



A 12 MONTH MEMBERSHIP

SOCIAL MEDIA AD
COMPETITION TOOLKIT

What you need to know

CAMPAIGN

WIN A 12 MONTH MEMBERSHIP SOCIAL MEDIA AD COMPETITION

INTRODUCTION

Introducing our NSO Social Media Ad Competitions, a secondary campaign starting from July 2024 focused on driving leads. This competition series will run exclusively through NSO social media ads, with leads needing to fill out an entry form and complete an in-club tour for their chance to win a 12-month membership. This competition will run monthly, with a winner selected randomly via a live draw on Instagram Live (via @FernwoodFitness) and subsequently announced on socials.

When running social media 'enter to win' competitions, we attract people that aren't necessarily ready to make a change but are willing to find out more. We also attract people who want to get started straight away.

This style of campaign differs from lead boxes or outreach as people aren't as qualified. However, in our Fernwood social media competitions we've taken steps to ensure we're achieving higher quality leads than your average competition.

This toolkit will help you approach competition leads in a way that is meaningful to them, whilst also providing the opportunity for a conversion to a sale.

Remember: People don't enter gym membership competitions unless they're interested in the gym itself!

ELIGIBILITY

Qualification Step

To help maintain a higher lead quality, Fernwood has added a qualification step in the social media competition conditions. To be eligible, entrants need to:

- Have filled out the NSO competition lead form
- Book and attend an in-club Fernwood Fitness tour

(All prospects will go into the draw, and the winner will be checked against the CRM to ensure they have met the requirements of winning). This will ensure the leads that enter are looking for a fitness club, not just to enter for a prize, moving them from contemplation or pre-contemplation to preparation and getting ready to take action. They will be warmer leads with this process.



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OVERVIEW

Type: Lead Generation

Focus: Tour

Offer: Have the chance to win a 12-month membership at Fernwood Fitness. Submit your details and attend a free gym tour to enter.

All clubs are opted in. Membership will be covered by NSO.

OBJECTIVES

Primary: Drive leads and get them into the gym for a tour/goals analysis.

Secondary: Position Fernwood as a premium and supportive women's-only health club.

OPERATIONS

Leads will come in with the following source code:

Campaign Source: **Win a 12 Month Membership - July 2024**

TERMS AND CONDITIONS

Available to Australian residents or workers aged 18+. Must not be an existing Fernwood Fitness member. Start Date: July 7, 2024 6:00 am. End Date: July 31, 2024 8:00 pm.

Entry: To enter, entrants must complete the entry form on this promotion page and complete a Fernwood Fitness in-club tour. Max 1 entry form submission per person.

Draw: The winner will be selected on August 1, 2024 at 12:30pm, viewable on Instagram Live @FernwoodFitness.

Prizes: One winner will receive a 12 Month Membership at their closest Fernwood Fitness. Not redeemable for cash. The winner will be notified by email within 48 hours of the draw and published on our Competitions website page. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram. By providing your contact details, you agree that Fernwood Fitness may use these details to keep you informed about future products, services and special offers that may be of interest to you until you inform us otherwise.

Promoter: Fernwood Fitness. Level 1, 49 Elizabeth Street, Richmond VIC 3121. View General Terms and Conditions [here](#).

MARKETING COLLATERAL AND RESOURCES

This is a campaign run exclusively by NSO level; hence no marketing collateral will be available at a club level.



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COMMUNICATIONS

Note: the July competition started on July 7.
Future months will start on the first day of the month as detailed below.

Date	Type
Ads Active	First day of the month at 6am
Ads Stop	Last business day of the month at 12pm
Competition Entry Closes	Last business day of the month at 8pm (Gym tour to be completed by this time to be eligible)

HOW TO APPROACH CAMPAIGN LEADS

This sales guide presents a series of actionable steps tailored to effectively engage and convert competition leads. From initiating personalised calls to nurturing prospects with timely emails and follow-up calls, each step is designed to not only secure memberships but also to inspire individuals on their wellness journey.

Sales Steps

► **Step 1: Call leads as per the FLOW CHART in the manual with 4 contacts in the first 24 hours.** Remember the goal is to book them for a tour to be eligible for the draw.

“Hi It’s calling from Fernwood Fitness at I’m giving you a quick call to book your club tour to secure your entry for the 12 month membership prize draw you have entered on Facebook. (pause)

Would this morning or this afternoon suit you best? (or today or tomorrow?)

What is your number one health and fitness goal at the moment?

Great we will see you on at (day and time)”

► **Step 2: Email to all Competition Leads After NSO draws the Winner**

Congratulations to (Mary Smith example) who has won a 12-month full access membership in our winter promotion which includes group fitness classes, gym access and XYZ. Mary’s wellness journey is up and running at Fernwood Fitness and we are so excited for her.

The good news is your journey is starting as well. We are gifting you a 7-day temporary membership to Fernwood, all you need to do is simply give our reception team a quick call on XXXXXXXX and activate it by 31st July 2024. Get started on feeling great for Summer and improve your wellbeing in a supportive community.

► **Step 3: Call to Competition Leads (just call 1 time).**

“Hi Jennifer, its Amanda calling from Fernwood Fitness at I’m just giving you a quick call as you have been gifted a 7-day temporary membership, did you receive the email?

What is your number one health and fitness priority at the moment? When would you like to achieve this by?



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Would this morning or this afternoon be better for you to drop in and activate your access pass? _____ or _____ o'clock?"

No - "how about tomorrow or the weekend?"

No time - "Winter is such a great time to start an exercise program, if you change your mind please give me a call back, otherwise I will buzz you in a couple of weeks to see if that be a more suitable time."

► Step 4: Close Out Text to Competition Leads

"Hi Mary, your 7-day temporary membership is going to expire in 3 days. Please call XXXXXXXX to activate it and allow us to support you to get into shape for Summer and feel stronger, more energetic, and live with vitality. Fernwood Fitness The Experts in Women's Fitness"