



2022 MARKETING CALENDAR

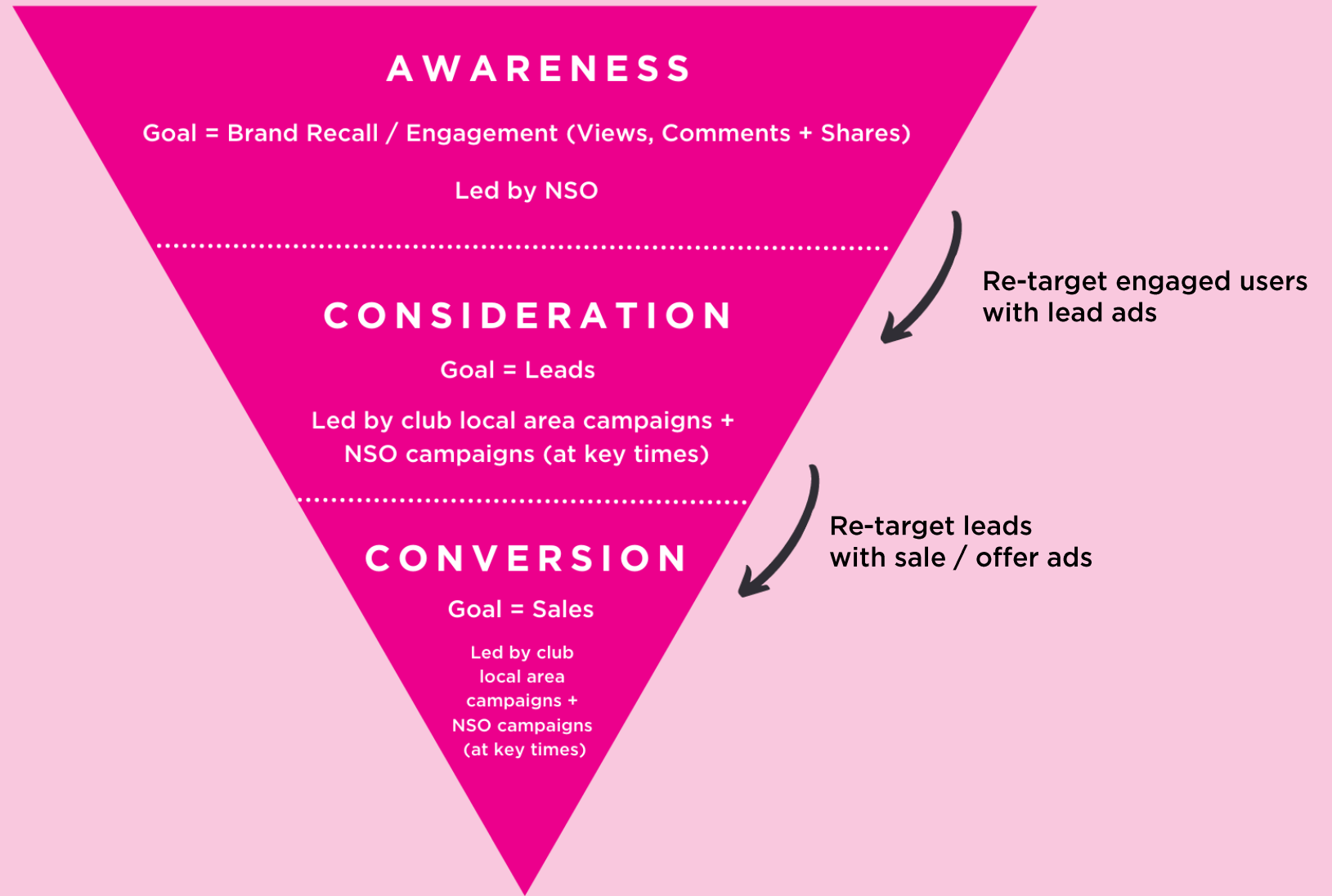
PRESENTED BY CAITLIN JURY + ALISON GREGO

TODAY WE'LL BE COVERING

- National / local marketing strategy visual overview
- Our new national marketing calendar + strategy for 2022
- Key dates planner



NATIONAL / LOCAL MARKETING STRATEGY OVERVIEW



MEMBER RETENTION

Led by club local area member retention campaigns + NSO member retention campaigns (at key times)



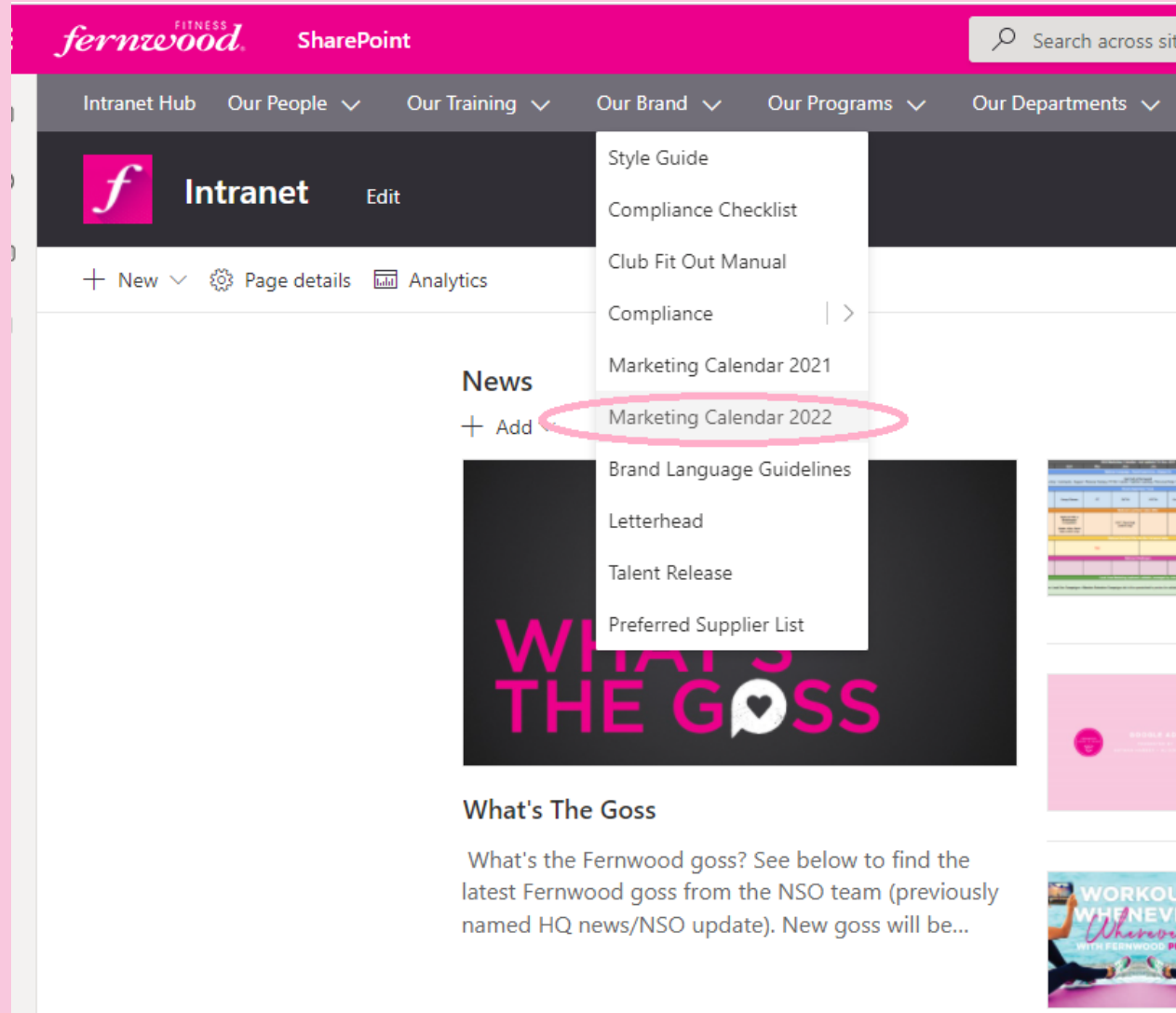
2022 MARKETING CALENDAR

2022 Marketing Calendar - last updated 1 Dec, 2021											
Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
National Campaign Brand Awareness Always On											
Get it all at Fernwood Women's Only / Community / Support / Personal Training / FIIT30 / Creche / Nutrition Coaching / Fernwood Pulse / Reformer Pilates / Wellness / Yoga / Group Fitness											
Brand Awareness Focus											
Challenge Success Story	Childcare	Reformer Pilates	Group Fitness	PT	FIIT30	FIIT30	Group Fitness	Challenge Success Story	PT	FIIT30	Fernwood Pulse
National Lead Gen / Sales Offer											
Join on a 12- or 18-month membership and get your first 21 days free			National 'Win a Membership' Competition Easter 4-Day Flash Sale (online only)		EOFY Flash Sale (online only)			Join on a 12- or 18-month membership and get a bonus month free		Black Friday Sale (online only)	Boxing Day Flash Sale (online only)
National Referral Offer via the Fernwood app											
Go into draw to win 3-months of free membership time			TBC			TBC			TBC		
National Challenges											
	Shine Challenge - starts 14 Feb (6 week challenge)								Rise Challenge (6 week challenge)		
Local Area Marketing (optional editable managed by club)											
Please view Lead Gen Campaigns + Member Retention Campaigns tab in this spreadsheet to preview the editable Local Area Marketing campaigns available to you.											

[Click through to the 2022 marketing calendar](#)



ACCESS VIA THE INTRANET



USING THE LOCAL AREA MARKETING CAMPAIGNS

- Identify what your club needs that month to hit your LAM goals, using key dates, local activity needs and following the brand messaging
- A complete list of ready to use kits part of the calendar
- Try not to use too many, pick 1 – 2 and maximise their use on every angle, social, outreach, local, referral

Marketing Calendar

MONTHLY CLUB MARKETING PLANS	
Month:	
New member offer: <i>Join now and get your first month free!</i>	4 ways to communicate the new member offer (Eg: Facebook, mail drop, call centre, school fete) 1. 2. 3. 4.
Referral offer:	4 ways to communicate the referral offer (Eg: In-club display, flyers on magazines, newsletters) 1. 2. 3. 4.
Outreach: <i>Set an expectation</i> <i>- how many days you want the staff doing this & how many opportunities you list here. Could be 4 (once a week) or might be 8 (twice per week).</i>	8 outreach opportunities for the month (Eg: magazine handouts, cinema night, corporate) 1. 2. 3. 4. 5. 6. 7. 8.
Call lists: <i>What prospect lists are you calling this month</i>	Dialer name: Offer: Dialer name: Offer:
Retention activities:	4 ways to create member community and retention for the month (Eg: member appreciation day, product sampling times, Lex Mite luncheon) 1. 2. 3. 4.
FITSO target:	FITSO activities:
PT target:	PT activities:
Reformer target:	Reformer activities:





THANK YOU!