

# WORKOUT WHENEVER

*Wherever*

WITH FERNWOOD **PULSE**



**CAMPAIGN OVERVIEW & TOOLKIT 2021**

FITNESS  
*fernwood*®

# TAKE FERNWOOD PULSE WITH YOU CAMPAIGN OVERVIEW & TOOLKIT 2021



## CAMPAIGN OVERVIEW

**OFFER** WORKOUT WHENEVER WHEREVER

**TYPE** MEMBER RETENTION

There are many reasons women take a break from Fernwood, but there are just as many reasons to stop that deferral or cancellation!

**Workout wherever, whenever with Pulse.**

Say hello to **Fernwood Pulse** – it's the new name of MyFernwood.

You can access the new assets for Pulse here.

With **Pulse**, members can take Fernwood anywhere in the world, and still experience the workouts they know and love. In the lounge room, on the beach, in the backyard and of course, in the club!

This campaign can be run at any time as chosen by each club. To ensure its impact, we would recommend running this offer during holiday months, such as summer, Easter, school holidays etc.

## CAMPAIGN OBJECTIVES

- Improve member retention during holiday seasons by promoting **Pulse** as an alternative to cancelling
- Reduce member deferrals during holiday seasons by promoting Pulse as a way to stay fit and healthy during this period
- Position Fernwood as an adaptable business that can cater to members' lives

**This campaign can also be used for lead gen + sales**

- Drive lead generation by promoting Fernwood's flexible service model
- Drive new member sales by promoting Fernwood's flexible service model

## 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 during holiday months, such as summer, Easter, school holidays etc.

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

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## 7-DAY PULSE ONLINE PASS

The following lead form/website page can be used to promote this campaign locally and to encourage lead generation: <https://www.fernwoodfitness.com.au/Pulsetrial>

Creative assets are available to promote a 7-day free pass to Pulse only. These assets can be used as lead generation to convert leads to sales.

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

***Terms & conditions:** Pulse trial valid for 7 consecutive days once activated. Not valid in conjunction with any other offer. First-time users only. Participating clubs only. Fernwood Fitness clubs are women's only fitness centres.*

## PROCESSING PULSE 7-DAY PASS OFFER IN EXERP

Please contact the lead and ask when they would like their 7-day Pulse pass to begin. Once the start date is confirmed, assign the subscription product **Pulse 7 Day Pass** (found in the Membership Sale section in Exerp) to their profile for their start date.

The lead will be able to access Pulse for 7 consecutive days from start date.

To access Pulse, the lead will first need to register their Pulse account at:

<https://www.fernwoodfitness.com.au/register>



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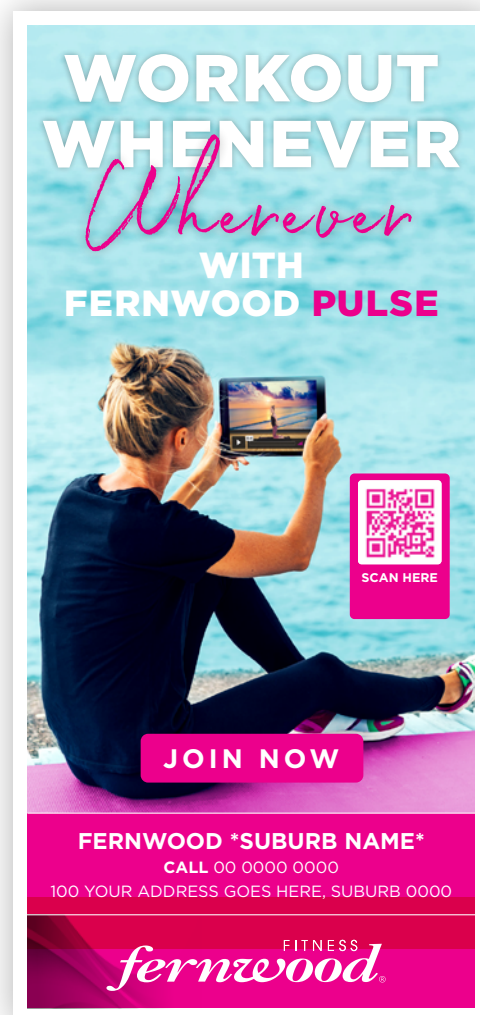
## MARKETING COLLATERAL

Creative to promote the offer is now available on Canva under [Folders > Local Area Marketing > Fernwood Pulse](#), including

- Posters
- Social assets
- Email banner



A1, A3, A4 POSTER // TAKE FERNWOOD PULSE WITH YOU



DL FLYER // TAKE FERNWOOD PULSE WITH YOU



FB COVER IMAGE // TAKE FERNWOOD PULSE WITH YOU

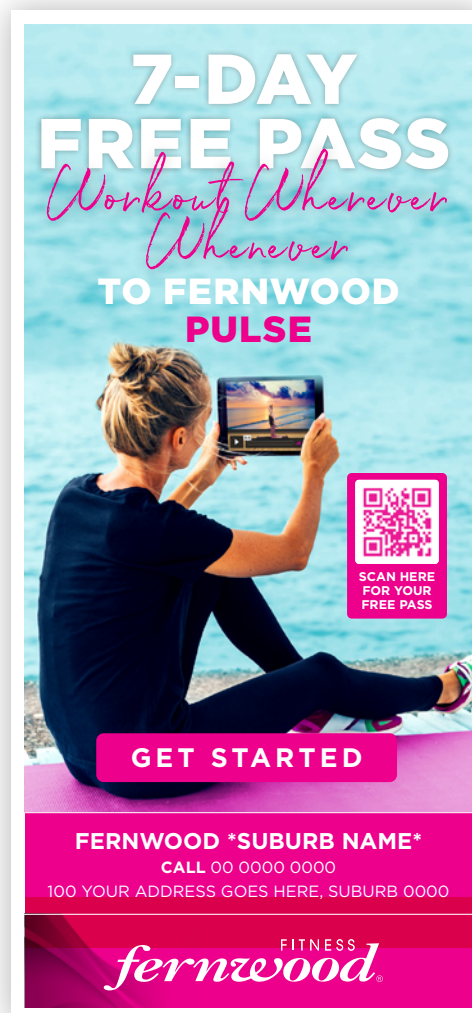


SOCIAL TILE // TAKE FERNWOOD PULSE WITH YOU

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## SALES TIPS

**Fernwood is not just bricks and mortar – it is so much more! **Pulse** adds value at the point of sale and gives our prospects just another reason to get started today.**

**Language you can weave into the tour after you have completed the needs analysis:**

*“After speaking with you today Georgia I know your top health and wellness priorities are to lose 5-6 kgs and increase your overall health and wellness. It’s great that you are planning on coming in 3 times a week but if your week gets busy and you can only manage 2 in club workouts, then you can choose a workout from our Pulse library and simply do it at home. This way you never have to miss a workout.”*

**Pulse is a great way to overcome financial objections at the point of sale.**

*“There is a once off Activation Kit of \$259 and it is value packed. It includes many things we have already spoken about today, such as your new member experience with one of our qualified trainers and 24/7 access to the club via your very own FOB. It also includes full access to Pulse which is \$359 worth of value just on its own.”*

**Pulse can be used as a member save.**

**Language you can weave into a member save conversation, either face to face or in person:**

**“I understand that you are (some examples below):**

- Time poor at the moment
- Unable to get out of the house at the moment as you are looking after sick children
- Feeling deconditioned and wanting to ease back into things
- Going on holiday for six weeks
- Have crazy work deadlines right now
- Needing to isolate for 14 days

*“So, I would love to help you to find suitable workouts on Pulse so we can help you to stay active during this time.”*

**The **Pulse** 7-day virtual pass is a fantastic way to engage your local community and introduce prospects to your club. Promote on socials and drive referrals using the 7-day virtual pass.**

**Once prospects express their interest in the pass and we call to set them up, here is some language you can include:**

*“Emma, I am so excited that you get to enjoy Pulse for 7 days. To maximise your experience, I would love to invite you in for an in-club workout also. What day this week suits you best and I can help you get that organised now.”*



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## Tip

**Do your team members understand the amazing benefits of Pulse? Encourage an online workout of the week with your team and have some fun in club with a weekly recipe.**

**The more your team enjoy using Pulse the more they will encourage your members to do the same.**