

Fernwood Fitness

OCT - DEC 2022

QUARTERLY REPORT

QUARTERLY RESULTS OVERVIEW

	OCT 22	NOV 22	DEC 22	QoQ
Total Sales	4,133	4,333	3,011	-819
Total leavers	3,164 4.5%	4,482 6.3%	3,027 4.20%	5.% average Same as last quarter
Total Members	70,684 EOM	70,819 EOM	71,905 EOM	+ 2,391 From Sep
Total Leads	17,115	15,784	14,579	-4258 leads
Lead to sale	24.14%	27.45%	20.65%	+ 0.18%
Average Sale	\$1,203	\$1,264	\$1,301	-\$8 average
Average Onboarding	\$105.86	\$112.78	\$108.52	-\$4.74 average

National Campaign Results

POWER OF 5 CHALLENGE (NOVEMBER)

From **Monday 7 November – Sunday 11 December** clubs ran the 5-week '**Power of 5 Challenge**'. The challenge? To complete 25 classes over 5 weeks for the chance to WIN \$5,000.

The 'Power of 5 Challenge' achieved a record high **1496** participants across the network.

The following clubs sold the most packages:

Cranbourne	77
Belconnen	70
Penrith	70
Tuggeranong	68
Bendigo	55
Clayton	53

407 participants successfully completed their 25 classes with Justine Greenwell from Fernwood Narre Warren randomly selected as our 5K national winner!



CYBER SALE (NOV)

NON-MEMBER OFFER – JOIN NOW & PAY NOTHING UNTIL 2023



To close out November, we ran a **6-day Cyber Sale** in line with Black Friday and Cyber Monday – **Join Now and Pay Nothing until 2023**.

The activity generated **316 online membership sales** over the 6 days. The final day of the sale was our biggest sales day with 74 memberships sold.

An additional **261 leads** were also generated, with sales staff having the opportunity to convert these in-club.

November was our **best online membership sales month for 2022** with a total of 594 sales. This was closely followed by June where we ran the EOFY flash sale, contributing to 515 total sales for the month.

CURRENT MEMBER OFFER – 10% OFF ONLINE PACKS



Over the same 6-day period, we also ran a **10% off online pack purchases** (PT, Reformer and FIIT30) for current members only.

502 shop sales were generated over the 6 days resulting in **\$59,618 revenue**.

November was also our **best online shop sales month for 2022** with a total of 1,368 purchases made through the month, resulting in **\$107,019 in revenue**.

33 DAYS FOR \$33 (DEC)

In December, Fernwood turned 33 years old!

To celebrate, we promoted a national **1-week flash sale** from Monday 5th December to Sunday 11th of December where non-members could purchase a 33-day trial pass for \$33.

The campaign resulted in **1,355 new leads** for the network.

463 trials were sold in-club, generating \$14,890 in revenue.

An **additional 282 trials were sold online**, generating \$9,306 in revenue.

It was great to see the success of a short-term paid trial campaign at a national level.

33
YEARS
OF FERNWOOD

WE'VE MADE **1.2 MILLION**
WOMEN STRONGER

33 DAYS
FOR \$33
LIMITED TIME ONLY

fernwood FITNESS

BOXING DAY SALE (DEC)

This year, we ran a 6-day national Boxing Day Sale for all Fernwood clubs from **Monday 26th of December to Saturday 31st of December**.

The offer was **15% off 12- and 18-month ongoing memberships** (also inclusive of Flexible memberships for South Australian clubs).

Based on feedback from the network and to maintain our premium brand messaging, our national campaigns for 2022 had a strong focus on value-add offers. This was the first and only time in 2022 that we promoted a % discount nationally.

The sale resulted in a total of **560 membership sales** over the course of the 6 days (375 x memberships sold online and 185 x memberships sold in-club).

A further **222 online leads** were also generated.

In 2021, the Boxing Day Sale was an optional and editable campaign where clubs could run any offer. The above results indicate the strength of a single national campaign in market, to capitalise off a key sales time.

We were happy to see such a strong injection of sales to close out the year for our network.



Channel Performance

NATIONAL SOCIAL

As per our national marketing strategy, this quarter we again invested significantly in **brand awareness ads** on national social channels, including Facebook, Instagram and TikTok, optimising for video views, reach and engagement.

Our brand awareness activity had a strong focus on **Group Fitness** and **FIIT30** in October and November.

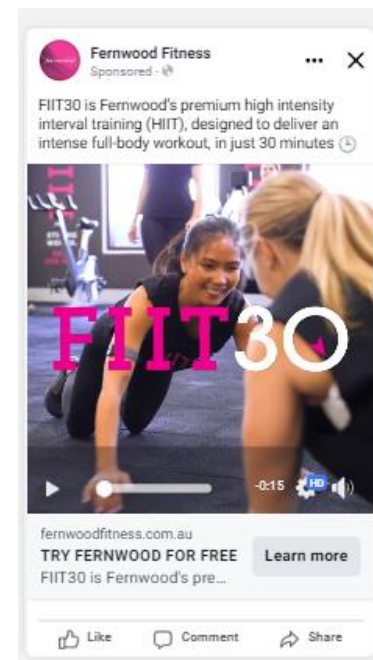
This quarter we also ran **national lead ads** for the Power of 5 Challenge, Cyber Sale, 33 Days for \$33 and the Boxing Day Sale.

	OCTOBER	NOVEMBER	DECEMBER	TOTAL
REACH	955,395	322,298	689,663	1,450,237 (+21.5%)
ENGAGEMENTS LIKES, COMMENTS, CLICKS + SHARES	356,517	216,664	246,106	819,287
VIDEO VIEWS 3 SECONDS	352,573	212,222	233,513	798,308

Of the women we reached with our national social activity, **38%** were aged 25-34, **39%** were aged 35-44 and **23%** were aged 55-64.

The FIIT30 brand ad (**135,893** views) and group fitness brand ad (**77,544** views), were our best performing video ads.

Our national social ads also generated **1670 new leads** and **392 in-club membership sales**.



NATIONAL SOCIAL



In December we celebrated 33 years of Fernwood Fitness. Our social media content and brand activity was focused on highlighting this milestone in the form of testimonials from long-standing members. These videos, featuring 4 members from our first Fernwood club in Bendigo achieved:

- **395,915** views (organic + paid)
- **527,360** total reach (organic + paid)
- **62,524** post engagements (organic + paid)

Our campaign promotion video also reached an additional **129,856** women with **22,451** views.



NATIONAL SOCIAL

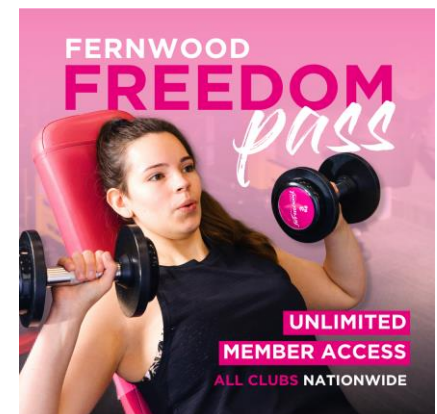
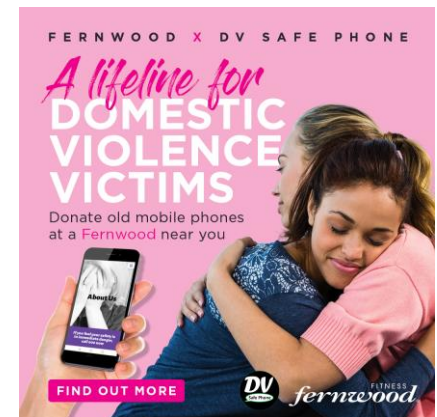
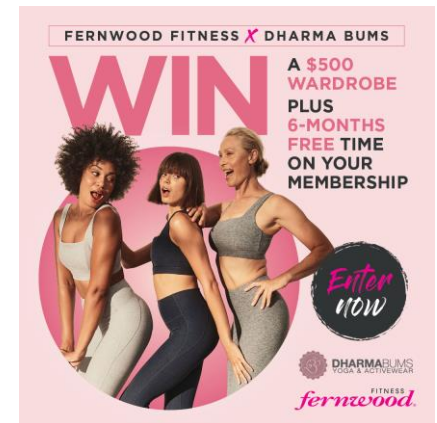
This quarter, we produced exciting organic social content which boosted follower growth, page engagement and brand awareness on our social channels.

We gained **+5,639** new followers (**+1077%** growth compared to last quarter) on Instagram and Facebook between the months of October and December (finishing with a total of **42,359** followers and **72,029** followers respectively). This can be attributed to our successful national social competition and brand partnerships as well as regular and consistent posting of engaging and relevant content.

A highlight this quarter was our partnership with Dharma Bums, an eco-friendly, ethical & sustainable activewear brand. As part of our collaboration, we ran a social media competition to give away a huge \$500 Dharma Bums gift card and 6-months free time on a Fernwood Fitness membership. This competition generated **949** entries as well as **1,985** unique and active engagements. We also generated **668** new followers during the 2-week competition period.

We also took to social media to announce Fernwood's special ongoing partnership with **DV Safe Phones**. This was positively received by our Fernwood community online.

December also saw the launch of the Fernwood freedom pass which generated quite a buzz online amongst the Fernwood community. This post reached **129,984** people with **1,546** unique and active engagements.



NATIONAL SOCIAL

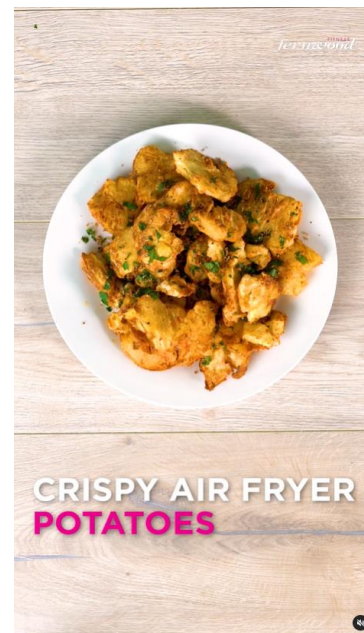
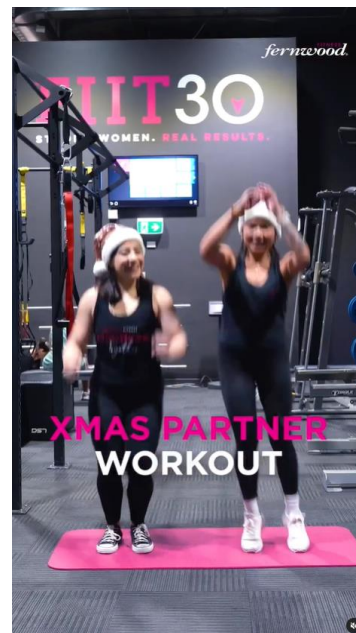
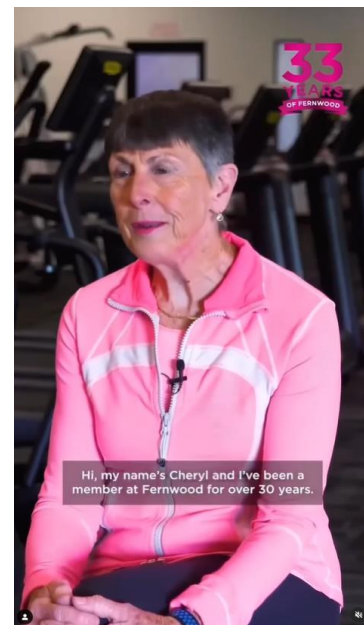
This quarter, our best performing national **video feed posts** were:

- Humour parody reel: **88,125 views + 320 likes**
- 33 years of Fernwood testimonial video : **74,309 views + 124 likes**
- How would you describe FIIT30: **10,459 views + 182 likes**

The national posts with the highest **number of saves** were:

- Hummus Wreath recipe video: **72 saves**
- X-mas partner workout: **48 saves**
- Air-fryer potatoes: **33 saves**

Overall, humour reels, quote posts and recipe videos continue to perform well on Instagram, as well as more educational pieces of content that drive consistent community engagement.



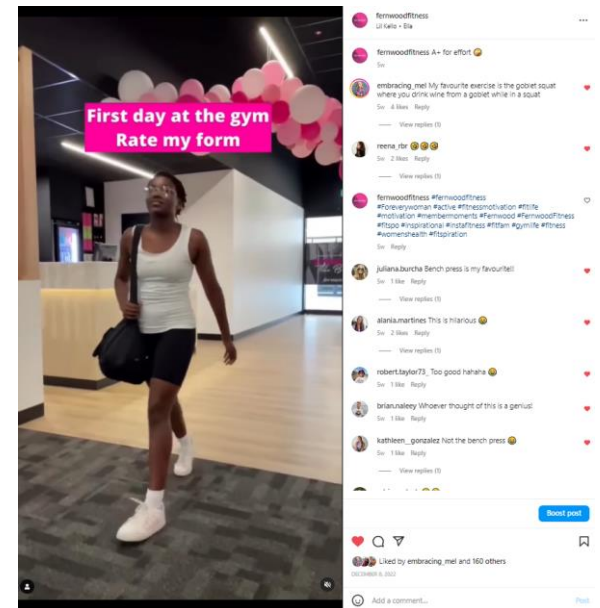
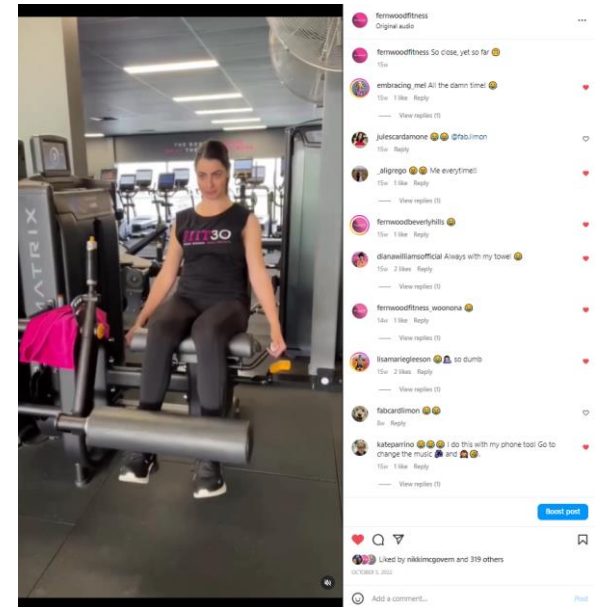
NATIONAL SOCIAL

This quarter our TikTok content has garnered over **600,000** views across both Instagram and TikTok pages as well as over **7,000** active engagements (likes, comments, shares and reposts).

Our best performing reel this quarter was a skit video titled 'Don't you hate when this happens....'. This video garnered **88,125** video views and **402** organic engagements.

We've also continued running paid advertising on TikTok – in September we generated **226,014** advertisements impressions and **675** clicks through to the Fernwood website with a click through rate (CTR) of **0.27%** and a cost-per-click (CPC) of **\$1.63**.

We look forward to continuing to build our presence on these platforms and refine our strategy to increase organic engagement with our content on this channel.



PODCAST

This quarter saw the launch of the final season of the Fernwood Shine Podcast. On the first Tuesday of each month, we release our Power Talk podcasts, which are in conversation, interview-style episodes with a star guest.

On the second Tuesday of each month, we release our Pod Coach podcasts, where women can tune in and complete an audio-guided workout with Fernwood Trainer, Lisa. These are targeted workouts to support women through proper technique, while also boosting motivation.

On the last Tuesday of the month, we release Quick Tips on popular fitness, wellness and nutrition topics. These podcasts are around 5-10 minutes and discuss popular topics from how to use a resistance band, and how to ease back into workouts after a break, just to name a few.

Notably, this quarter saw the release of an episode with ex-accountant and ex-financial advisor, multi-award-winning entrepreneur and author of four books, Melissa Browne. Mel shared her tips for navigating spending, budgets and saving during the silly season, and the irresistible pull of Boxing Day sales.

During this quarter, we've had **2,835-episode** downloads with **24,174** all-time downloads (+20% from last quarter). Our most popular episode over the past three months was our episode with Melissa Browne on Budgeting for Christmas and 2023 financial goals with **100** downloads.

We are currently working on an exciting re-fresh of our podcast series based on the content we know our audience is most engaged with. This will be launch in March 2023!



FERNWOOD PULSE MAGAZINE

We were proud to feature Fernwood's very own Kara Sleigh on this quarter's issue of Pulse Magazine! Each quarter when our new e-mag is released, the old issue will be replaced with the current – the link never changes, making it super easy to share.

Clubs will also shortly have a postcard available for local outreach to order via SFM featuring a QR code to access the mag, as well as a QR code to claim a free class pass. Grab a stack of postcards and get out there!

KEY STATISTICS

Devices

- 82.2% of readers are accessing via mobile – up 2.2% from last quarter. Most consumers now access content via their mobile, so the mag is optimised to be mobile-friendly and easy to flick through.
- 14.2% via desktop computer
- 3.6% via tablet

Total quarterly views

- 5,387
- Our total quarterly views have seen a slight drop as our replacement January – March 2023 issue was loaded 8 days early by our publisher due to the holiday break. The quarterly views for this issue reflects this.

Link clicks

- The free class pass cover link generated 120 website sessions and brought 23 new users to the site.
- The franchising ad link generated 38 website sessions and brought 6 new people to the site.
- The franchising resource link generated 32 website sessions and brought 3 new users to the site.



GOOGLE ADS

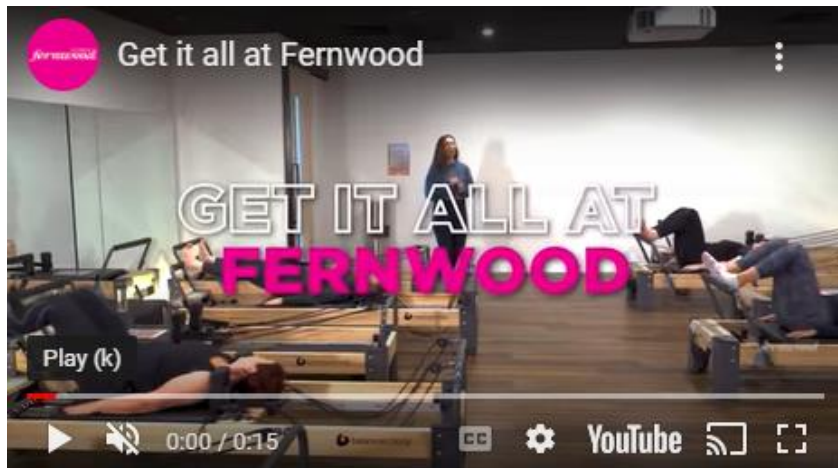
Google Ads across all clubs (including national ads) generated **112,584 clicks** and a total of **7,828 leads**.

Average cost per Google lead was **\$17.66**.

In line with our national marketing strategy, more ad spend was allocated to running brand awareness ads (no offer) via YouTube and display. These ads are optimised for brand awareness, as opposed to conversion. As a result, we achieved over 1.7 million impressions.

Of the 7,828 leads generated from Google this quarter, **1,105 converted to membership**, resulting in **\$1,425,078** in revenue.

Our branded key words performed the best, users most often finding us and submitting a lead after a google search that included 'Fernwood'.



SEARCH ENGINE OPTIMISATION (SEO)

The NSO team carefully plan the text + descriptions used on our website, to ensure our pages are optimised for important key words that prospective members are searching for on Google. By doing this, we ensure that our Fernwood pages organically appear near the top of the results, when users are searching for those key terms.

Our non-paid SEO strategy works alongside our paid ad strategy (Google Ads). There were **582,213 active sessions** on our website this quarter.

The below table shows the non-Fernwood branded search queries that had the most improvement when looking at organic (non-paid) clicks through to our website.

These were the top performing organic searches for the month on Google (I.e. these key word searches resulted in the most organic / non-paid clicks to our website)

- Fernwood fitness
- Fernwood
- Fernwood gym
- Fernwood membership prices 2022
- Fernwood Pilates
- Fernwood membership
- Gym near me
- Fernwood Reformer Pilates
- Womens gym
- Fernwood timetable

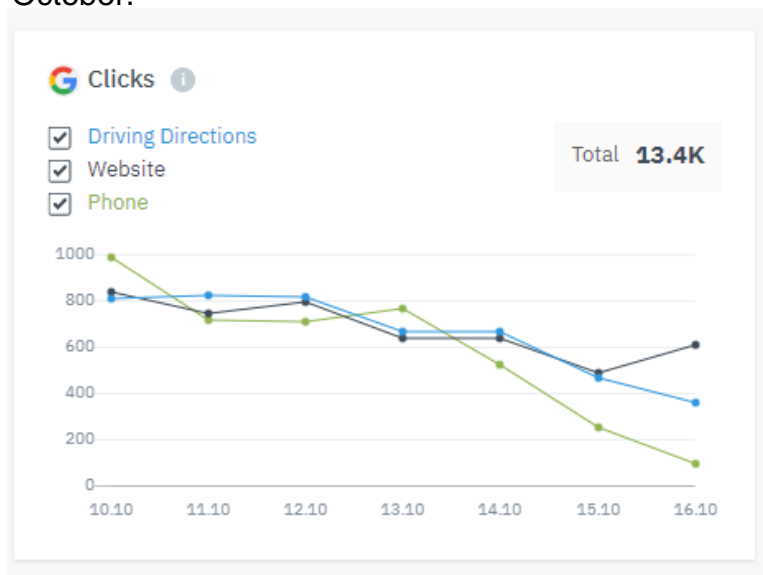
CLUB LOCATION LISTINGS

329 new reviews were left across Fernwood search engine club listings during the quarter, bringing the average star rating to **4.4**. **82%** of the new reviews were 5-star ratings.

Over the quarter, our club Google Listings (business listings and map listings) had **5.5 million impressions/views** and **166.6K action clicks** (directions, website or call).

The most popular day for all actions on our Google listings was a **Monday**, with all actions on Google listings gradually dropping through the week, before beginning to rise again on Sunday to peak again the following Monday.

This example below shows this trend occurring over a 1-week period from Monday 10 October > Sunday 16 October.



WEBSITE

Across the months of July - June, there were **582,213 total sessions** recorded on the Fernwood website. **480,789** of those sessions came from **mobile devices**.

Online Sales

This quarter, **3,043 leads** were generated via the online join form (*up from 2,771 last quarter*), including form completions and in-completions.

1,581 users successfully completed the online join process and purchased a membership online (*up from 1,076 online membership sales last quarter*)

The Cyber Sale and Boxing Day Sale contributed greatly to our growth this quarter.

A total of **3,431 purchases** were made in the online shop this quarter (up from 2,914 the previous quarter), resulting in **\$215,568 revenue** (up from \$138,407 last quarter). November was our best online shop sales month for the year and that we have recorded to date – 1,368 sales and \$107K in revenue. The Cyber Sale boosted these results.

Childcare packs continue to be the most popular online shop products.

EMAIL PERFORMANCE

Q4	Recipients	Open	%	Click	%	Unsub	%
October	298,680	95,349	35%	10,913	5%	1,564	0%
November	599,089	216,159	40%	13,761	3%	2,748	0%
December	994,526	326,565	35%	12,200	2%	6,137	1%
Total	1,892,295	638,073	36%	36,874	3%	10,449	1%
Fitness & wellness industry average			19.2%		1.2%		0.4%

Quarterly comparison

As you know, November and December were massive months for us in market. Black Friday and holiday promos were the focus of our communications plan. Generally, we try to keep NSO-led email comms to a minimum to keep our audiences engaged and not feeling overwhelmed with the volume of emails they're receiving. This also gives clubs space to create their own email comms shaped around NSO's planned email activity.

Compared to Q3, open rates have shown a slight drop, though this is to be expected due to the increased volume of sends over November and December which affects averages. National newsletters, specifically our active and frozen members audience, continue to be our best performing emails which reflects the loyalty of our members. Click-through rates continue to be just over double the industry average, reflecting our quality and relevant health, fitness and wellness-related content which Fernwood is synonymous for.

Best performing emails

October

Email: October newsletter

Audience: Active & frozen members

Open: 53%

Click: 15%

November

Email: Freedom Pass announcement

Audience: Active & frozen members

Open: 67%

Click: 7%

December

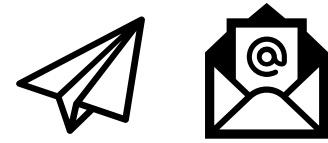
Email: December newsletter

Audience: Active & frozen members

Open: 52%

Click: 5%

EMAIL MARKETING REFRESHER



- Create a communications plan. Look at NSO's planned email comms for the month and build your calendar around it. **Remember**, not too many emails within a short period of time (max 3).
- Put yourselves in the shoes of your consumer – who are they and what do they want? How can Fernwood's amazing services improve their lives? Highlight the service you're trying to sell and its benefits.
- Use personalisation – from subject lines, to opening greetings in the body of your email, people love hearing and seeing their own names!
- Avoid long emails with lengthy copy – most consumers access their emails on mobile, and the longer an email, the less likely they are to scroll to the end.
- Write a strong subject line – keep it short (no longer than 10 words), keep it relevant to the email's content, and avoid all-caps and repeating words, special characters or punctuation (e.g. **SALE, SALE, SALE!!!!** x – this looks spammy and can lead to people unsubscribing or emails being delivered to junk/spam folders).
- Always send yourself a test! Check any links to ensure they're not broken and linking to the correct page and keep an eye out for typos.
- SMS is a great way to quickly reach leads – most people check their text messages immediately, but emails can go unchecked for a longer period of time depending how active the person is in their emails.
- Don't forget, the TalkBox manual is available to all clubs via the Intranet. It's a great resource and covers best practice, email and SMS guidelines, contacts, filters and more. [TalkBox Manual Aug2022.pdf](#)

FERNWOOD APP

The total number of engaged users on the Fernwood App across the network.

- October: **37,022**
- November: **37,155**
- December: **34,645**

An engaged user on the app is considered a member that uses the app on average at least once per week during that month.

Our engaged users is **up by 3,100** users based off last quarter JULY > SEPTEMBER 2022.

Online purchases via the app

- Personal Training, FIIT30, Reformer Pilates, Childcare & Outdoor Bootcamp packs have been available for purchase through the app.
- There were **5,907** individual purchases made through the app between October – December 2022
- **\$395,853.40 revenue** for clubs was made through in-app purchases.
- This is **up \$51,007.20** on in-app purchases made last quarter. An **increase of 14.80%** from last quarter.

Most popular workouts via Pulse

- HIIT Dance with Fleur
- Abs & Core with Amanda from Tullamarine
- HIIT Pilates with Fleur

Most popular recipes via Pulse

- Savoury Breakfast Bowl
- Almond Noodle Stir Fry
- Acai Berry Bowl

FERNWOOD APP

Analysis:

- We have seen another jump in number of engaged users via the app this quarter with an increase of over 3,000 members being engaged via the app. It shows our strong digital presence and integration with our member hub Pulse is helping this growth. Members can now pay their membership arrears and request a membership transfer via the app/Pulse. We will continue to build more touchpoints via the app so our members can be self-sufficient.
- Our revenue from online purchases has increased again since last quarter bringing in over \$30K on last quarter which gives a really steady trend we are increasing the revenue figures through the app quarter on quarter. We have seen another big jump in our engaged users on the app and showing that member are now turning to the online shop and app to manage their purchases for services.
- Power of 5 Challenge saw 270 online purchases bringing in over \$20K in revenue – just from online purchases made via the App.

Outcome:

- Reformer Pilates is still our highest revenue driver for online and in-app purchases this quarter with **1650** individual purchases bringing in **\$145,705.60** in revenue. This has jumped over \$5K since last quarter. This is followed by Personal Training bringing in **\$102,512.00 (up \$35K)** made up from **571** individual transactions.
- FIIT30 has seen a big jump in online revenue, up \$15K from last quarter bringing in **\$51,428.30** from in-app online purchases last quarter. This highlights the growth in the FIIT30 program across the network. It is also worth noting that majority of FIIT30 revenue in the network is coming in from direct debit upgrades, not pack purchases online.
- Childcare was our most frequently purchased service via the app last quarter, bringing in **2222 individual purchases** and **\$66,860.30** in revenue last quarter. There has been no increase/decrease in Childcare revenue this quarter through online.

Partner Activity

DV SAFE PHONE

This quarter, Fernwood were honoured to kick off our official ongoing partnership with **DV Safe Phone** to aid in collecting phones, which are then repurposed and gifted to victims of domestic violence (DV) through registered charities, safe houses and authorities serving this vulnerable community.

Phones are to be deposited into a cardboard DV Safe Phone branded drop-off box, which clubs will now have received via post. They are easy to assemble and should be placed in a spot where it's noticeable to maximise donations.

The partnership official announcement received strong engagement and positive feedback from our Fernwood community online.

