

A woman with dark hair tied back, wearing a white athletic tank top and black boxing gloves. She is smiling broadly, looking upwards and to the right. The background is a blurred blue-grey color.

**LOCAL AREA
MARKETING TOOLKIT
CLOSE OUT**

CLOSE OUT TOOLKIT

LOCAL AREA MARKETING

TYPE: LEAD GENERATION

FOCUS: FERNWOOD MEMBERSHIP

OVERVIEW

Close out is an opportunity to convert existing leads to a membership. It is also a great opportunity to generate fresh leads and add urgency of end of month offer.

Close out is the last three days of the month. A successful last day of the month has generally been supported by solid appointment setting the days before.

Big things can be achieved during close out! Keep your eye on the prize (target) and anything can happen.

MARKETING & COLLATERAL

Lead form URL: <https://www.fernwoodfitness.com.au/join>

How lead will appear in Exerp CRM: Online join

Creative to promote Fernwood Fitness is available on Canva here:

<https://www.canva.com/folder/FAEmTJrmhwU>

Local Area Marketing – Canva

- Posters
- DL flyer
- Email banners
- Social media images
- Social videos

Recommended campaigns:

- 2 weeks free
- Reduced activation
- 10 or 15% off
- Join and save over \$400 (savings and service)
- One-month free FIIT30

SOCIAL & DIGITAL TIPS

- Update your social media ads to drive a greater sense of urgency (i.e., "Final days" or "Offer ending soon")
- Look at increasing your advertising spend in final week, so help increase reach and drive more leads during close out period.

COMMUNICATIONS TIPS

Create a communications plan before you commence outreach to ensure a strategic approach with key objectives and outcomes. When planning, keep in mind:

- Use templates available in TalkBox and edit to match your offer
- TalkBox targets existing leads, not new ones
- Segment your audience to target new leads

SALES/LEADS TIPS

The possibilities are endless during a closeout. It can be fun and a rewarding time for your team to bond as they work together to achieve your club's sales goals.

Close out is an opportunity for the team to:

- Unite
- Focus and be rewarded
- Achieve monthly sales & growth targets

Add urgency to your offer:

- Just 20 available
- Call now to secure your spot
- Be the first 20 callers
- Don't miss out
- Ends 12pm Saturday

Who is your audience?

- Happy current members = referrals
 - o "If you bring in a friend and they join before Saturday you both get TWO WEEKS FREE"
- Make your offer valid for members who join a friend
- Enquiries/leads (select a section of data, for example: last three months)
- Past members (select a section of data)

Outgoing phone calls from lists

- Plan how many hours it will take to work through call lists.
 - o Approx. 30 calls an hour. 300 on a call list = 10 hours

Make sure rosters match the required output

- Create a simple script for all calls. Role play for best outcome.

- Finish each call with positivity even if it's a no. This will keep your spirits high and a no may just mean not right now.
- One hour call blocks – rest, stretch, walk around and reset!
- Incentives loaded on your board – grab a scratchy or Freddo Frog when you book an appointment!
- Last day of the month roster = sales team in club all day

Grab some fruit cups and get those endorphins moving by doing a team workout, then chat about:

- Targets
- Incentives
- Conversation starters
- Focus (offer)

Last day of the month mantra:

Is what I'm working on going to result in an appointment, a lead, a sale or an upgrade TODAY?

If YES, keep doing it!

If NO, change your activity to something that will!