000. The winner will be drawn and contacted on 17 July, 2023. Participating clubs only. Fernwood Fitness clubs are women's only fitness centres. See www.fernwoodfitness.com.au/terms/competitions for full Terms & Conditions.

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MARKETING COLLATERAL

Creative to promote the campaign is now available on Canva under [National Marketing > June 2023 Referral Campaign](#) including:

- A3 & A4 posters
- Email banners
- Social media images



A4 POSTER



REFERRAL BANNER



SOCIAL STATIC INSTAGRAM POST



SOCIAL STATIC INSTAGRAM STORY



EDM



GIANT VOUCHER

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COMMUNICATIONS

Create a communications plan before you start scheduling your communications. Decide on:

- How many emails you are going to send? (**Max 3 emails** on the same topic in a short time period.)
 - When are you going to send the emails? (Think about date and time. If sending SMS, **do not** send your SMS before or after business hours.)
 - Audience (active members + members on temporary deferral with last visit date in last 45 days).

There is a customisable Fernwood branded template in TalkBox called **June 2023 Referral**. This email is complete with the campaign offer (chance to win a \$5000 shopping spree with your bestie), imagery, and link to the referral page with a call to action.

Clubs can use this template as desired and make any relevant updates to the copy.

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

Ever dreamed of going on a shopping spree with your bestie? Well now you can!

Share a class pass this June and go into the draw to WIN a \$5000 shopping spree.

Simply log into the Fernwood App and refer a friend to enter now

TEMPLATE 2

Dreaming of refreshing your winter wardrobe? *We've got you covered!*

Simply share a free class pass with your bestie to try Fernwood and you'll go in the draw to WIN a \$5000 shopping spree.

We can't wait to see you smash your fit goals together!

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TEMPLATE 3

WIN a \$5000 shopping spree 😍

Share a free class pass with a friend this month and you'll go in the draw to WIN a \$5000 shopping spree.

Simply log into the Fernwood App and refer a friend to enter now!

SALES TIPS

How many of your members would be interested in going in the draw to win a \$5000 shopping spree with their bestie? All of them!

All your members need to do is refer a friend or family member who lives or works close by. Just by referring a friend, your member will gain an entry into the national competition.

Make sure you set a daily referral target and split the numbers up between the team. So many opportunities!

- ▶ Walk the floor
- ▶ Point of sale
- ▶ Referral stands
- ▶ Group fitness classes
- ▶ In-club signage
- ▶ What's the Goss board
- ▶ Email/SMS communication
- ▶ Post sign-up calls
- ▶ ANY opportunity when we are interacting with members!

Once you have set your referral targets, make sure you check out your sales performance report in Superset to view your most recent lead to sale conversion.

- ▶ What was your May lead to sale ratio?
- ▶ How can you improve it in June?
- ▶ Regular training, urgency of offer and goals, team incentives