

# MONTHLY CLUB MARKETING PLANS

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## Month:

<b>New member offer:</b> <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.
<b>Referral offer:</b>	4 ways to communicate the referral offer (Eg: in-club display, flyers on magazines, newsletters)
	1.
	2.
	3.
	4.
<b>Outreach:</b> <i>Set an expectation</i> <ul style="list-style-type: none"> <li>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).</li> </ul>	8 outreach opportunities for the month (Eg: magazine handouts, cinema night, corporates)
	1.
	2.
	3.
	4.
	5.
	6.
	7.
	8.
<b>Call lists:</b> <i>What project lists are you calling this month</i>	Daterange:
	Offer:
	Daterange:
	Offer:
<b>Retention activities:</b>	4 ways to create member community and retention for the month (Eg: member appreciation day, product sampling times, Les Mills launches)
	1.
	2.
	3.
	4.
<b>FIIT30 target:</b>	FIIT30 activities:
<b>PT target:</b>	PT activities:
<b>Reformer target:</b>	Reformer activities: