

PERSONAL TRAINING TOOLKIT

LOCAL AREA MARKETING

OVERVIEW

TYPE: Lead generation

OFFER: Find out more about personal training

The purpose of this promotion is to generate personal training leads, while also highlighting the vast and varied service offering at your Fernwood club.

The lead landing page does not have a specific offer, but instead creates awareness of and interest in personal training as a premium service offering, with a call to action to fill out the form to find out more.

Clubs can activate marketing for personal training at any time of year and should ensure it aligns with any national marketing activities and campaigns, as well as their local marketing strategy.

MARKETING & COLLATERAL

Lead form URL: <https://www.fernwoodfitness.com.au/personaltraining-forwomen>

How lead will appear in Exerp CRM: PT General Enquiry

Creative to promote your PT offer available on Canva here:

<https://www.canva.com/folder/FAE4TJ2Wk-s>

- Posters
- DL flyer
- Email banners
- Social media images
- Social videos

SALES/LEADS TIPS

This campaign will assist in driving new membership as well as increase personal training awareness, participation, income and retention. It will also assist your trainers in building up their client base.

As always, your team is an integral part of a campaign's success. There is no better way to gain an understanding of Personal Training than to participate in a session or two (ongoing is ideal).

Gather the team and brainstorm strategy to make your campaign a huge success.

- Can your team members tell you the top benefits of PT? You may want to create the language together and practice and drill until they know it off by heart
- Does your team know each trainer's skill set and specialty? This is a great thing to feature on your socials.

Personal training is for EVERYBODY as it is tailored to suit every individual so let's get everyone involved!

Check what your PT absorption rate is at the beginning of the campaign and set a target. Be sure to track this number so you can see the progress and growth.

Implement a simple script for incoming leads:

"Hi Lisa, I see you are keen to learn more about personal training..."

Normal scripting from here to build rapport:

- *"Are you currently exercising?"*
- *"What are your top health and wellness goals?"*
- *"We have some amazing trainers here and I know they will be able to help you achieve those things. I would love to invite you into the club to look around and learn more. Does a morning, afternoon or evening work best for you to pop in?"*

You may want to create a special offer for these prospects:

- Get started today on our maximum results package (for example, gym plus flexi PT) and get your first two personal training sessions free.
- Implement a personal training upgrade offer for members during this campaign time also. This may include a short-term pack sale or a great incentive to jump on to direct debit – first session free, for example. You may even want to invite your members to book a complimentary personal training session! Great leads for your trainers to convert.
- Your trainers may need a refresher on converting complimentary sessions so perhaps run a one-hour session just to provide your PTs with the skills they need to convert.
- Get all of your trainers to have their clients invite a friend to their next session! Hopefully they love it and your trainer ends up with a new client.

SOCIAL & DIGITAL TIPS

Set up social ads and posts to generate new leads, and engage existing members

- Use the [editable PT assets](#) on Canva to create a suite of promotional material for your club use.

- Brief Nathan from Web Engage on a local social ad campaign promoting a PT offer or competition (send Nathan your pre-designed assets from Canva or link him directly to the Canva folder)
- Ensure your sales staff review the CRM task title so they know the lead has enquired about personal training and can offer advice around this service
- Create social posts on your feed with content from your personal training sessions (with participant approval)
- Create posts with content about personal training to educate women about the benefits of 1:1 training (you can copy this from the Fernwood website)

COMMUNICATIONS TIPS

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
- 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 special offer for personal training (if you choose) that they can access by submitting a lead form.

SMS copy ideas:

- Hey [first name], 1:1 PT sessions now available at Fernwood [club name]. Find out more, call 1234 5678 or visit [URL](#)
- Hey [first name], get a personalised workout plan to help you achieve your goals. Check out Fernwood [club name]'s PT sessions [URL](#)