

WIN

A TRIP TO SEE

P!NK

in Melbourne



OCTOBER 2023

CAMPAIGN TOOLKIT

FITNESS
fernzwood®



CAMPAIGN OVERVIEW

TYPE: REFERRAL + LEAD-GEN

FOCUS: MEMBER RETENTION + LEAD-GEN

OFFERS:

- ▶ **Members:** give a free class pass in October and go in the draw to WIN 2 x tickets to see P!NK live in Melbourne.
- ▶ **Leads:** Join in October and go in the draw to WIN 2 x tickets to see P!NK live in Melbourne.

The purpose of this campaign is to boost member retention, increase brand awareness and generate, while also generating new leads – and potential new members!

CAMPAIGN PERIOD

October 1 – October 31, 2023.

CAMPAIGN LEADS

- ▶ Prospective leads will be encouraged to fill out the following lead form to join and go in the draw to win.

<https://www.fernwoodfitness.com.au/campaign/winpinktickets>

** Note: lead form won't be published live until closer to campaign start date.

- ▶ Fernwood members can enter the draw by sharing a free class pass with friends: simply log into the **Fernwood App** or scan the **QR code** available on the competition poster. Referring members will receive one (1) entry per referral.

TERMS & CONDITIONS

See <https://www.fernwoodfitness.com.au/terms/competition> for full competition Terms & Conditions.



MARKETING COLLATERAL & RESOURCES

The NSO Marketing team will provide a set of marketing assets for each audience via Canva.

Member-facing referral assets [here](#).

Lead-gen 'join and enter' assets [here](#).

COMMUNICATIONS

The following national emails will be sent on behalf of all Fernwood clubs in October (excluding those that have opted out).

DATE	TYPE	TARGET AUDIENCE
Sunday, October 1	National campaign launch - leads	➤ Contacts, leads, prospects, trials
Sunday, October 1	National campaign launch - member referral	➤ Active members visited in last 30 days
Sunday, October 15	National newsletter <i>**All clubs to remain opted in**</i>	➤ Active & frozen members ➤ Contacts, leads, prospects, active trials ➤ Past trials ➤ Cancelled members

HOW TO SELL THIS CAMPAIGN

Internal:

- Set up your referral stands in club for 1-2 hours in peak time and get a team member to stand there and explain to passing members about the Pink promotion "Have you got a friend that would like to join you for a class? You'll receive an entry into the draw to win Pink tickets for every person you nominate for a free class."
- Use a clip board and go around asking every member in the gym "How many entries do you have to win the Pink tickets? All you need to do is nominate your friends for a free class, and I'll give you a ticket into the draw for each person you nominate. How many class passes would you like? And who are you allocating them to? What's their best contact number?" Good luck and have fun with your friends



External:

- Use the sales manual scripts for making calls to the referral (Chapter 3)
- Use the incoming phone call script and focus on the prospect goals to book them in for a club tour (Chapter 3)
- Book all referral and trial visitors in for a club tour before you discuss a suitable class or at least 30 minutes before their class if they want to book in for a class right away.
- Take the trial visitors through GTKY form in the needs analysis. Do a deep dive into the goals (get as many boxes ticked) with the question “tell me more about that” or “what does that mean to you?” to make it personal – get them into the flame to create pain to help them move away by getting started. The more tick boxes, the more value for money.
- Ask for a specific date they want to achieve these goals by – locks in the commitment before the price presentation
- Deliver the onboarding fee as part of the tour
- Show them the membership options and give them recommendations – two options
- Let them know if they get started today on their own health and fitness journey, they will receive XYZ offer (see you club directions) and a ticket into the draw and get them excited about helping themselves get fit like Pink! Make the special offer TODAY ONLY
- Ask them to buy and cover objections
- Use the upper hierarchy close and don’t let anyone leave without the manager or owner trying to help the staff member solve the objections to help the prospect be able to begin today – it’s a great training tool too and shows the woman that she is really valued
- If someone does a trial class without joining, make sure you are waiting for them at reception after class and ask them again to get started “How did the class go?” “Are you going to be joining us?” “Are you going to stay on with us?” “Do you want to take advantage of the offer and get started today?”