

MASTER TOOLKIT

Executing A
Successful Campaign

FITNESS
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Overview

The purpose of this toolkit is to provide a strong foundation for all clubs to execute a successful campaign, whatever that campaign may be.

Over the course of the year, Fernwood NSO runs multiple key campaigns related to seasonal activity and national events or days of significance – clubs can expect at least one key campaign each month.

NSO will provide a short overview of each upcoming campaign containing key points prior to its start date, with this master toolkit being the main point of reference for clubs to **market** and **sell** each campaign's offer, sale or promotion.

HOW TO SELL YOUR CAMPAIGN

Before your campaign begins

- Planning plays one of the most important roles in maximising your results.
- Establish your campaign timeline of events early to ensure the roll-out is efficient and runs smoothly.
- Depending on the nature of the campaign, you may want to run in-club events to support the activity. E.g. morning teas, information evenings.

Brief your team

Spend time with the entire team, including receptionists, creche staff, group fitness instructors etc. and brief them on the campaign and your expectations.

Setting club targets

Ensure the team is clear on how many members are expected to sign up for or redeem the offer. How many sales are you aiming to make?

CAMPAIGN LEADS IN CRM

During each campaign period, prospective members will be encouraged to fill out a dedicated campaign lead form to redeem the respective offer/promotion/sale. The lead form URL will be provided to clubs prior to each campaign's start date.

**** Note:** lead forms are not published live until approx. 1 week prior to campaign start date.

Leads will enter into Exerp CRM under the name of each respective campaign for follow up.

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Any relevant campaign code will be communicated to clubs prior to the start of the campaign. Most codes will automatically apply at checkout if redeeming the offer online or can be manually entered into Exerp for in-club redemption.

For assistance in processing offers/promotions/sales in Exerp, please submit a [Helpdesk ticket](#).

CAMPAIGN LEAD GENERATION

1. What is your club's current lead to sale ratio. Calculate your lead to sale ratio by using the following formula:

Sales divided by leads =, multiplied by 100

2. With the above in mind, how many leads will you need during the campaign month and how are you going to make sure you achieve this lead target? Calculate how many leads you need to hit target by using the following formula:

Sales target divided by lead to sale ratio = multiplied by 100

3. Once you know how many leads you will need, get busy formulating your marketing calendar and stay on track day-to-day with your lead target. Jump into the many resources on Canva. The hard work is done for you.

IN-REACH

Happy members love to introduce their friends and family to their club.

- What is your referral plan for the month? Can you utilise the always-on national referral offer available to members via their Pulse dashboard (refer a friend and get 1 month free when they join).
- What is your monthly referral target? Make sure you break down this larger number and achieve daily referral targets by walking the floor, referral stands, POS referrals and post sign up calls.

OUTREACH

There is so much to gain by getting out of the club! Initiate woman-to-woman connections in your local community. Strike up a real conversation and invite them in. Have some fun with this and get the whole team involved.

- Who can get the most leads or book the most appointments?
- Who gave out the most class passes?

Be sure to add these activities to your marketing calendar. Strategise locations, events, gatherings, businesses, schools, shopping centres and more. Allocate time daily to get out of the club and make this happen.

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Consider running an in-club event to bring prospective members and new leads into your club:

Information Sessions

Choose peak times in the club to host your information sessions (e.g. mid-mornings and evenings) to invite members to learn more about what is involved with the campaign and how to go about joining.

Open Day

You may consider a club Open Day during your campaign and use it as an opportunity to feed new members into the club. Is it a FIIT30 or reformer offer? Why not offer a free class on the day... For offers incentivising joining now (e.g. first 21 days free) encourage potential members to explore the gym floor, try a circuit or a popular group fitness class. Open Day assets are also available on Canva to use outside of campaign periods to market your Open Day.

HOW TO MARKET YOUR CAMPAIGN

The NSO Marketing team will provide a set of marketing assets for each key campaign across print and digital media. Create as much awareness as possible using these marketing assets for in-club displays and advertising, plus social assets provided by NSO.

Marketing assets clubs can expect:

- A1, A3 & A4 posters
- DL flyer
- Email banners
- Social media images
- Social media videos (note: not all campaigns will have dedicated videos, but you can create and utilise your own local content to support campaigns without dedicated videos – read below for info on creating local content.)
- Additionally, clubs have access to a full suite of Velpic Marketing training videos to assist and guide marketing strategies (featuring both campaign and non-campaign related videos). Click [here](#) to view the suite.

SOCIAL STRATEGY

IMPORTANT! Please ensure club staff use branded campaign templates supplied by NSO on Canva when promoting national campaigns on social media. This is to ensure the offer/promotion/sale is easily recognisable to our audience when in market, and to ensure it is consistent with the advertising NSO does at a national level. All templates are editable for clubs to adjust as needed. **Any material found online that is not in line with artwork provided by NSO will be asked to be removed.**

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For an in-depth look at Fernwood's social media and branding guidelines, check out ***The Fittest Guide to Social Media for Fernwood*** [here](#).

ESTABLISH CAMPAIGN IDENTITY WITH BRANDED TEMPLATES

Pre-designed Fernwood-branded templates for each campaign are available for use on Canva. Each individual suite of assets is intended for use for the duration of the campaign. Access all campaign social media templates via [Canva](#).

Get up to scratch with social scheduling! Watch this quick [Lunch 'n' Learn session](#) by NSO's Marketing team on Velpic for tips on social media scheduling.

BUILD AWARENESS WITH STRONG CAPTIONS

Support your social media posting and promote your campaign with fun, engaging captions. Using captions efficiently can help you stand out from your competition and increase your social media presence. Captions are the perfect way to draw attention to your post and increase engagement. They should be clever, fun, and relatable, as well as informative.

Example captions from previous campaigns

Referral campaign – win \$1000 travel voucher

*Are you ready to kick off this month with a bang and some extra cash in your pocket? 🤑
We've got you covered!*

Simply gift a friend a class pass to try Fernwood and you'll go in the draw to win a \$1000 travel voucher ✈️

We can't wait to see you smash your fit goals together!

6 Weeks to Strong Challenge

Our brand new 6-week challenge is here! Six weeks to strong officially kicks off Monday August 7!

- ✅ Get stronger, fitter and faster with weekly coach-led FIIT30 training sessions focused on improving your squats, deadlifts pull-ups, shoulder press, abdominal strength and endurance.
- ✅ Receive a challenge journal to track all your progress and weekly performance and a limited edition t-shirt upon entry.
- ✅ Access a nutritionist-developed meal plan with custom meal options and supporting online educational content via the Fernwood App.
- ✅ Go in the draw to win an epic \$6000 prize pack including travel vouchers, spa packages + more!

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EOFY SALE

Do it for you this EOFY! Join Fernwood Fitness today & get 1 month FREE 🥰

Our purpose-built clubs aim to empower and guide women on their fitness journey, whatever their goals may be. Elevate your fitness and wellness routine and train now with Fernwood!

! Hurry, sale runs for 1 week ONLY !

Find out more: **[insert link]**

CREATE HYPE THROUGH TESTIMONIALS & REVIEWS

Testimonials are a fantastic opportunity to let your members become brand advocates, which builds trust, credibility, and brand power. Using members' reviews about their experiences in your club will encourage word of mouth and build excitement about your club and campaign.

Leads and prospects will naturally trust testimonials (just in the way they would a personal recommendation from a friend) more than branded marketing collateral, so capturing testimonial content adds more weight to their purchase decision.

In order to gather interest from your members for capturing testimonial content you can:

- Have a 'share your journey' enquiry poster at reception to gather interest from members who would like to share their stories and advocate about the challenge.
- Approach members in-club and ask if you can document their journey through the challenge. If you wanted to film video testimonials, set aside some time for the member to visit the club and record. You can send the below video script to the member in advance, so they have time to prepare responses. These videos can then be used for social media content and advertising.

Video testimonial filming script

Intro: "Hi, my name is [X], and I've been a member at Fernwood [X] for [X time]."

- What are your health & fitness goals? (E.g. weight, energy, strength, mindset, etc.).
- What was your 'light bulb' moment – the decision that drove you to kickstart your fitness journey?
- Why did you choose Fernwood (over other gyms or programs)? (E.g. has a good atmosphere and is women's-only which makes me feel comfortable).
- What are you looking forward to most your new routine? (E.g. increase in physical fitness, habit building).
- What advice would you give to someone thinking about joining the challenge?

If members prefer not to be filmed, you can still share the above questions (just ask for written responses).

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USE REELS AND VIDEO ADS TO GENERATE LEADS

Video content far outperforms static, so it is recommended to utilise the extensive video content NSO has available on Canva, plus create your own local content to build excitement amongst members and leads regarding each relevant campaign.

Want to know more about creating amazing videos for social? Watch the quick Lunch 'n' Learn session by NSO's Marketing team on Velpic [here!](#)

MARKETING COLLATERAL & RESOURCES

The NSO Marketing team will load all campaign assets to [Canva](#) prior to a campaign's start date for clubs to review and use for planning purposes. Ensure you have your posters, social calendar etc. ready to go for before your campaign starts.

Use your club's Canva login to access the marketing collateral.

COMMUNICATIONS

In support of each campaign, NSO will schedule at least one email on behalf of your club (usually on the first day of the campaign for the launch). The national email schedule will be communicated to clubs prior to the campaign's commencement.

All clubs are automatically opted into all national emails (excluding clubs in presale). Prior to the start of a campaign, clubs will be provided with a deadline to opt out of any campaign-related communications.

Requests to opt out after the deadline will not be accepted. Clubs requesting to opt out of campaign emails will need to provide a copy of their communications plan to the Content & Communications Specialist.

In addition to email/s scheduled by NSO, clubs are expected to create and schedule their own email and SMS communications to support the successful running of your campaign.

RADIO SCRIPTS

Clubs may choose to purchase a radio package to support their campaign. Radio scripts are easily customised to each offer.

Things to keep in mind:

- Always include **Fernwood Fitness** and a CTA to visit **fernwoodfitness.com.au** within the script.
- Listeners should hear 'Fernwood Fitness' at least three times within the duration of the ad to keep the brand at the front of their mind.
- Keep copy short and sharp – radio ads are not long.
- All campaign offers will have T&Cs – always ensure scripts end with, 'Participating clubs only. Terms and conditions apply.'

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Example radio scripts from previous campaigns

Get your first 21 days free

It takes at least 21 days to create a new healthy habit, that's why Fernwood Fitness is offering new members this exclusive offer!

Join Fernwood Fitness now you'll get the first 21 days free!

Plus, you'll get a bonus health and fitness planner with workouts and recipes so you can start your healthy hustle on the right foot.

Gym floor, group fitness classes, yoga and Pilates. There are so many reasons we're the health, fitness and wellness clubs women LOVE.

Visit fernwoodfitness.com.au now. Participating clubs only. Terms and conditions apply.

FREE 7-day trial pass

Fernwood Fitness health clubs are exclusive for women. With the extras that make life easier like childcare, free breakfast and fully stocked bathrooms, and every workout you can think of under one roof, you really can get it all at Fernwood.

Right now, grab your FREE 7-day trial pass at fernwoodfitness.com.au and find out why women love Fernwood.

Participating clubs only. Ts & Cs apply.