

DECEMBER 2023

CAMPAIGN TOOLKIT

fernzeood.

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GEAR UP FOR SUMMER - JOIN & GET A FREE TOTE BAG + CAP

Please refer to our Master Toolkit for detailed information on executing a successful campaign. View the toolkit here.

CAMPAIGN OVERVIEW

TYPE: LEAD-GEN

FOCUS: LEAD-GEN

OFFER: Join in December and receive a free Fernwood tote bag and cap (while stocks last!)

The purpose of this campaign is to increase brand awareness via premium Fernwood merchandise, while also generating new leads and potential new members in a month that is typically slower for the network due to Christmas, holidays and seasonal events.

CAMPAIGN PERIOD

December 1 - December 31, 2023 (or while stocks last - campaign will be promoted nationally in the month of December, but assets and T&Cs clearly state that merch is available while stocks last).

CAMPAIGN LEADS

Prospective leads will be encouraged to fill out the following lead form to join and receive their free tote bag and cap.

https://www.fernwoodfitness.com.au/campaign/gearupforsummer

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

TERMS & CONDITIONS

Offer valid from 1st December - 31st December while stocks last, on new 12- and 18-month memberships only. Offer also valid on flexible membership purchases for South Australian Fernwood clubs. New member to receive a merch pack. Offer available while stocks last at participating clubs only.

Fernwood Fitness clubs are women's only fitness centres.



MARKETING COLLATERAL & RESOURCES

The NSO Marketing team will provide a set of marketing assets to support the campaign via Canva.

View the assets here.

COMMUNICATIONS

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

DATE	TYPE	TARGET AUDIENCE
Monday, December 4	National campaign launch EDM	Contacts, leads, prospectsPast trialsCancelled members
Sunday, December 10	National newsletter **All clubs to remain opted in**	 Active & frozen members Contacts, leads, prospects, active trials Past trials Cancelled members

HOW TO SELL THIS CAMPAIGN

The key to December sales is to be consistent and help leads focus on joining now so they have their new year's fitness program organized for the new year ahead.

- Tip 1: Ensure all leads have 4 contacts in the first 24 hours when they are most motivated
- Tip 2: Ask for their current fitness goals and deadline they want it achieved by
- **Tip 3:** Book a tour offering 2 solutions today tomorrow, morning afternoon, 2 or 4 o clock. Be persistent with this and don't give up on them, they need you to help them get organized.
- Tip 4: Cover objections and offer to pencil in their time for a tour and confirm on the day
- **Tip 5:** Know that these leads really need motivation to not let Xmas excuses get in the way and we must be careful not to empathize.
- Tip 6: Book them for a tour to get started on their goals
- **Tip 7:** Be prepared to overcome the "Too busy objection" on the phone or in person by reminding people that the new year is coming, and it is good to get started now and have a program already there for them to get onto their goals in January, then offer two options again and ask them to book in. Let them know they can come in after





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- work or on Saturday morning. Work tirelessly to cover objections and motivate them to get started.
- **Tip 8:** Urgency is created around two things 1: their goals 2: the offer (keep it focused in that order)
- **Tip 9:** Build value with the onboard fee explain the New Member Journey after the needs analysis as a way members will achieve results. This is Fernwood's USP (Unique Selling Position) and makes us different from other clubs PLUS shows the prospect how they are going to achieve their goals, therefore removing a lot of the risk of joining and building massive value for money.
- **Tip 10:** Remember that a lot of people have spare time xmas to NYE so encourage them to come in then
- **Tip 11:** New members will have the Pulse app and 24/7 access so they can exercise around their busy schedule. Encourage prospects to get started now and have all of these options available to them over the Summer period.
- **Tip 12:** If people ask for a call back in December or January, and you have done everything to get them to come in during December, then book a tentative tour for the 10 days January rather than a call (It is much harder to get them on the phone later on when their motivation has dropped.) TOUR NOW OR BOOK FOR TOUR LATER (not a call back). You will confirm with them on the day to see if it suits.
- **Tip 13:** January sales also depend on how much effort you put in during December. Keep calling and motivating your teammates although the results might not be as easy in December. What you sow in December you will reap in January.
- **Tip 14:** For all new members, encourage them to refer their support person and generate referrals and use their guest passes in the Xmas weeks as well as logging into the platform to order their free tote bag and cap.

