

VIP OFFER

EXCLUSIVE TO
Friends & Family



FAMILY + FRIENDS OFFER TOOLKIT

FITNESS
fernwood®



FAMILY + FRIENDS TOOLKIT



CAMPAIGN OVERVIEW

OFFER FAMILY + FRIENDS OFFER

TYPE LEAD GENERATION + MEMBERSHIP SALES

Our aim is to empower women to shine. That's why we'd like clubs to extend an exclusive club offer to friends and family of Fernwood staff members! Our staff are connected to their own communities, and are the ideal people to spread the Fernwood message.

This campaign can be run at any time as chosen by each club. To ensure its impact, we would recommend running this offer once or twice each year during select periods.

CAMPAIGN OBJECTIVES

- Generate leads and sales by sharing an exclusive offer, that can only be accessed by the family + friends of Fernwood staff
- Highlight Fernwood's community element to cement our position as the leader as the experts in women's health and fitness
- Increase positive word of mouth referrals and brand awareness

TERMS & CONDITIONS

Terms and conditions: Offer valid under 11.59pm (AEDT) _____ at Fernwood _____ only. Valid on 12-month memberships only. Membership pricing varies between clubs. An Activation Kit fee applies. Not available in conjunction with any other offer. Fernwood Fitness clubs are women's only fitness centres.

CAMPAIGN PERIOD

This campaign can be run at any time as chosen by each club. To ensure its impact, we would recommend running this offer once or twice each year during select periods.

Please ensure this is reflected in your T&Cs on any and all assets/communications.

OFFER DETAILS: FAMILY + FRIENDS OFFER

This campaign has been designed to be an exclusive email to Fernwood staff. An email banner has been created in Canva for clubs to apply their exclusive VIP family and friends offer.

The email would go to staff members of Fernwood, to share with their family and friends.



No matter what offer your club selects, the campaign code will be: **FERNWOODVIP**

This code can be activated online or in-club.

SUBMITTING YOUR LOCAL OFFER/S FOR EXERP SET UP

When submitting your local offer for FERNWOODVIP via the Fernwood Help Desk (helpdesk@fernwoodfitness.com.au), please be sure to include the following details:

- What is your discount or value add offer?
- Which membership subscription/s is the offer valid on? Make sure this is reflected in your T&Cs

Please note: You cannot adjust the campaign code name.
Don't forget to submit your offer/s to the Fernwood Help Desk.

HOW USERS WILL REDEEM OFFERS ONLINE

Users will be able to shop your offer online during your sale periods by entering the campaign code FERNWOODVIP via our [online checkout](#).

Campaign Code (optional)

FERNWOODVIP	ADD
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PROCESSING OFFERS IN EXERP POS

The FERNWOODVIP campaign offer will also be available for you use in-club at POS.

When processing your membership in Exerp, enter the correct code in the Membership Sale App when selecting your membership. This will automatically apply your offer to the selected memberships and update in the Membership Summary page when processing.

CREATING A UNIQUE ONLINE JOIN URL FOR YOUR FERNWOOD VIP PROMOTIONS

When promoting your FERNWOODVIP offer, it's a good idea to link your unique club online join URL. You can do this by adding your clubs Exerp ID number at the end of the online join URL.



See example below for Fernwood Albury:

<https://www.fernwoodfitness.com.au/join?club=201>

You can find your clubs Exerp ID [here](#).

MARKETING COLLATERAL

Creative to promote the Family + Friends offer is now available on Canva under [Folders > Local Area Marketing > Family + Friends Offer](#)

- Email banner
- Business card



BUSINESS CARD // VIP OFFER



EDM // VIP OFFER



SALES TIPS

VIP offer for friends and family of staff

- Create an amazing offer that your team will be thrilled to share with their friends and family members. Spread the word on Deputy and via any staff chatrooms as well as SMS
- Have a VIP prize ready for the team member who inspires the most friends and family to join your Fernwood community
- Consider making this offer even more amazing than any other offers
- Let's get your whole team excited by this and make it an annual event you can add to your marketing calendar
- Make it personal! Send a direct text message from the owner or manager to show this is personal, exclusive and a real VIP opportunity
- Share the offer with the NSO team so they can let their friends and family know too

Appointments

Don't underestimate the power of appointments at a VIP Family and Friends Day.

Will people come if they are not registered? Maybe, but let's not leave it to chance. Spend quality time booking appointments and accepting registrations prior to your event.

Encourage referrals

"If you bring a friend, we can extend this amazing offer to them – but just for the next 24 hours."

Encourage staff participation in these classes so they can have some fun with their friends and family.

Don't forget referrals on the day! Any family and friends that join will of course want to spread the word.