



# GROUP FITNESS TOOLKIT



## CAMPAIGN OVERVIEW

Group fitness is an important feature of our core membership offering. Fernwood has group fitness classes to suit every style - from Tai Chi to Zumba, yoga and Pilates, weights and HIIT, meditation and mindfulness.

## CAMPAIGN OBJECTIVES

- Position Fernwood as the experts in women's health and wellbeing by promoting our broad range of group fitness classes
- Enhance brand awareness of our 'get it all at Fernwood' messaging
- Use varied class types (imagery) to highlight Fernwood's unique selling points
- Drive lead generation by engaging new prospective members through campaign promotions

## CAMPAIGN PERIOD

The group fitness campaign collateral is available for clubs to run local lead generation at any time throughout the year.

## MARKETING COLLATERAL

Creative to promote Group Fitness is now available on Canva – see links below:

- [Group Fitness \(generic\)](#)
- [Group Fitness \(free class pass\)](#)

## RADIO SCRIPT

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

*Get it all at Fernwood Fitness.*

*Prioritise your health and wellbeing with a membership to the community's favourite fitness club for women. Beautiful gym floors, pristine amenities and free breaky every morning.*

*PLUS, we have group classes to suit every style and fitness level. From strength and weight classes to cardio, dance, HIIT and even yoga. Included free with every Fernwood Fitness membership.*

*Visit [fernwoodfitness.com.au](https://fernwoodfitness.com.au) now to get started.*

## SOCIAL & DIGITAL TIPS

- Each day of the week, share a 'behind the scenes video' of a different group fitness class on your social pages. This is a great way to highlight your diverse timetable, not only to non-members but to give your current members a preview too!
- Run a Facebook Live group fitness class on your Facebook page! You can promote this as a free and live event for prospective members to come and try a class for their living rooms.
- Highlight your group fitness instructors. Over the campaign period, organise a social post / video of each of your group fitness instructors which shares a little bit more about them & their classes.
- Post your group fitness timetable

## SALES TIPS

The free class pass is a great way to attract new members to your club. As we know, referrals are quality leads. Happy members can't wait to introduce their friends and family members to the club.

Here are 5 reasons why a group fitness class pass campaign is a great local activation to run in your club.

1. Acquiring referrals is a low-cost activity
2. Referral-based sales close at a higher ratio as you start at a higher point of trust
3. Referral-based sales often present a higher yield with fewer price objections. People are willing to pay if they have been referred by someone they trust
4. A new member obtained via a referral is more likely to refer
5. New members acquired via referrals are more likely to follow advice around exercise habits as they know their friends have had a valuable experience when they followed similar advice and recommendations.

## **ALL STAFF PLAY A ROLE**

Pull out all stops in club and make sure your team is maximising all opportunities.

- **Group fitness instructors**

Provide a small script for your group fitness instructors to read out during the cool down.

*"Ladies, don't leave today without grabbing a couple of these class passes for your friends! I would love you to bring them along next week so they can sweat it out with us!"*

- **Customer service**

Provide a small script for your reception team members to use as members are leaving the club.

*"Hope you had a great workout, here are a couple of class passes for your friends and family so they can come in and try one of our fantastic group fitness classes."*

## NEW MEMBER PACKS

This won't stop you from getting referrals at the point of sale. It is just an added extra! Add a couple of these class passes to every new member pack. These can be mentioned in the post sign up call a week later.

*"Who are you going to bring in to try a class with you?"*

## SET A DAILY TARGET

How many passes will your club give out to members each week?

This doubles up as a fab retention tool too as we are nurturing a sense of community with every conversation!

- *Bring your friends in to join our Fernwood community.*
- *A training buddy this winter will help keep your motivation high on those chilly mornings!*

## PHONE CALLS

### Past member phone calls

Print a call list of past members and follow a simple script.

*"Hi Mary, I would love to invite you and a friend to come and enjoy a complimentary class pass."*

### Active trials phone call

*"Hi Lisa, why don't you bring a friend to your next workout. I can organise a free class pass for them to use."*

## TNJS/ENJS

Strategically select a section of your database. Perhaps leads from Jan-March this year. When this list is exhausted move on to the next. Let's turn these cooler leads into hot ones and excite these women to come into club to try a class

*"Hi Jody, I would love to invite you and a friend to come and enjoy a complimentary class pass."*

## UNASSIGNED LEADS IN CRM

When a class pass lead appears in your unassigned leads, call them straight away and make a time for them to visit the club.

There are two strategies you may wish to select from:

1. Select a class and book a sales appointment 15 minutes before a class starts.

2. Invite them in to check out the timetable (with the view of coming back to do their preferred class) and have a chat about their health and wellness goals.

Number two can have advantages as we may be more successful at getting them in to the club today or tomorrow instead of having to align with a particular class in a few days' time.

## **SPECIAL OFFER**

After an awesome workout, who wouldn't want to join? Have an amazing offer available which is too good to refuse.

*"Thanks for working out with us today! Get started now and receive your first two weeks free."*

## **OUTREACH**

Don't forget to get these passes out into the local community. Pop them in bundles of 25 and brainstorm the many locations you can drop them at. Coffee shops, car washes, hairdressers, doctors' surgeries just to name a few.

Get your team to each drop a hundred in local letter boxes surrounding their home. Make sure your team have a pile of passes to give to their friends and family too.