



# 8 WEEK TRANSFORMATION

*Join the movement*

## PRE- SALE TIMELINE



	OPERATIONS	MARKETING
<b>WEEK 1 Launch</b>  Mon Jan 1 – Sun Jan 7	<ul style="list-style-type: none"> <li>- Identify target and set goals</li> <li>- Get all marketing assets and tools together</li> <li>- Build hype on social media (teasers, FOMO, coming soon)</li> <li>- Lock in dates for info sessions &amp; advertise</li> </ul> <b><u>ORDER SFM BOOKLETS AND TSHIRTS</u></b>	<p>Flyer Distribution – Over the next 5 weeks utilise the Transformation and Jan Campaign Flyers, distribute these across strategic locations in your local community – use the Fernie Mascot.</p> <p>Lead Box – Over the next 5 weeks, any leads in your lead boxes, make sure to educate them on the Transformation, invite them to the info session.</p> <p>Promote your Info Session – Info Session posters out in community e.g. cafes, hairdressers, bridal stores. Encourage Members to bring a friend to drive new leads.</p> <p>Social – Start posting countdown weeks to go social tile.</p>
<b>WEEK 2 Campaign show</b>  Mon Jan 8 – Sun Jan 14	<ul style="list-style-type: none"> <li>- SEND COMMS to members</li> <li>- POSTERS UP in club</li> <li>- CARDIO TAGS on screen (if not already)</li> </ul> <b>ADVERTISE INFO SESSION</b> <ul style="list-style-type: none"> <li>- Send email comms</li> <li>- Promote challenge with influencer / members</li> </ul>	<p>Club social media pages – sneak peek videos of what to expect during the transformation, utilise your build or burn selfie frames to drive excitement.</p> <p>Get your Fernie Mascot involved in this content.</p> <p>Create local content (reels) of staff members about the transformation – use trendy music #8weekstransformation and tag @fernwoodfitness.</p>
<b>WEEK 3 Mid campaign engagement</b>  Mon Jan 15- Sun Jan 21	<b>RAMP UP POSTING ON SOCIALS</b> <ul style="list-style-type: none"> <li>- Q&amp;A social/ video</li> <li>- Share success stories</li> <li>- Share teaser content/ supps/ recipes/ food etc.</li> <li>- Check ppt progress / sign up- do they have what they need</li> </ul>	<p>Transformation teaser class - Create a class during the week for members to get a taste of what the challenge entails, highlight build and burn. Promote bring a friend to drive new leads.</p> <p>3 tile sliced image – pin the 3-tile sliced image to your Instagram page.</p> <p>Assets – use educational content on Canva to inform your members about the transformation.</p>
<b>WEEK 4 Intensify marketing</b>  Mon Jan 22- Sun Jan 28	<ul style="list-style-type: none"> <li>- Run trial FIIT30 and FITMAX classes</li> <li>- Keep engagement high</li> <li>- Countdown for final weeks</li> <li>- Check in with teams</li> <li>- Schedule and advertise fitness testing</li> </ul>	<p>Testimonials – Past challenge/transformation member testimonials are a great way to connect with future challengers. Create video or quote testimonials to use across socials, EDM's etc</p>
<b>WEEK 5 Final push!</b>  Mon Jan 29- Sun Feb 4	<p><b>29/01 - 07/02 BEFORE - BODY SCANS and MEASUREMENTS</b></p> <p><b>03/02 Opening Ceremony</b> – welcome, challenge packs given out, overview, members meet teams &amp; leaders etc</p>	<p>Last push – flyer drop, and drive socials with the Opening Ceremony, include the teams, and team leaders, create FOMO.</p> <p>Facebook group – inform members to join our private 8 weeks transformation group.</p> <p>Social – Create a build and burn highlight on Instagram. Share content of members using the selfie frame to show if they are team build or burn.</p>