

## Key Dates

### CAMPAIGN STARTS

Wednesday 1st May 2024

### CAMPAIGN ENDS

Friday 31st May 2024

## What you need to know

### CAMPAIGN TYPE

Lead Generation

### CAMPAIGN FOCUS

Trial

### OFFER

1 WEEK FREE

Please refer to our Master Toolkit for detailed information on executing a successful marketing campaign. View the toolkit [here](#).

### CAMPAIGN OBJECTIVE

**Primary Objective** - Drive new leads and new memberships using an exclusive and limited-time targeted trial offer.

**Secondary Objective** - The secondary campaign focus is celebrating Mother's Day, with clubs crafting bespoke offers (local area marketing) to drive awareness and generate leads, fostering appreciation for the incredible mothers in our community.

### CAMPAIGN LEADS

Prospective leads will be encouraged to fill out the following lead form to claim their 1-week free trial. Upon submission, the lead will gain access to download the 1-week pass instantly.

[Campaign Lead Form - Click here.](#)

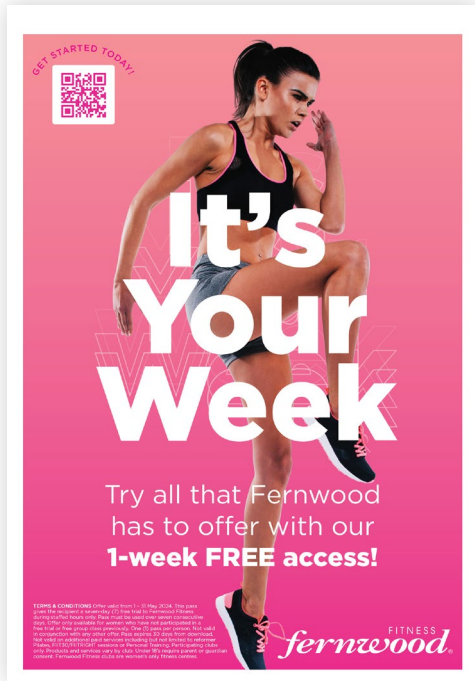
*\* Note: lead forms will be live 2 weeks before the campaign start date*

### OPERATIONS

CRM Task Title (as it will appear in Exerp CRM):

May 2024 - 1 week pass

Leads will submit a lead form on the website, this will allow them to download a PDF Pass which they can print or present on their phones in club.



## Marketing collateral and resources

The NSO Marketing team will provide a set of marketing assets to support the campaign via Canva. [Click here](#).

+ A4, A3 & A1 Posters

+ DL Flyer

+ Instagram & Facebook Post  
(Static and Video)

+ Facebook Cover Image

+ Email Banner (Talkbox)

+ Email Signature

### MOTHER'S DAY: 12 MAY

Leveraging the Canva assets provided [here](#), clubs have the option of creating bespoke offers for their local markets. Some suggested offers you could run for Mother's Day include:

- + Mum's train for free'- in the week leading up to Mother's Day, 6 - 12 May
- + A one month promotion - 1 Month Mums Workout Pass for \$99.

When setting up your Mother's Day campaign for Exerp via helpdesk, please use the code: **MOTHERSDAY24**

### TERMS & CONDITIONS

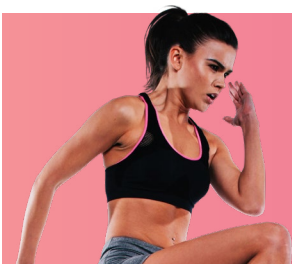
Terms & Conditions: Offer valid from 1 - 31 May 2024. This pass gives the recipient a seven-day (7) free trial to Fernwood Fitness during staffed hours only. Pass must be used over seven consecutive days. Offer only available for women who have not participated in a free trial or free group class previously. One (1) pass per person. Not valid in conjunction with any other offer. Pass expires 30 days from download. Not valid on additional paid services including but not limited to reformer Pilates, FIIT30/ FIITRIGHT sessions or Personal Training. Participating clubs only. Products and services vary by club. Under 18's require parent or guardian consent. Fernwood Fitness clubs are women's only fitness centres.

### COMMUNICATIONS

The following national emails will be sent out on behalf of all Fernwood clubs in May (excluding those that have opted out).

Date	Type
Wednesday, May 1	May campaign launch EDM
Target Audience	
➤ Contacts, leads, prospects- last two years	

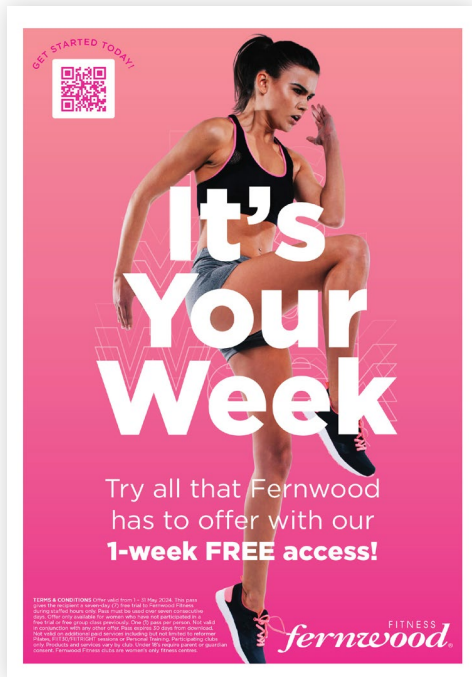
Date	Type
Sunday, May 12	National newsletter <i>**All clubs to remain opted in**</i>
Target Audience	
➤ Active & frozen members - last visit within 45 days	
➤ Contacts, leads, prospects, active trials - last two years	
➤ Past trials - last two years	
➤ Cancelled members - last two years	



# It's Your Week

Try all that Fernwood has to offer  
with our **1-week FREE access!**

CAMPAIGN TOOLKIT



## HOW TO SELL THE CAMPAIGN

### One Week Free Pass

- + Create the terms and conditions around your trial pass e.g. what is included and what is excluded
- + Create a tempting trade in offer at point of sale
- + The trial pass will attract people 'thinking about it' so you will need to do a great needs analysis to help find out the reason why they are looking at trying the pass. What exactly are they looking for?
- + Call any leads that have come through immediately and book a club tour 30 mins before their first workout. They need to fill out a health screen, a GTKY form and be price presented before their first workout session (see scripts in the sales manual)
- + Use the 2-option close to book a club tour "morning or afternoon"
- + Avoid sending any enquiry information or timetables as this will make it almost impossible to get them on the phone or to book a tour (as the tour is where the information is usually given out and rapport built)
- + Use the GTKY form and ask deeper more specific questions about their goals "How is this measurable?" "What does this mean to you?"
- + Get the specific goal and deadline they want to achieve their goals by
- + Using the GTKY form - try and get the client to choose as many of the goals as possible to increase value for money
- + Show them the services and how they will benefit from using them
- + Conduct a price presentation with the lead: "From what you have told me you want to achieve \_\_\_\_\_(goals) by \_\_\_\_\_ (date) so the 7 day pass isn't going to be suitable, let me show you how you can trade it in today and get started on your real program to achieve the goals discussed." No one can achieve their goal in 7 days so provide them with a suitable solution.
- + "The most popular memberships are the Focus and the Flourish membership. Focus is a small 12 months at \$\_\_\_\_ a week and Flourish is our 18-month loyalty rate of \$\_\_\_\_ a week. Both have an onboarding fee of \$209 which is what we spoke about on the gym floor. If you trade in your pass, your joining fee will be reduced to \$\_\_\_\_and we will design your individual program to get you the results you want. Which option suits you best?"
- + If they are sitting on the fence and want a night to discuss with their husband, book an appointment for the next day when they will get started on their full-service membership or activate their trial pass.
- + Remember leads should not be able to access multiple offers so they need to pick the trial or the joining special on the day
- + If someone is on a trial but does not join at point of sale, use the follow up system in the manual to ensure they are receiving regular service calls
- + Close out your trials before their expiry date with an additional offer, it may not be as good as the first offer, but still creates urgency by using the expiry date of their trial pass as a deadline



**Trial Workflow Suggestion**

Type	Time	Action
One week pass	Day 2	Help with class choice + book next session
One week pass	Day 2	Check in, cover objections + close out the sale

+ Have a close out SMS and email sent 2-3 days before month end to all leads from the past 2 months with a close out campaign “Offer is ..... and ends .....”. Direct them to the online join platform.