

Strong to the Core

JULY 2024
CAMPAIGN TOOLKIT



Key Dates

CAMPAIGN STARTS

Monday 1st July 2024

CAMPAIGN ENDS

Wednesday 31st July 2024

What you need to know

CAMPAIGN TYPE

Lead Generation

CAMPAIGN FOCUS

Join

OFFER

Complimentary Reformer Pilates Package with a 12 month or 18-month membership* (*clubs can choose whether to give 2- or 4-week packages)

Opt outs: Please opt out by **Wednesday 19 June** if you do not wish to be a part of the national campaign.

Opt ins: If you are opted in, please select whether you would like to offer a 2-or 4-week package, [complete this survey](#) by **19 June**.

Please refer to our Master Toolkit for detailed information on executing a successful marketing campaign. View the toolkit [here](#).

CAMPAIGN OBJECTIVE

Primary Objective - Drive leads and growth in new joins to 12- and 18-month memberships with a complimentary 2- or 4-weeks Reformer Pilates package.

Secondary Objective - Position Fernwood as a modern, powerful brand that resonates with ambitious women and delivers real results.

CAMPAIGN LEADS

Prospective leads will be encouraged to fill out the following lead form to find out more about their local Fernwood club.

[Campaign Lead Form - Click here.](#)

** Note: lead forms will be live 2 weeks before the campaign start date*

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Marketing collateral and resources

The NSO Marketing team will provide a set of marketing assets to support the campaign via Canva. [Click here.](#)

+ A5, A4, A3 & A1 Posters

+ VMO Screens

+ DL Flyer

+ Instagram & Facebook Post
(Static and Video)

+ Facebook Cover Image

+ Email Banner (Talkbox)

+ Email Signature
(Staff Email Signatures)

OPERATIONS

If you are setting up any digital sources, please ensure you use the below campaign naming source, so that we can track your leads accurately via Exerp.

Campaign Source: **Free Reformer Campaign - July 2024**

TERMS AND CONDITIONS

Offer valid from 1 July 2024 – 31 July 2024 at participating clubs only. The offer applies to new 12- and 18-month memberships only. Offer also valid on flexible membership purchases for South Australian Fernwood clubs. The member will receive a Reformer Pilates package for free. The package will be valid from the date of signed membership. The Reformer Pilates package is only available to be used at the home club of your membership. An onboarding fee and pro-rate fees apply at the time of joining. Not valid in conjunction with any other offer. Under 18's require parent or guardian consent. Fernwood Fitness are women's only fitness centres.

COMMUNICATIONS

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

Date	Type	Target Audience
Monday 1 July	Campaign Launch EDM	<ul style="list-style-type: none">➤ Contacts, leads, prospects- last two years➤ Past trials – last two years➤ Cancelled members – last two years
Sunday 14 July **All clubs to remain opted in**	Member Newsletter	<ul style="list-style-type: none">➤ Active & frozen members – last visit within 45 days➤ Contacts, leads, prospects, active trials – last two years➤ Past trials – last two years➤ Cancelled members – last two years

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HOW TO SELL THE CAMPAIGN

Sales Tips:

Phone:

- Use the Reformer Pilates lead script for reformer leads.
- Use the other scripts for general membership leads.
- Leads are the hottest in the first 24 hours so ensure you make 4 contacts in the first 24 hours as per the flow chart as this is when the prospect is highly motivated.
- Ensure you are ALWAYS talking about health and fitness goals before you talk about the offer. The offer needs to be the solution not the draw card.
- Use the 2-option close to book a club tour “morning or afternoon”.

➤ Avoid sending any enquiry information, timetables or discussing hours of Pilates classes as this will make it almost impossible to get them on the phone or to book a tour (as the tour is where the information is usually given out and rapport built).

Face to Face:

- Use the GTKY form and ask deeper more specific questions about their goals.
- Find out what the goals mean to them at every point.
- Get as many ticks across the boxes as you can to increase value for money and prevent financial objections.
- Find out the specific goals and when they want to achieve them by.
- Show them the services and how they will benefit from using them.
- Ensure we are adding on all our additional services included for the Pilates leads e.g. beauty bar, change rooms, breakfast, wellness classes such as yoga, mat Pilates and the strength and cardio area. Avoid using the words “free gym” to Pilates leads.
- Suggest two memberships “From what you have said, I recommend the Focus and the Flourish membership. Focus is a small 12 months at \$___ a week and Flourish is our 18-month loyalty rate of \$___ a week. Both usually have an onboarding fee of \$209 and today if you get started, you’ll receive a bonus reformer Pilates Pack. Which option suits you best?”

Closing:

- Close the sale out on the day – NO ONE needs to think about it – what they need is to take action and they need you to motivate them to do it. Be inspiring! Ask “Is it the membership or the services that is concerning you?”

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➤ If someone wants a shorter-term membership, ask them “Is there a particular reason why you need a shorter-term membership?” Solve the objections with solutions and ask them to get started again. “So which option are you leaning towards?”

➤ “If you don’t start now, then when?”

Close Out:

➤ Suggestion for close out **July**: start your close out calls on Thursday 25th July using the script in the manual on the original offer creating urgency as the offer is ending.

➤ Send out your close out message on Monday 29th July “Improve core strength and tone. Receive a complimentary Reformer Pilates pack when you get started. Hurry offer ends 8pm Wednesday 31st July. Call XXXX”

Next Month Upgrade:

➤ The following month use the sales performance report – change the dates to July and go to the gross sales report. Call all the new members and upgrade them to Reformer Pilates membership or Platinum once they are in their last 5 days of their free package period.