

TOOLKIT

fernwood.

CAMPAIGN OVERVIEW

TYPE: LEAD GENERATION

FOCUS: TRIAL CONVERSAION

OFFER: KICKSTART YOUR HEALTHY HUSTLE:

6-WEEK MEMBERSHIP + WORKOUT PROGRAM + MEAL PLAN

The purpose of this campaign is to engage new leads with a short-term 'no commitment' membership for a set price, and then convert these leads into ongoing memberships.

The 6-Week Healthy Hustle can be processed in-club via Exerp POS or users can purchase directly via the Fernwood website <u>online shop</u> under the category 'Challenges'.

When a user purchases the 6-Week Healthy Hustle (either online or in-club) they will receive a trial welcome email that confirms their purchase, and which also outlines instructions to register a Fernwood Online Pulse account.

Over the course of the 6-weeks, when the trial member logs into Pulse, they will have exclusive access to:

- A 6-week meal plan
- A workout program

See screenshot below of how this content will appear in the trial members Pulse account:



CAMPAIGN OBJECTIVES

- Generate new leads through a limited time temporary membership offer
- Convert leads to memberships using a limited time temporary membership offer

CAMPAIGN PERIOD

You can promote the 6-week Healthy Hustle at any time throughout the year.

MARKETING COLLATERAL

Creative to promote the 6-Week Healthy Hustle is now available on Canva here.

- A1, A3 & A4 posters
- DL flyer
- Email banners
- Social media images
- Social media videos



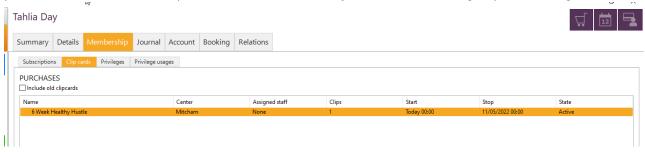
PURCHASING ONLINE

The 6-Week Healthy Hustle is available for users to buy in the <u>public online shop</u> (either for themselves as a non-member or as a gift, to give to a friend or loved one).

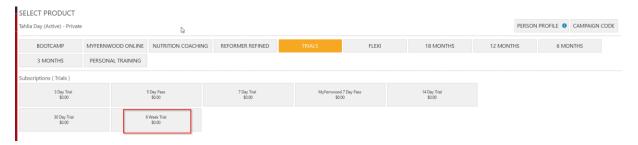
It will appear in the online shop under the **Challenges** category:



When a person buys the 6-Week Healthy Hustle for themselves online, this will create a new profile for the user in Exerp which will automatically have the following clip card assigned:

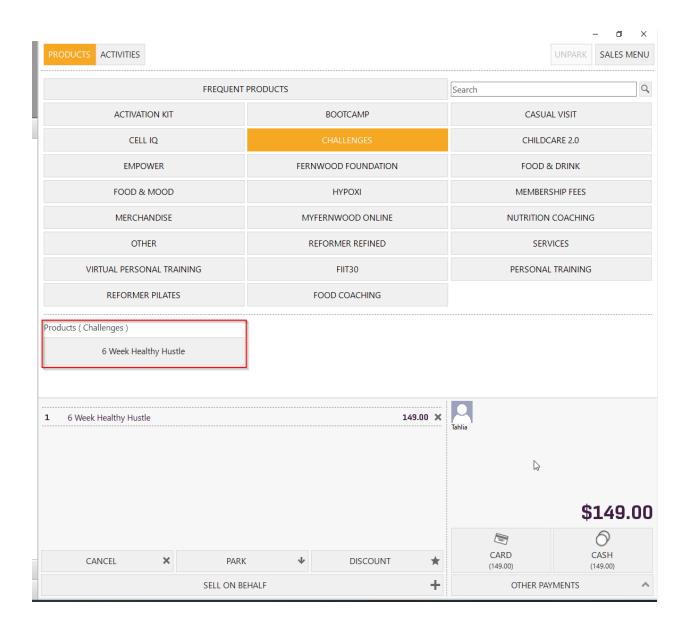


You will then be required to manually assign the 6-week trial subscription to this user's profile to ensure they have access to the club during staffed hours for their 6-weeks and they can register for the Fernwood App and Fernwood Pulse.



PROCESSING PURCHASING IN EXERP

Step 1: In the Front Desk under Challenges, select the product **6 Week Healthy Hustle** to assign the product to the lead and process the payment. This product will ensure the member gets access to their online content via Fernwood Pulse (I.e., Their 6-week meal plan and workout plan)



Step 2: To give the lead full gym access throughout the 6 weeks, you will also need to process a 6-week trial on their profile so they can access the club during staffed hours, book in their classes and register for the app. Locate the 6-Week trial membership product under Trials in the Membership Sale section of Exerp.



Step 3: Once you have completed the sale in Exerp, this will trigger the trial welcome email to the member so they can complete their registration for the Fernwood App and gain access to their 6-week online meal plan/workout plan via Fernwood Pulse.

COMMUNICATIONS

Create a communications plan before you start scheduling your communications. Decide on:

- How many communications you are going to send (max 3 in a short period of time)
- When (spread out your communications over a few weeks)
- Audience (contacts, leads, prospects, active trials, past trials, cancelled members)
- Email or SMS (or both)

Select a Fernwood branded template in Talk Box and add:

- A relevant image from Canva (update the price to reflect your club)
- Landing page URL (add as a button)
- Call to action: Find out more/ Limited time offer

You can use the copy on the lead form website page to include in your email, as well as a link to a recipe blog (our community LOVES recipes).

SMS copy idea:

 Hey [first name], kickstart your healthy hustle with Fernwood [club name]. 6-week membership + meal plans + workout program. Find out more, call 1234 5678 or visit URL. T&Cs apply.

SALES TIPS

The 6-Week Healthy Hustle Membership is a great short-term option which creates many opportunities. Some of these are listed below:

- 1. Spread the word of this "short-term" membership option and use it as a lead generation strategy to attract new members to the club.
- 2. Perfect for targeting particular audiences such as past members.
- 3. This 6-week membership can be used as a drop close. If after a great needs analysis and tour, you have a prospect that you cannot convert to membership, you may like to use this as a final drop close.
- 4. Use for local sporting groups and corporate offer.

5. Use as a prize! Go in the draw to win a 6-Week Healthy Hustle Membership. Get out and have quality conversations and get woman in the draw to win.

However you choose to promote this offer, remember, you are aiming to convert to 12- or 18-month minimum term membership.

Opportunities to convert:

- Point of sale. Your prospect's goals may align with a longer-term membership so be sure to listen during the needs analysis and you may be able to direct them to a 12- or 18-month membership.
- EVERY visit is an opportunity to provide an amazing experience
- Touch point in week one. Make the post sign up call and see if they would like to introduce a friend to this 6-Week Healthy Hustle Membership also then you will have two short-term members to convert.
- Week 3 contact: get started on 12- or 18-month membership before your 6-week trial expires and receive....