

# LEAD BOX TOOLKIT



FITNESS  
*fernzeood*®

# LEAD BOX TOOLKIT



## CAMPAIGN OVERVIEW

A lead box is a physical container used in offline or traditional marketing strategies to collect leads contact information from potential customers.

This community activation tool is designed to gather leads where our target audience frequents the most, choosing strategic community venues like the following will ensure best results: Bridal boutiques, Beauty Salons, Car washes, Pet stores, Cafes, Community centers, gym supplement stores etc.

The concept is straightforward: individuals interested in the Fernwood offer drop their contact details (name, email address, and phone number) into the lead box. There will be an incentive for participants to provide their information, such as entering a contest.

Lead boxes are a must to lead your lead generation activity at fetes and fairs and causal leasing.

## CAMPAIGN OBJECTIVES

- Enhance brand awareness via key strategic venues.
- Drive lead generation by engaging new prospective members through promotions or competitions.

## CAMPAIGN PERIOD

The lead boxes are for clubs to run lead generation at any time throughout the year.

Clubs can place these lead boxes in a venue for a long period of time to capture leads.

Clubs may want to consider changing the lead box header artwork every 2 months to keep the artwork seasonal or if there is a specific competition clubs want to offer.

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## MARKETING COLLATERAL

Each club will receive a printed lead box header with a competition offer call to action.

Further lead box headers will be printed and provided moving forward.

Each club will receive 6 packs of lead forms.

Creative assets to edit competition offering on the lead box headers and print more lead forms are now available on Canva [here](#)



Lead Box Header A5

Go into the draw and **WIN**  
a Membership

Leave your details and pop in  
the top of the box.

Full Name .....

Email .....

Mobile .....

Suburb .....

What are your fitness goals? .....

☐ By completing this form, you give permission for your local Fernwood Fitness club to contact you.

TERMS & CONDITIONS Competition open to Australian residents aged 18 years and over. Prize is a standard 3-month membership at your local Fernwood Fitness club. Some services and programs are at an additional cost. Fernwood Fitness are women's only health clubs. Not valid in conjunction with any other offer. Competition winner is drawn quarterly on the 2nd Friday of March, June, September and December. Quarterly winners will be contacted by phone within 1 week of the prize draw and must claim their prize within 4 weeks.

**fernwood** FITNESS

Lead Form A6

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## LEAD BOX KITS

Each club will receive (as of November 2023):

- 2 x metal lead boxes.
- 2 x printed lead box headers.
- 6 x A6 Lead Form Pads each with 100 sheets.
- 2 pens on a string (to attach to the box).

## LEAD BOX PRESENTATION

Fernwood is a premium product, and all marketing touchpoints should reflect this premium quality.

When setting up a lead box in a community venue, please ensure that:

- The lead box is in a visible location.
- It has a relevant header inserted.
- The lead forms are next to the box.
- A pen is accessible.
- Check on the box regularly to ensure all the above is still in place and top up lead forms.
- Do not place DL flyers next to your lead box as this will decrease your leads. If a venue does not want to take your lead box, then ask them if they will take DL flyers instead.
- It isn't the job of the community venue to maintain its premium look, it is clubs, make sure you are checking in on your boxes.
- If someone has moved your box, check it, and move it back into the original location as it just may have been the cleaner or a customer.

## COMMUNITY RELATIONSHIP BUILDING

The lead boxes need to be placed in strategic community venues where our target audience frequents the most.

Clubs should choose venues within a 2km radius of their club.

To be able to implement the lead box in these venue lies in building relationships with these local groups. You can chat about Fernwood's mission, offer staff a 14-day pass in exchange for installing the box, and all the while cultivating positive word of mouth.

### Venue ideas:

- Bridal boutiques
- Salons
- Car washes
- Pet stores
- Community centers
- Libraries

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- Women's athleisure wear stores
- Local Cafes and Restaurants
- Health food store
- Sport stores
- Juice companies (Boost Juice)
- Gym supplement/nutrition stores
- Allied Health clinics (chiro, physio)
- Staff rooms for 1-month eg Coles, Woolworths, Hospitals

## MAXIMISING LEAD POTENTIAL

Time is crucial in lead collection. As soon as a person provides their details, they become a warm lead, presenting a prime opportunity for engagement. It's important to check the lead boxes twice weekly to provide a greater benefit for lead conversion.

Once you've retrieved the lead forms, proactively reach out to the leads. Offer them a complimentary gym pass or an enticing promotion to encourage their visit to your club. Highlight that they've also been entered into a competition, creating an extra layer of excitement.

**Pro Tip:** Keep track of lead call timelines and identify peak conversion periods. Leverage this information to optimize your outreach strategy moving forward.

## SALES TIPS & KEY POINTS

- Visit location 2 x week (Mondays and Thursdays are great choices).
- Choose retail outlets, beauticians, hairdressers, cafes, shops, staff rooms e.g., Coles, sports registration days, fetes, and fairs.
- Clean lead box, ensure pen and pads are there.
- Ensure you don't have flyers next to your box, only the box for maximum success.
- Give the staff at the location some sort of pass in exchange for hosting the lead box.
- Get to know the staff by name and always say hi to them.
- If the box moves, it is probably the night cleaner, move it back to the best location. Place it not where people order, but where people wait for coffee, or waiting room for massage or chiropractor for example.
- Change the header on the lead box to suit the season or campaign.
- Track the leads using a simple table format with locations listed and weeks to tally up totals each week it is in the location.
- Use the lead box scripts in the telephone section of the sales manual when following up leads.
- Track the leads each week and each month and work out which ones are generating the most clients.

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## PHONE SCRIPTS

### Lead Boxes Competition

**Advisor:** “Hi Jenny, I’m Amanda from Fernwood Fitness (suburb). You entered a competition with our club at one of the local stores and we’d like to offer you a \_\_\_\_\_ day class pass to try the club.

**Jenny:** “Great.”

Advisor: “The entry form says that you want to .....(goals).....have you been thinking about doing this for a while?”

“Is there any particular reason why you want to achieve these goals?”

“Do you have a specific time you want to achieve this by?”

“Jenny would today or tomorrow be better to pick up your pass, have a tour of the club and get you started on achieving some of your goals?”

“Would \_\_\_o’clock or \_\_\_o’clock suit you better?”

“Jenny your appointment will be with \_\_\_\_\_ tomorrow at \_\_\_\_\_”

Objection - haven’t got time

“Can I book you a time next week or perhaps the weekend might be better?”

NO-

“It sounds like you are flat out. When you’re ready you can simply jump on our web site and sign up there if that’s easier for you. If you do that you get your first month free.”

Thanks for your time and hope to see you in the future soon

Bye”

### Lead Box Registration

**Advisor:** “Hi Jenny, I’m Amanda from Fernwood Fitness (suburb). You registered at one of the local stores for \_\_\_\_\_ trial membership at the club.”

**Jenny:** “Yes that’s right.”



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**Advisor:** “The entry form says that you want to .....(goals).....have you been thinking about doing this for a while?”

“Is there any particular reason why you want to achieve this?”

“Do you have a specific time you want to achieve this by?”

“Jenny would today or tomorrow be better to pick up your pass, have a tour of the club and get you started on achieving some of your goals?”

“Would \_\_\_o’clock or \_\_\_o’clock suit you better?”

“Jenny your appointment will be with me tomorrow at \_\_\_\_”

Objection – haven’t got time

“Can I book you a time next week or perhaps the weekend might be better?”

NO-

“It sounds like you are flat out. When you’re ready you can simply jump on our web site and sign up there for another 5 day pass if that’s easier for you. You can also join online and if you do we’ll give you your first month free.

Thanks for your time and hope to see you in the future soon. Bye”

## ADDITIONAL LEAD BOXES

The more lead boxes that you have out in the community, creates more opportunities to capture leads.

For examples:

If you have 6 lead boxes out, getting 2 leads per week = 624 leads per year

E/S 35% = 218 sales per year

If your club would like to purchase additional lead boxes, please place orders through Display Me using the link below:

<https://www.displayme.com.au/buy/a5-euro-black-metal-suggestion-box/HAB12B>